

## **ABTRACT**

Wiseva Dewi Putri Larasati. 2020. *Designing Environment Concept Art for 2D Short Animated Film About Procrastination Habits. Final Task . Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University. Bandung.*

*Animation is an audio visual form of media that is effective for communicating an ideas and messages. "Escape" is a short two-dimensional animation about the phenomenon of procrastination habits. This short 2D animated film aims to increase audience awareness of procrastination habits. One of the process of production for "Escape" is the creation of environment concept art, which serves as a visual reference in making the background for the animated film. Environment concept art is an attempt to describe the environment in the animation titled "Escape" by using representations based on psychology to touch the sensitive side of the audiences and encance the impression of the fantasy world. The concept of the environment in this animation consists of the real world and the imaginary world. In designing, literature study and interview data related to phenomena are needed to build an imaginary world based on the representation of the procrastination phenomenon. The Data were collected using qualitative methods and analyzed with a phenomenological approach. The prosocces of collecting data were done by participatory observation, structured interviews, dan literature study. The design results consist of world and properties concept, and art/illustrations, in the form of sketches, thumbnails, and color rendered which are then used as a reference for making visual backgrounds for the animated film.*

*Keywords: Procrastination, Environment Concept Art, 2D Animated film, Artbook, Representation.*