

## ABSTRACT

Herfinanda, Muhammad Prama. 2016. *Character Design in Gemstone Animation. Final Project. Visual Communication Design. School of Creative Industries. Telkom University.*

*Gemstone is a kind of mineral that have been used by men since ancient times as a medium of exchange, jewelry, and even as a tool that relates to culture, religion, mystic, and medicine. In Indonesia, gemstone had become so popular until in the middle of 2015. Because of that, we can assume that was a phenomenon of society. The method used for data collecting is a qualitative methodology which consist literature study, observation, and interview. The data which has been collected will be analysed with case study analysis method which will be obtained any gemstone with its power and also visual, colour, shape, and character stylization that will be designed for Gemstone Animation. This animation will be designed as an entertainment.*

*Keyword: Gemstone, Witchcraft, Magic, Shape, Colour, Costume, Emotion, Body Language, Behaviour, and Social Class.*