

## ABSTRACT

Iman M Eko 2020. *Character Design of Javanese Eagle Robot in Storybook. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University*

*Character Design is a form of visual illustration that can become a concept of life with everything in it. Like the nature, physical, color, and others in various forms such as humans, animals, plants, inanimate objects or things outside of logic and ability to perform in manual or digital form. The steps or processes that will be carried out in designing a character in a storybook are also the development of characters such as showing the nature, appearance of each character. In designing requires a concept. The background of the character is in accordance with the concept of a storybook based on Javanese eagle, which aims as a storybook concept content and can present the visual values of the eagle. In designing it, important factors such as color, concept, shape, combination, personality, and uniqueness are needed. The character must have a visual form and personality that is attractive and unique. The characters must have their own form and uniqueness, while maintaining the values of Javanese eagle. In a design a character design will first be made in the form of a rough scheme can be in the form of paper. And drawn over and over and give it color using the SAI application, Adobe Photoshop and many more, the result is the design of character designs to be used as Javanese eagles in the storybook where the storybook can present the values of Javanese eagles*

*Keywords: Javanese Eagles, Wild Hunt, Character, Storybook*