

ABSTRACT

Creative people need inspiration to create a work with a new idea. To create a work requires creativity, it's just that not every time someone can get inspiration or creativity so that creative block occurs. Creative block is a person's inability to create but not due to a lack of ability. Dealing with something new is a challenge for artists so that it becomes one of the reasons for creative block so that the creative process is delayed. Creative block happens to artists, and animators are no exception. In making animation, it requires a lot of images so creative block is a tough challenge for animators. There is a need for media to convey messages about creative block to animators, one of which is through 2D animation. In 2D animation, storyboards are needed for reference. Therefore, a storyboard designed for 2D animation about the creative block phenomenon that occurs in animators. The research is designed using a qualitative method with a phenomenological approach by conducting literature studies and interviews with animators. The result of this design is a 2D animation, telling the story of an animator who experiences creative block.

Keywords: 2D animation, animator, creative block, storyboard