

ABSTRACT

The frequent appearance of street snack around the school In Bandung Especially at SDN 100 Cipedes, Bandung Shows that a lot of kids in that area like to eat street food in school area. Despite the likeness of the street snack not many know that street snacks are not good for them to consume, especially children aged 7 – 13 years. Therefore, it is important to know about the danger of street snack for them. From the problem above it is necessary to design media that can provide information about street snacks to children aged 7-13 years. Namely through gaming which is now populer among children. To design a game requires visualization for the game. Therefore, needed a concept artist whose job to create characters, environment, and key arts in game title “Other side of Foodie.” Therefore, also needed to analyze and collect data with qualitative methods, namely interview and observation to make the concept art off this game. This game is about two siblings who are in elementary school and love street food. As the story progress they finally regret loving the street snack. In the making of visual in this game will be made to attract target audience. With this concept art design, it is hoped that it can become reference design at a later stage in production.

Keyword: Street snack, Elementary school children, unhealthy, games, concept art, fiction