3D ANIMATION DESIGN ABOUT THE 12 PRINCIPLES OF ANIMATION AS A MEDIA TO INTRODUCE ANIMATION FOR CHILDREN BETWEEN 12-15 YEARS OLD

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Abstract

Education 4.0 is a response to the digital revolution, which involves aligning technology and humans to create new innovative and creative opportunities. One manifestation of technological development in the field of education is digital learning media. Using animation as a means of teaching is an effort to enhance the quality of individuals and education in Indonesia. Therefore, the design of digital introduction medua in the form of 3D animation regarding the 12 principles of animation is an interesting topic to discuss in order to introduce and attract the interest of children aged 12-15 years to animation. It also involves deterimining a visual style suitable for children aged 12-15 years. The method used in the design of 3D animation regarding the 12 principles of animation as a means of introducing animation to children aged 12-15 years is through qualitative research and the ADDIE development model. The result obtained is a 3D animated video with a duration approximately 15 minutes, featuring a 3D cartoon and realistic visual style. It is accompanied by supporting media such as T-shirt, tumblers, tote bags, Pop sockets, and flash drive cards, as well as promotional media including posters, standees, and leaflets.

Keyword : 3D Animation, Introduction Media, 12 Principles of Animation