

ABSTRACT

Yunita, Syavira, 2020. Character Design From Indonesia Floral Emblem For 2D Animation. Tugas Akhir. Visual Communication Design Department. School of Creative Industries. Telkom University.

Today, many young people in Indonesia are fond of pop culture. This can be seen from the many animations and games that are popular among the younger generation to young adults. The interesting thing about this popular animation is that part of the content is an adaptation of things related to the origin of the animation country. One of them is information about national interest. National interest is interest determined by the head of state as interest representing the characteristics of a nation. In Indonesia itself there have been several attempts to introduce and disseminate information on national interest, such as through articles and brief coverage on television. However, with the dissemination of information that is short and less interesting, that information is forgotten. Therefore, this study aims to spread information about the national interest of the Indonesian state in a more interesting form of media. Namely by forming the character concept of national interest which can later be applied to animation media with a focus on pop culture style. In this research, character design focuses on visual aspects that can be easily identified by making symbolic flowers (floral emblems) of the three types of national flowers belonging to the Indonesian state. This is done in order to facilitate the audience in identifying the characters that have been made.

Keywords : Character Design, Floral Emblem, 2D Animation