

ABSTRACT

Animal welfare is a right that should be obtained by all living animals, but domestic dogs are one of the animals that are often ignored by many people. Many people sometimes do not realize that their actions cause violations and indirectly torture dog animals. Animal abuse and animal rights violations occur because of the lack of education to the general public about the importance of animal welfare and the lack of public knowledge of the importance of animal welfare. Because of this, a research was made that would be used to create a storyboard design for 2D animation using a mix method research method. To obtain research data, the designer will conduct observations, conduct interviews, distribute questionnaires and conduct literature studies. This design is expected to help educate the public about the importance of animal welfare for domestic dogs. The result of this design is an artbook that will contain storyboards for 2D animation.

Keywords: animal welfare, domestic dog, education