

ABSTRACT

Technological development requires humans to always continue to adapt to technology in everyday use. Gadgets are one of the products as the result of technological development. The use of gadgets is like a double-edged knife. If used properly, gadgets can be very useful tools for human life. On the other hand, if it is used incorrectly or excessively, it will bring a bad impact on humans. This excessive use of gadgets causes concerns that it can bring adverse impacts on the physical and mental health of users. It becomes worse if the users are still minors who are a child in the early childhood stage. In this case, the behaviour of an individual who is addicted to using the device and feeling anxious if they are unable to access the device can be referred as No Mobile Phone Phobia (Nomophobia). Nomophobia's impact are bad for the physical and mental health for anyone affected. Early childhood parents and teachers should already know about the adverse impacts and how to prevent the impact of Nomophobia. Therefore, knowledge about the use of gadgets along with their positive and negative impact is important knowledge for children in the early childhood stage and people around them such as parents and teachers. One way to socializing Nomophobia's bad impact and how to prevents it is through 2D animated videos. The author wants to create a background art design and assets as one of the initial stages in the 2D animation production process about the impact of Nomophobia and how to prevent it in early childhood. The chosen methods in this designing process are qualitative and with data collection through observation, interviews and analysis by case study approaches. The results will be used as core ideas and references in designing 2D animation backgrounds. The result of these background designs is 2D digital illustrations that will be used as backgrounds for an animation video. The designing process of the illustration will be focused on what mood the author wants to show in this background illustration which requires a good understanding of colour, light source and shadows theories.

Keywords: Gadget, Nomophobia, Early Childhood, Asset, Props, Background, 2D Animation