

ABSTRACT

Hendri, Defika. 2017 *Scripts and Storyboard Planning for Short-Film 2D Animation “Amaik”*. Final Project. Study Program Visual Communication Design. Creative Industry Faculty of Telkom University

In the Minangkabau life philosophy, there is kato nan ampek which is four different rules in the talk. Based on the foregoing the Minangkabau society should be able to sort out how to speak well and fit it in place. But in reality, in everyday life many ethics violation occurs, even this occurs on elementary school children who are expected in the future may become the next generation of the Minangkabau. This design method using qualitative data collection techniques study the literature, interviews and observations with the use of methods of analysis and case study approach phenomenology through cultural point of view. With this Design are expected to remind the Minangkabau society back to primary school pupils in particular how ethical is good according to the customs of the Minangkabau.

Keyword: *Custom, Minangkabau, Philosophy, Ethics*