

ABSTRACT

Insecurity is a thought factor and negative thinking patterns that can hinder the implementation of self-development, such as from a person's feeling of dissatisfaction with what he has or has achieved at this time, which then causes feelings of discomfort and security with oneself. With this concept, a short 2D animation was formed in an imaginative fantasy setting as a way to explore the concept and visualize insecurity through attractive and expressive character designs in an effort to convey messages and goals well to the target audience of young teenagers. The method used in this design is a qualitative method which includes audio-visual collection of similar works, interviews, questionnaires, and literature studies. The theory used as the basis for the design is the exploratory theory of character design by Josiah Brooks and Aaron Blaise, the use of basic shapes as a guide for character traits by 21Draw and Walt Disney, and the formation of iconic designs and silhouettes by Bryan Tillman. With these theories, the designer produced expressive characters that depicts each of their personalities. The result of the research is the visualization of two witches and a dragon character based on a story that has been written, in which characters are visually expressive and has a basic form that describes their personalities. The characters's designs are then published in the main media artbooks, and other medias in the form of posters, stickers, and other equivalent printed merchandise.

Keywords: *mental health, insecure, animation, character design, fantasy.*