

ABSTRACT

Sari, Yeni Fitri (2022). *Background Art Design for 2D Animation "Naura and The Secret of Magical Forest"*. Final Project, Major of Visual Communication Design, School of Creative Industry. Telkom University, Bandung

Indonesia has an area of tropical rain forest with a very high deposit of endemic flora and fauna. However, the phenomenon of deforestation has become a problem in Indonesia's forestry to date. The destruction of tropical rain forests is one of the contributors to greenhouse gases that result in climate change, whose impacts have been felt by humans. This final project aims to build human awareness in protecting the forest that has been awarded through 2D animation.

2D animation requires background design that supports the character's role and shows the atmosphere in the story. The tropical rain forest of Sumatra is the main foundation in the process of visual imagination of background design. The method used in this design is the search for books and journals as a theoretical basis and observation of the research results that have been carried out. This design is expected to be able to provide background work that successfully supports the purpose of 2D animated stories.

Keywords : Background Design, Deforestation, Tropical Rain Forest, and 2D Animation