

ABSTRACT

Water plays a vital role in human life, and the contamination of water sources can compromise the resilience of a community. One of the most concerning pollutants today is microplastics, with Indonesia being among the largest consumers of plastic globally. This animation project aims to educate the public about the dangers of microplastics to human health through an engaging and informative visual approach. Microplastics tiny plastic particles are present in various ecosystems, including freshwater bodies such as Lake Poso. Based on literature studies and interviews, the author found a lack of public awareness regarding microplastics, as well as insights into the animation style preferred by the target audience. Utilizing a Western stylized animation approach, the visual impact of the film relies heavily on lighting & rendering to effectively convey the intended aesthetic. Framed within an action genre to captivate viewers aged 16 to 25, this animation aspires to raise awareness about the importance of preserving a plastic-free environment and support the global movement to reduce single-use plastic consumption.

Keywords: *3D Animation, Lake Poso, Lighting & rendering, Microplastics, Water Pollution, Western Stylized Animation.*