

ABSTRACT

Gumilang Anggara Ruslan. 2021. Designing 3D Storybook Characters as Sundanese Script Education Media.

Sundanese script is one of the identities of the Sundanese tribe with history and philosophy in it. Until now, Sundanese script is very rarely found in various media, but Sundanese script activists such as people who like Sundanese script are starting to appear little by little, they have played a role in preserving this script. Alzahra Creative is a community that often provides education, especially in a creative way that can be a means of educating Sundanese script creatively. The method used is qualitative research methods and data analysis methods. Making a book about Sundanese script education is one way that people can recognize and learn about Sundanese script. Books that tell stories or commonly referred to as Storybooks are a new breakthrough to educate the public, especially to learn Sundanese script. In every storybook or a story, of course, it requires at least one character to make the story come alive and can tell the storyline from beginning to end to story readers. Character designs are of various kinds, one of which is a human character that is often found in a story, methods in character design such as solid drawing, appeal, proportion, structure and line of action support how to create good characters in terms of visuals and message. The design of this final project is to educate the public about Sundanese script with the concept of a storybook. The benefit of designing this work is that it can educate about Sundanese script.

Keywords: Character design, Sundanese script, and Storybook.