

Abstract

The 3D animation entitled "Hope" was created by GreenTree Production. Portrays the journey of a hatchling sea turtle named Aqua. The "Hope" animation conveys a message of hope for the hatchling, who has experienced various obstacles, to encourage resilience Aqua for the challenges of the open sea. The purpose of this animation is to educate the audience about the attempts to conserve sea turtles. The population of sea turtles is in decline on an annual basis. This is due to several factors, including natural factors and human factors. It is therefore essential to educate about sea turtle conservation to ensure the survival of future generations. This research project aims to examine the concept art of the 3D animation "Hope" to ascertain how GreenTree Production has approached the design of concept art as a form of educational media. The research was approached using a descriptive qualitative method. Data were collected through a literature study and processed continuously until the data could be concluded and studied. The result is a study and analysis of the concept art of the 3D animation, which can serve as a reference for understanding storytelling, character design, environments, and the use of art styles in designing animated visual concepts as educational media for sea turtle conservation.

Keywords: *3D animation, concept art, media, sea turtle*