ABSTRACT

Muhammad Zuhdan Ainul Ihsan. 2018. "*Designing Storyboard for Short 2D Animation "Arya" about Rude Language Phenomenon in Grade School Students.*". Final Task. *Visual Communication Design Study Program. The Creative Industries School of Telkom University.*

To deliver a message about rude language phenomena to children, especially grade school students, there's an urgent needs about certain media that can deliver a good message to children. According to that need, a short 2D animation is an effective media to deliver the message about rude language behavior to children and the negative effect of it. Children, which is very familiar with cartoon and animation will get the message faster and more effective. In the animation of Arya, storyboard is the main key to deliver the message to children about how bad rude language is for children. For that purpose, the writer design a storyboard for short 2D animation about rude language phenomenon using a dramatic tension as a main focus. While design the storyboard, the writer use the theory about storyboard and the elements of storyboard to support the animation which the writer design. The writer also use a theory about dramatic tension to support the storyboard itself. In this particular design, the writer use study literation, observation and interview as the method to collect data so the writer can understand the phenomena more accurately.

Keywords **:** *Rude Language, Kids, Cartoon, Storyboard, Short 2D Animation.*