

ABSTRACT

Water is an important element for the survival of life, including humans. Humans rely heavily on water in carrying out their daily lives, starting from drinking, eating, washing and cooking. In accordance with Sustainable Development Goals (SDGs) number six, access to clean water and sanitation in East Nusa Tenggara is the main focus of problems that have continued to occur for decades.

To get clean water, NTT residents have to travel a distance of 6-10 km or buy water at an unaffordable price. Difficult access to clean water and unaffordable prices means that many residents cannot access and obtain clean water which should be a basic right in accordance with the sixth SDGs.

By understanding how important the availability and access of clean water is to the sustainability of life, it is therefore necessary to have a media to convey the message of raising awareness in protecting nature and making people aware of how valuable water is for life and must be protected from an early age. Animation can be used as a learning medium to convey messages in a way that is easy to understand and fun so that the message will be more easily conveyed to audiences from all walks of life, especially children.

One of the important elements and the initial stage in creating animation is concept art which includes character design and environment design. In the design process, data collection was carried out through observation and literature study. The data that has been collected is then processed by carrying out descriptive analysis. It is hoped that this design will foster a sense of public concern for the availability of clean water in areas that lack clean water by taking the setting of NTT.

Keywords: East Nusa Tenggara, 2D animation, concept art, character design, environment design