

## **ABSTRACT**

Raimukti, Sandi. 2016. *Character Modeling of 3D Animation Educational Film for Children to Dispose the Trash in its Place. Final Project. Visual Communication Design. Faculty of Creative Industries. Telkom University.*

*In Bandung, the trash is a difficult problems to be prevented, because there are still peoples especially a child who still dispose the trash at random. The Government has tried to give the regional regulations for the societies of Bandung, that is the Law on 18 in 2008 about waste management. Besides, the instruction that has done by school toward a child to impart the awareness is less effective. This is needed the instructional medium effectively to attract the attention of children by 3D animation medium, because basically children are like animated film especially in terms of character. The effectiveness of 3D animation character is a character that can attract the attention of children and can improve the understanding of message that has delivered than learning by directly at school. In this design, the character used is a character with “Stylized Character”. The method used is qualitative method by analysis of case study and through observation, interview, bibliography studies and literature studies to obtain the design concept. This design are expected for children to understand the importance on keep environment and the impact that would occur if littering. The benefits of this design, the audience becomes influenced and aware about the importance to dispose the trash in its place. Besides, the audience get knowledge about the importance to keep environment from the trash.*

*Key words: Intructional Medium, Animation, 3D Animation Character, Stylized Character, Trash, Bandung.*