

ABSTRACT

The making of the "Kadahran" animation art is mean of contribution in re-introducing traditional Bandung snacks with a unique and interesting visual. The design of traditional snacks was formed to be able to attract the attention of teenager to young adult to get to know Bandung traditional snacks indirectly and not stiffly or formally. This design is made so that teens are interested in knowing about traditional snacks themselves rather than introducing them because they attract more in the memories. In the design of this animation art, the concept of traditional snacks became a new world that made it more exciting to know. Every element such as characters, environment, assets has its own impression and base on the original food, this animation art is based on data that has been gathered through quantitative and qualitative data collection.

By using the basic theory for character design, starting from the shape, proportion, silhouette, it produces a unique and interesting character design. The designer also makes an environment based on theory where to show the depth, color that is used as the foundation. Existing local nuances can be seen in several parts of assets, characters and environments. The results of the design of the animation art are displayed with the media artbook. Animation art is able to display an overview and introduction of traditional snacks with visual animation that have more potential to be accepted by adolescents.

Keywords: Traditional snacks, Animation art, Characters, Artbook.