

ABSTRACT

Kamaratih, Nauli Anggita. 2018. *Designing Storyboard For Animation Film Yongki about Sumatran Elephants in Threat of Extinction in Lampung. Multimedia Concentration, Visual Communication Design Study Program, School of Creative Industry of Telkom University.*

Sumatran elephant is one of the rare animals that protected by Indonesia. Wild hunting, habitat destruction, and conflict with humans are the cause shrinkage amount of sumatran elephant annually. This conditions of concern requires serious attention from community to prevent the extinction of Sumatran elephants. Therefore, it takes media to tell the information, awareness, and solicitation to protect the sumatran elephants since child. Through the storyboard, it will be produced 2D Short Animation Flim with drama genre which becomes one of the important element to visualization story. The design method used is qualitative such as interview, observations, questionnaires, and literature studies. The theoretical basis used for reference are animation, storyboard, and developmental psychology of children according to target audiences. This animation will be around 5 minutes long with the children aged 6-12 years old to be target audiences, in hope it can invites them to love and protect the sumatran elephants.

Keywords: *Sumatran Elephants, Storyboard, 2D Animation, Children.*