ABSTRACT

The era of digital development today makes the Graphic Design profession widely used for design purposes such as poster design needs. The phenomenon of friend's price becomes a negative connotation when being a Graphic Design freelancer, because it is called a "designer" it is an easy thing to make a design the reason a friend needs our services for an inappropriate fee, even free. According to research data in 2017 as many as 153 graphic designers said that business owners' efforts to appreciate the value of the work of graphic designers were not considered serious enough. This phenomenon indicates the need for a design to accommodate bad experiences and solutions for a graphic design freelancer in the world of work. This 2D animation storyboard design aims to educate as well as entertain in telling the real design process in the world of graphic design to increase public appreciation of graphic design. The design is carried out using qualitative methods in examining the data that has been collected for the purposes of building a graphic design story. The data collection methods use audio and visual documentation, literacy studies, and interviews. Design requires an examination of the phenomenon, namely the Graphic Design process and solutions in solving problems from a lack of appreciation of Graphic Design. Storyboard design also requires the use of Type of shot, Camera Movement, Camera Angle, Composition, Perspective and Rule of Third which are integrated into the Storyboard process, namely Thumbnails, Rough Pass, and Clean Up Storyboard to produce good cinematic. The results of this research are the basis for designing a 2D animation Storboard entitled "Your Appreciation".

Keywords: Graphic Design, 2D Animation, Storyboard, Appreciation