

## **ABSTRACT**

*Ni Putu Ratu Nirmalasari. 2018. Educative 2D Short Animation Character Design of “Lets Immunization!” for Children 7 – 14 years old. Final Project. Visual Communication Design Department. Faculty of Creative Industries Telkom University.*

*Immunization with vaccine is an attempt to give immunity to the body and have role as a preventive measure of PD3I that attacks children. Immunization has a negative connotation in children caused by the use of needles, so parents have difficulty persuading their children to do immunization with the vaccine. One of the persuasive ways to educate children about immunization is through animation. Animation is a stirring image formed from a set of objects arranged regularly following the flow of movement that has been determined.*

*Educative 2D Short Animation Character Design of “Lets Immunization!” for Children 7 – 14 years old has a theoretical basis related to object, medium, design method and other supporting theory. The data used to strengthen the design is obtained through questionnaires, observations, and literature studies. Character designs are tailored to the target audience of children ranging in age from 7-14 years old, the mandatory age of the immunization program. Designing with the determination of styling, properties, attributes to colors made according to the obtained data. The cognitive development of children greatly affects the type of design that is appropriate and easy to understand on their age.*

*Keywords: Education, Immunization, Vaccines, Children, Character Design, Animation*