

## ABSTRACT

Yudha, Jodhi Kartha. 2017. Designing a Short Animation Background titled "Amaik" About Kato Nan Ampek Implementation In Primary School. Thesis. Visual Communication Design Studies Program. Faculty of Creative Industries. Telkom University.

Animation has an appeal in its appearance and is able to explain a concept or process that is difficult to explain with other media. One element that is not less important in the 2D animated film is the background. Background can support the story in accordance with the narrative concept of the story, so the audience can understand how the groove is formed from beginning to end and can take the information and messages that give in this 2D animation. Short animation 2D as ethical learning according to the rules of kato nan ampek with the target audience of children aged 6-12 years. The purpose of this background design is as an experimental background creation that influences the mood through color, lighting, and temperature and timing, background, and atmosphere in the animated film titled "Amaik" which tells story in West Sumatra area. Data collection methods in this design are observations, interviews, literature studies, and questionnaires which are then analyzed using case studies. Then the results of the analysis used as a reference in the drafting of the background designed to fit the original area in West Sumatra.

Keywords: *Background, Animation Amaik, West Sumatra, Children aged 6-12 years*