

# **Designing Character For 2D Animation Film “Her Morning” Using Vegan Characteristics**

Dhivia Al Mughni<sup>1</sup>, Devina Amelia Salwadila<sup>2</sup>

Visual Communication Design Undergraduate Study Program, Creative Industry Faculty, Telkom  
University

## **Abstract**

Vegan is now starting to be quite well known in Indonesia. A lifestyle that applies as a diet with the main and only source from plants, has become a growing diet in Indonesia, especially as a lifestyle for dieting, in carrying out a correct and appropriate vegan lifestyle, of course requires a process. By utilizing advances in technology and media, the process of living a vegan lifestyle can be conveyed through animated media. The aim is to provide an overview of the process of living a vegan lifestyle as well as food recommendations that can be tried to cook at home. For data collection, the methods used are literature study, interviews, and documentation studies. In this design, characters are made whose design departs from the analysis and understanding of resource data and data related to the topic. Through this design, it can be concluded that the delivery of information on the process of living a vegan lifestyle effectively through animation media and character designs.

Keywords: Animation, Character Design, Process, Vegan