

ABSTRACT

Muhammad Agnesa Aji Wijaya. 2019. *Character Design of Stray Cat in Animation THE STORY OF CATS : JACK & IJUL. Final Project. Visual Communication Design Study Program. Creative Industry Faculty. Telkom University.*

Cats are one of the most common animals maintained by the community. However, female cats are abandoned and not proprietary. This inadequate condition brings quite a number of challenges. Starting from the spread of disease to each other, the environment to the community, up to the uncontrolled population. Plus, there is still a need for community care for abandoned cats, making this one animal have an undetermined expectation.

Therefore, an invitation to the community, from information to education, is needed. So that people can care more about the lives of abandoned cats. The invitation to this community can be through the media of animation, one that does not fit the character. From this character, people can get to know the lives of abandoned cats, starting from their conditions, to their daily lives.

From this character form can display the physical form of an abandoned cat, which is based on observational data in the field, thus making the appearance of abandoned cats into a form created by. This character form is expected to invite and invite the public to be more concerned about the lives of abandoned cats.

Keyword: Character, Animation, Cats