

ABSTRACT

Understanding and awareness of ethics and courtesy is essential knowledge for the younger generation. Knowing this, a media that can provide an overview of the importance of educational ethics is needed. With a focus on polite ethics using the basic words please, sorry, and thank you. Animation can be an interesting interactive medium for the younger generation. Concept art design is needed before making animation, with the aim of gathering ideas, references, and information to produce interesting animation. The concept art is designed for the younger generation, especially for children aged 4-7 years. The research was conducted through qualitative analysis by collecting data using literature, observation, and interview methods. The research results are used to produce character designs, environmental designs, and other assets that are used to convey messages through this concept art. The final results are packaged in the form of an art book that can be used as a guide for the preparation of animated media or other interactive media.

Keywords: Ethics education, Three magic words, Animation, Concept art