

ABSTRACT

Flavor Fiction is a post-rock band born in 2019 with 4 permanent members. Since 2022, the band has planned to release an EP (Extended Play) where one of the songs is entitled Dice. The Dice song itself tells of a teenage anxiety in the face of the search for identity. With the EP about to be released, the writers and the group designed an animation to be used as a music video as a promotional medium. The writer designed the characters in the animation in a psychedelic style including the characters of the personnel. The design method used is a mix method with interviews to Flavour Fiction's personnel and observation to the personnel as the primary method and questionnaires to 12-18 year old adolescent as the secondary method. The results of the designs are character sheets consisting of turn around, expressions, silhouettes, and poses.

Keywords: Character Design, Flavor Fiction, Animation, Media Promotion, Psychedelic.