

Abstract

Naufaldi Falih Harpiawan. 2019. Drafting Concept Art Animation regarding the influence of land clearing of Javanese Lutung population at Muara Gembong, Visual communication design study Program. Faculty of Creative Industries. University of Telkom.

The clearing of land is the first step of human activity for planting such as farmland, plantation, livestock, transmigration, and other purposes. Often the clearing of land does not pay attention to the life that is in it, it is one of the factors that cause the fauna of the threat in a region, Langur becomes one of the threatened by human activities. This information is important to know especially teenagers who are still transitioning children into adulthood by implanting a good thought that nature should be kept with the cause and effect of clearing the land or other things so that they can grow up with attention to what will happen afterwards. In this design, it raises the primate of Lutung using animation media to have a wider shell and is now the era where technology has grown rapidly, besides animation has many interests and become one of the educational media especially among teenagers. The purpose of concept art is to develop visualization by translating into an image that can communicate from the parsing, marking, or idea of a script or story. Concept art designing includes data collection (Library studies, observations, and interviews) of the data helps in visual development. From this design can be concluded that the concept art is part and helps the design in animation at pre-production stage with data and script or the story gives an idea into the picture and can build a visual.

Keywords : *Javanese langur, Mangrove Forest, influence of land opening, Concept art animation.*