

## UNIVERSITAS BINA NUSANTARA

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School of Design  
Visual Communication Design  
Animation Program  
Skripsi Sarjana Desain Komunikasi Visual  
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### PERANCANGAN KOMUNIKASI VISUAL ANIMASI PENDEK "LIFE IN ROSE COLOR"

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#### **Abstract**

*It's common for everyone to always judge the other people, however when Defence Mechanism is starting to interfere in someone's way of forming their opinion about the others, it's inevitable that someone is using black and white thinking to judge the other people, judging in extremes quality and labeling everything as either good or evil without any other good or bad quality in between. The research goal is to make a short animation that can entertain and teaching moral value of not judging other people in extremes, because it's a possibility that the said people are just using mask to hide their true personalities. Result achieved is the creation of short animation that can entertain while also having hidden moral values, reflected through the characters' interactions.*

**Keywords:** Animation, Mask, Defence Mechanism, Black and White Thinking

## **Abstrak**

*Di dalam kehidupan ini, seseorang akan selalu menilai orang lain, namun ada saatnya di mana seseorang tersebut, karena efek Mekanisme Pertahanan Ego, menilai orang lain terlalu hitam dan putih, padahal tidak ada seorangpun dilahirkan benar – benar hitam dan putih. Tujuan penelitian adalah membuat animasi film pendek yang dapat menghibur dan menyampaikan pesan moral agar tidak menilai orang secara hitam dan putih, karena bisa saja orang tersebut hanya memakai topeng untuk menyembunyikan kepribadian mereka yang sebenarnya. Hasil yang dicapai, terciptanya animasi film pendek yang dapat menghibur sekaligus memberikan pesan moral melalui interaksi tokoh di dalamnya.*

**Kata kunci:** Animasi, Topeng, Mekanisme Pertahanan Ego, Pemikiran Hitam dan Putih