

ABSTRACT

The digital industry has grown and developed is able to build innovation and become a problem solver in handling daily affairs, but behind the rapidly growing innovation is not surpassed by the community that is able to respect and appreciate. The lack of appreciation is a situation as opposed to the advancement of the digital industry.

Animation itself has a background and environment that is useful in building mood, in addition to displaying visuals and storylines in telling how the main role in the animation "Your Appreciation" works as a designer. To support the setting, direct observation is required relating to someone who is often associated with the scope of the designer.

Keyword: Short animation, background, environment, 2D animation, design, designer, graphic design, appreciation.