

ABSTRACT

Scroll, tap, scroll again. That's the daily life of teenagers in this digital era. Without realizing it, the habit of moving quickly from one content to another has changed the way the brain processes information. The short video phenomenon is increasingly worrying when it has an impact on reducing the attention span of its users. Departing from this concern, the design of the environment in the 3D animation "Scrolling" is present as a medium to support the visualization of the impact of short videos on the attention span of teenagers using the internet in West Java. West Java is the province with the highest internet contribution in Indonesia. Accessing social media is the main reason for using the internet. From social media corridors to classroom corridors, this design collects "stories" from teenagers and their daily lives in the digital era. The environment that is designed is not just a background, but acts as a storyteller that describes the struggle of teenagers' minds in the digital era. The results of this design are expected to increase teenagers' awareness of the importance of controlling their consumption of short video content in this digital era.

Keywords: *attention span, eastern 3d animation, environment design, adolescent, short videos.*