

ABSTRACT

Nurmania Dwi Werdiningsih. 2019. Designing Character Design in 2D Short Animation on The Dangers of Styrofoam Use. Final Project. Visual Communication Design Program Studies. School of Creative Industries. Telkom University.

Styrofoam is made from polystyrene which involves mixing air bubbles so that it expands and lightly like foam. When this object is exposed to high temperature of food, the length of contact and high fat content of a food will occur the release of styrene into food danger if it enters the body. Known benzene is also contained in Styrofoam that is known as a cancer-causing substance. Due to the need for further action to encourage society, the author wants to create a 2D animation that can educate children early on. The planning methods include data collection (library studies, observations and interviews) and data is analyzed using qualitative methods. From the data, the character design conclusion is appropriate for the needs of 2D animations.

Keywords: Styrofoam, Styrene, Benzene, Children, 2D Animation, Character.