

## **ABSTRACT**

*Sarah Nur Shabrina. 2020. Designing Character for 2D Animated Short Film "Escape". Thesis. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.*

*When entering the higher education, students are given a new social environment, new experiences. Each individual is required to be able to manage their responsibilities as well as the level of learning difficulties and assignments that must be managed by students. In the learning process, each student has different abilities and ways of learning. There are those who do the task directly, gradually and there are those who procrastinate until a specified deadline. This procrastination is called Procrastination. Procrastination can be interpreted as an activity of intentional procrastination into a habit so that it can have negative impacts in the future. Procrastination among students is to delay the assignments. During the work assignments, students can lose motivation, find it difficult to get ideas and inspiration, do activities that are not important outside the task or lose confidence.*

*The purpose of this report is to design a Character Design that can deliver a message about students who do procrastination as a habit. In collecting data, the author uses qualitative methods, through observation, interviews, literature studies and document studies and then the results of the analysis. From the results of data analysis, it is obtained that the general characters from physical features of Depok college student's faces, student costumes while at home then cause and effect of student procrastinators, the results will be used as a reference in 2D animation character design. Aiming that students are expected to feel a connection between them and the character of the procrastination.*

*Keywords: Students, Procrastination, Character Design, 2D Animation.*