

## ABSTRACT

Khaira, Nazhara. 2020. Designing Characters for Short 2D Animation about *Ucing Sumput* titled “Hong”. Final Project. Visual Communication Design Department. Faculty of Creative Industries Telkom University. Bandung.

Sundanese children are part of the Sundanese ethnic group. Sundanese have physique patterns that can be visually identified. A character design requires a study of the relevant character which will be the main model in the design of the character. In the 2D animation titled "HONG", the main character has a background of children who come from Sumedang. The children of Sumedang have distinctive physical characteristics with certain patterns that refer to the origin of the Sundanese ethnic group. Thus it is necessary to collect data in the form of literature studies, observations, and interviews using qualitative methods in case study. The collected data then processed to provide visual patterns that become the materials for designing characters that are correlated to the physical characteristics of children which are focused on the facial structure of Sumedang children.

Keywords: Ethnicity, Children, Character design, 2D Animation