

ABSTRACT

Al Salgus, Malik. 2021. Designing Character of Short 2D Animation About Design Appreciation titled “Your Appreciation”. Final Project. Visual Communication Design Department. Faculty of Creative Industries Telkom University. Bandung.

Appreciation is an activity in interpreting the value of works of art so that they are aware of and can appreciate the values contained within it. Appreciation is needed in graphic design because designers need appreciation in designing a form that can be appreciated in the material or pay for what copyright has been made by the designer. However, a lack of appreciation for graphic design is still widely found in the community due to the lack of media in conveying messages about appreciating a design work. 2D animation is a medium that can be a media in conveying messages about design appreciation. Design character is one of the processes in making of a 2D animation. In the designing character process, requires study and data collection. The data was collected by studying the literature, audio-visual observation and interviews about the daily activities of the designer which then processed the data to become a reference in designing the visual character of a graphic designer.

Key Word: Design, Designer, Daily, Character Design and *Outfit*.