

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 titled 'Dice'. The song 'Dice' itself explains that the song is an interpretation of the object in the title of the song itself, namely dice. Dice have the character of rotating erratically, where this trait can be equated with life, just as dice are the destiny of the thrower, as well as the direction that determines the life of someone who lives it. However, the band Flavor Fiction does not yet have the media to promote the EP and the song 'Dice', therefore the writer and group partners raised this issue to become an animation to be used as a music video as promotional media for the band Flavor Fiction. The author designed the storyboard in this animation with a psychedelic visual style in which the style contains irregular compositions, snaking lines/shapes, and also distorted objects and by implementing the lyrics and plot of the song 'Dice' into a visual. The design method used is qualitative with a phenomenological approach, interviewing the 4 permanent members of the Flavor Fiction band itself and indirect observation of similar works in the form of animated music videos and related to the author's theoretical basis. Which in the end produced a storyboard which became a pillar in designing the music video animation for the song 'Dice'.

Keywords: Animation, Media Promotion, Music Video, Storyboard, Psychedelic