ABSTRACT

Suherman, Muhammad Noval. 2020. Design of 3D Animation Character Based on Oil Spill Phenomenon. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.

Indonesia, which is known for its rich flora and fauna, is widely used by many communities to meet their needs. However, by developing technology, various methods are used to obtain as many natural resources as possible. One example is petroleum which is the main fuel for many technologies in this century. From taking excessive oil this can lead to the potential for natural pollution, known as oil spills. This leak is very dangerous when polluting marine habitats because it can save their lives. By utilizing the development of digital media technology, animation can be a driving force and give people perspective. This 3D animation design aims to introduce the target audience of children aged 6-12 years to the richness of Indonesia's marine fauna and raise public awareness of the dangers of oil spills on the survival of marine agriculture. The design method used includes data collection (literature study, observation and interview) then the data are analyzed using qualitative methods. From these data, we conclude that character design is appropriate for the needs of 3D animation.

Keywords: *Indonesian Marine Fauna, Oil Spill, Marine Organisms, 3D Animation, Character Animation.*