

ABSTRACT

VISUAL ASSETS DESIGN “LALIN” AS AN EFFORT TO EMBED INFORMATION ABOUT TRAFIC SIGN TO EARLY AGE CHILDREN

According to ministerial regulation No.13 2014 about traffic sign, in general, serves as a complement to the road in the form symbols, numbers, letters, sentences and or a combination of them which serves as a warning, command, prohibition or direction for road users. Traffic signs are made with the intention of disciplining, informing, and minimizing accidents that might occur. But even though signs have been installed and made in such a way, there are still elements who violate, not just motorbike and car drivers but pedestrians are also included. Among the offenders it is very possible for children who do not understand or do not know how to apply road signs and how to cross safely. This video game asset was created with the aim of educating children with early education about traffic signs as a form of education and information management for elementary school children so that one day they become obedient and are created safe and orderly in traffic.

Traffic video game assets aim to attract the target of interest in playing the arcade action game so that the information can be embedded in the target audience, namely early childhood in particular 3rd grade elementary school as a simulation for character education so that when they are adults, do not commit traffic violations instead for fear of being ticketed, but because it is wrong.

Key Word : Sign, Traffic, Visual, Asset, Video, Game, Eduction