

ABSTRACT

Flavor Fiction is an indie post-rock band born in 2019 with 4 members. The band plans to release an EP (Extended Play) with one song called Dice. Tells about a teenager in the face of the process of searching for identity. Therefore, the writer and the group designed an animated music video as a promotional medium for the song. The writer designed 2D animation with psychedelic and surreal style. In a 2D animation, the animator plays an important role in making the image move, depicting the whole shot or scene to be used as full animation. The animations worked on by the animators use 12 principles of animation with references to similar works designed based on the data that has been collected. The design method used is qualitative accompanied by interviews and observations. The final product of this design is a 2D animation with a duration of 3.19 minutes for the song "Dice".

Keywords: Animation, Flavour Fiction, Self Search, Psychedelic