

## ***ABSTRACT***

Azizudin, Nur Ikhsan. *Background Design For Interactive Animation As A Math Education Media For Early Childhood (5 – 6 Years) At Bandung. Final Project. Visual Communication Design Departement. Creative Industries Faculty Telkom University.*

*Education is an obligation and a right for every citizen. Kindergarten is the first level of formal education in Indonesia. There are several skills learned by young learners: reading, writing, and mathematics (in Indonesian terms, it is called as calistung). In learning calistung, the teachers do not use direct method. The teachers use several methods to teach calistung, such as singing, games, and storytelling. There are lots of media which can be used to help children (5 – 6 years old) to learn mathematics. One of the preferred media by children in Bandung is an animated interactive media or interactive animation. One of the supporting elements in interactive animation is an environment. Environment is necessary to create an animation so that animation looks to have space and time. The objectives of this design are 1) to create an environment that is liked by children and to aid the learning process and 2) to see how to create a visual that attract the children's attention. Data collection method for this design is by using observation, interview, and literature study. The collected data is analyzed by using the case study approach to get the interpretation of form, function, and sign of the interactive animation environment. This design is chosen by considering several aspects such as bright colors and representation of environment that the children know so that they can adapt easily. The environment is made in accordance with the teaching material by considering the children's psychological, cultural background, and the level of acceptance of information especially in Bandung.*

*Keywords: Interactive Animation, Children (5 - 6 years old), mathematics, Background, education.*