

ABSTRACT

Pebriyanto. 2016. *Interactive Animated Character As One Of Counting Learning Media For Early Childhood (5 – 6 Years). Final Project. Visual Communication Design Department. Faculty of Creative Industries Telkom University.*

Education as a right and duty of all citizens is expected eventually to be useful for life. Mathematics is one of knowledge usually taught in most of education levels. One of its concepts such as counting has various functions in facilitating the daily activities of human. Material numeracy given to young children (5 - 6 years) as the basic knowledge, still becomes obstacles due to the children's difficulty in understanding the concept of numbers, simple operation (addition and subtraction) number above 5 and the lack of teaching tools to support the learning process. Therefore, we need an interesting media that can help the children to learn counting. The design of interactive 2-dimensional animated characters with styling TV or Web Animation, aims to attract and lead children to the counting lessons that are packed into the interactive animated stories media. The design method was carried out in stages including data collections (observation, interviews, literature review and questionnaire as supporting data), then the data were analyzed using a case study approach. From the data analysis, it was found that the general characteristics of the face shapes of young children's (5 - 6 years) are large eyes, skin tends to be white and the round-shape face, which will be used as a reference in designing this interactive animated characters. Thus, children will feel as if the character is themselves who are doing counting activities that can be applied in everyday life.

Keywords : Character, Animation, 2-dimension, Young Children (5 – 6 years)