

ABSTRACT

This design aims to describe the feelings of an illustrator when experiencing toxic success, through the five main indications put forward by Paul Pearsall in his book entitled "Toxic Success: How to Stop Striving and Start Thriving", in collaboration with the functions and several structures of the human brain that related to topics, this will later be used as a reference in making Environment art with hand-painted and mixed digital media techniques. With the method of collecting data through participant and non-participant observation and literature study. Based on the results of data analysis, an illustrator who experiences toxic success occurs because someone pursues something that is not to his or her needs, resulting in feelings of emptiness, lack of something, disappointment, confusion, and loose relationships with the closest people, to depression.

Keywords : 2D Animation, Environment, Illustrator ,Toxic Success.