

ABSTRACT

Muhamad Fajar Dwitama. 2019. Designing Storyboard on Animation Ksatria Nusantara episode: Margazulli's evil plan. Visual Communication Design Department. Faculty of Creative Industries. Telkom University

Superheroes (superpower champions) are fictional characters who have extraordinary power to do great actions in the public interest. In Indonesia, a lot of superhero characters have sprung up, which started since the emergence of the Indonesian adi ksatria (superhero) comics in the 1950s. This superhero genre is one of the most important genres in the history of the emergence of Indonesian superheroes who fit Indonesian characteristics such as culture, daily habits, living quarters, etc. There are still many Indonesian people who do not know Indonesian superhero characters after the decline of the Indonesian comic industry. Therefore, in order to reintroduce Indonesian superheroes to the people of Indonesia, a short 2D animation was titled "Knight of the Archipelago: Margazulli's Evil Plan". The purpose of making this Knight Archipelago animation is as a medium that introduces Indonesian superheroes who are no less interesting than foreign superheroes, so it is expected that many Indonesian people will become familiar with the existence of Indonesian superheroes. In making this animation, the designer uses qualitative and quantitative methods to produce storyboards that can reintroduce Indonesian superheroes to children, using the process of literature study, interviews, and observation. The design of this storyboard designer must pay attention to the use of staging in order to provide informative and entertaining visuals. In the staging there is a selection of shots, perspective, rules of third, foreground, middleground, background, angle camera, camera movement, and transition. Another thing that must be considered in making storyboards is ensembling, storytelling, and visual storytelling. This is used by the designer to create a way of speaking the adventures of the heroes that fits the target audience, so that the goal of designing the storyboard is "Knight of the Archipelago: Margazulli's Evil Plan".

Keyword: Superhero, Indonesian Superhero, Storyboard