

ABSTRACT

Sahda, Talitha Salma (2020). Background Design for 2D Animation “Menjaga Rinjani”. Final Project, Major of Visual Communication Design, School of Creative Industry. Telkom University, Bandung.

Menjaga Rinjani is a 2D animation that talks about drought phenomenon that happens in Lombok which has gotten worse by human. Therefore, a good media is needed to spread the awareness to people. Animation is such a good option and in animation there is this element called background to build and translate visual ideas from the stories.

The methods that are used for collecting the data are consist of documents or books, interview, and observation. Those three methods help the artist to learn about the theory of background design, the target audience, and discover the environment in Lombok, particularly the forest, lake, and the neighborhood.

As a result of the analysis, the environment in Lombok seems arid, but still has many vary vegetations, such as banana tree, mango tree, wild bush, themeda arguens, and mountain ru. In the visual design, the target audience likes vibrant color with simple drawing style. Then the artist uses many theories as a foundation in the making of backgrounds, such as theory of background by Mike S. Fowler, theory of composition by Francis Glebas and Mike S. Fowler, theory of staging and perspective by Mike S. Fowler and Hans P. Bacher, theory of color by Ron Reed and Betty Edwards, theory of light source and contrast by James Gurney, and theory of color script by Tony White.

The result of this design process is the backgrounds that are going to be used in 2D animation titled Menjaga Rinjani.

Keywords: *Lombok Island, Drought, 2D Animation, Animation Background*