

ABSTRACT

Designing the Environment and Background for 2D Animation entitled Wedang Ronde.

The design of the environment and background is one of the steps taken to tell about food named wedang ronde through 2D Animation media. The environment and background created will show the condition of the Chinatown tourism area in Bandung as the main reference and then it will be processed with other data obtained from interviews, literature studies, and observations. From the story that has been made which will include a little element of the designer imagination that is not in the Chinatown area of Bandung, one of which is the main building that will be displayed. By using semi-realist visuals that are made later it will be easy to be accepted by the target audience, with an estimated age of 17-21 years to inform several things about the wedang ronde wrapped with some important cultures that are implied in Chinese buildings implicitly. The design will focus on the environment and background that is based on data that has been collected, then formed through theories related to the environment and background. The results of the design that have been made are then incorporated into the media artbook. So that the visual that has been designed can attract the attention of the target audience and understand the message delivered in the 2D animation about the wedang ronde.

Keywords: Environment, Background, Artbook, Chinese Culture, Wedang Ronde.