

ABSTRACT

In this digital era, many teenagers are chronically online in social media that contains short video content. Without realizing that by moving quickly from one content to another, it has changed the way the brain processes information. This phenomenon is increasingly worrying because it can cause a decrease in the short attention span of its users. Therefore, the author aims to design a character design for the 3D animation “Scrolling” to visualize the impact of short videos on the short attention span of teenage internet users in West Java, which is the province with the highest internet contribution in Indonesia. To achieve this goal, the author conducted a mixed method research with a phenomenological and descriptive approach. Data collection was done by literature study, questionnaires, interviews, observation, and documentation. The data collected will help the author in the process of working on the design of character design in 3D animation “Scrolling” to convey information and stories easily to teenage social media users.

Keywords: 3d animation, attention span, eastern animation, character design, informative media, teenagers, short videos.