

CONCEPT ART DESIGN FOR 2D ANIMATION “THE INDISCH BOYS”

ABSTRACT

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Now indo rock music has faded and is rarely known in Indonesia because it is replaced by new types of music, the indo rock music scene occurred in the past, namely around the end of the 1950s and occurred in the Netherlands and Germany, so it is better known in the European area in the past. This problem was taken because indo rock music is a hybrid cultural heritage between Indonesia and the Netherlands, so it has relevance to Indonesian culture that deserves to be studied and preserved by Indonesians. The solution made by the designer is to design concept art for animation about indo rock music. The purpose of this design is to find out the history of indo rock music, the characteristics of indo rock music, and be able to make concept art works. The method used in this design is a qualitative method using case studies, namely by using observation data collection methods through document observations and interviews. The media created to display concept art to the target audience is art book. The result of the design is concept art that depicts the world about the journey of a young Indo who adapts to the environment of Dutch society through the art of music, namely by combining rock and roll music and Indonesian music. This concept art combines a modern visual style with a world that is identical to the 1960s, the blend of European and Indonesian cultures. Dramatic mood coloring is in accordance with the genre which is drama and adapts to the millennial generation target audience.

Keywords: 2D Animation, Concept Art, Indo Rock, Music.