

ANIMATION BASED INTRODUCTION VIDEOS MOTION GRAPHIC KADIN NORTH SUMATRA

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Abstract

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Animation is a moving image in the form of a set of objects (images) arranged in an orderly manner following a predetermined flow of movement at each additional count of time that occurs. The image can be in the form of images of living things, inanimate objects, or writing. The North Sumatran Chamber of Commerce and Industry (Kadin) desperately needs an attractive promotional media, so that people know and know about the North Sumatran Chamber of Commerce and Industry (Kadin). In the process of making animation, a story idea, scenario, and storyboard are needed. This animation provides and explains what the North Sumatran Chamber of Commerce and Industry (Kadin) is and explains the history of the North Sumatran Chamber of Commerce and Industry (Kadin). The process of making this animation uses Adobe After Effects CS6 and Adobe Illustrator CS6 software so that making this animation more interesting and understandable by the public. The North Sumatra Chamber of Commerce and Industry (Kadin) is a company engaged in services and industry, therefore this introduction animation is needed by the North Sumatran Chamber of Commerce and Industry (Kadin) in order to become a company that continues to grow and is well known throughout the world. Animation is a moving image in the form of a set of objects (images) arranged in an orderly manner following a predetermined flow of movement at each additional count of time that occurs. The image can be in the form of images of living things, inanimate objects, or writing. The North Sumatran Chamber of Commerce and Industry (Kadin) desperately needs an attractive promotional media, so that people know and know about the North Sumatran Chamber of Commerce and Industry (Kadin). In the process of making animation, a story idea, scenario, and storyboard are needed. This animation provides and explains what the North Sumatran Chamber of Commerce and Industry (Kadin) is and explains the history of the North Sumatran Chamber of Commerce and Industry (Kadin). The process of making this animation uses Adobe After Effects CS6 and Adobe Illustrator CS6 software so that making this animation more interesting and understandable by the public. The North Sumatra Chamber of Commerce and Industry (Kadin) is a company engaged in services and industry.

Keywords: Introduction, Chamber of Commerce and Industry, and Animation.

1. Introduction

The development of the digital era is currently a lot of promotions made in the form of animation



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or video. With unique ideas and ideas, and designing, making a promotional or introduction video can be an interesting video. Promotional animation videos or unique introductions can have a positive effect for companies in making these animated videos. The Chamber of Commerce and Industry (Kadin) is one of the state-owned companies engaged in services, the problem is that the Chamber of Commerce and Industry (Kadin) does not have a promotional media that will recognize the Chamber of Commerce and Industry (Kadin) among the lower classes of society. The Chamber of Commerce and Industry (Kadin) really needs animation promotion media so that people know more about the Chamber of Commerce and Industry (Kadin).

Based on previous research, Iskandar, Dicky; Harahap, Herlina; Khairani, Sumi (2021) entitled "2D Animation as Information on E-KTP Services to the Community at the Medan Denai Sub-district Office" concluded that the design of animation information regarding the process of obtaining KTP at the Medan Denai District Office. Many residents do not know the process of making ID cards. For that we need a way of delivering an ID card information. The solution is to create 2D animation using Adobe Animation CC 2018 software. The process of making the animation itself requires story ideas, scenarios, story dialogues and storyboards. This animation provides information about the process of making an ID card and explains the requirements for making an ID card. With the new policy from the government regarding the Child Identity Card (KIA) process.

Based on previous researchers Iskandar, Dicky; Harahap, Herlina; Khairani, Sumi (2021) "2D Animation as Information on E-KTP Services to the Community at the Medan Denai District Office" the difference between previous researchers and current authors lies in the storyline where previous researchers tell about 2D Animation as Information on E-KTP Services to the Community and using Adobe Animation CC 2018 Software while the author introduces the North Sumatra Chamber of Commerce and Industry and uses Adobe Illustrator CS6 Software as an animation character creation and uses Adobe After Effects CS6 Software as a place for editing animations that have been made.

Theoretical Animation

Animation is a static image that is displayed sequentially so that the image becomes a moving image. Apart from being entertainment, animation has also become a guide, an inspiration, as well as a means of socialization.

Adobe Illustrator

Adobe Illustrator is a software for creating, processing, and editing designs or vector images. Adobe Illustrator is available for use via computers and mobile phones. Adobe Illustrator is developed and marketed by Adobe Systems.

Adobe After Effects

Adobe After Effects is a special software for video and audio editing which has the advantage of making it easier for editors to use detailed animation effects facilities such as writing animations that are easier to make.

2. Method

The method of data collection in the implementation of this research there are several stages, namely as follows:

1. Observation
Observation is a method of collecting data by observing directly to the location before making an animated video.
2. Literature Study
Literature study is a method of collecting data by reading, searching and studying material contained in books and also the internet.
3. Storyboard Creation Process
The purpose of making this storyboard is so that the animated video created by the author has an

interesting and easy-to-understand story and animation display.

4. Animated Video Making

Making Video Animation is an important process that will be made according to the idea of the mind. Making this animation using Adobe Illustrator CS6 which is used for editing and creating objects, and Adobe After Effects CS6 as an addition to animation effects.

5. Use of Animation

At this stage, animated videos will be used or displayed on social media.

3. Result And Discussion

The Analysis stage includes various data collection, site surveys, interviews, and explained in the storyboard which will be summarized as material for taking pictures which aims as a reference for editing. The following is the sequence of work that will be carried out by the author in the image below.

At the following analysis stage are the stages of making animation by the author in the Final Project:

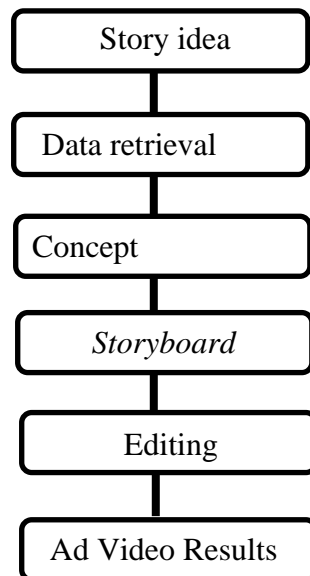


Figure 1.Analysis Stage

Data retrieval carried out by the author is by interview and also a site survey. This interview involved the General Chairperson of the Chamber of Commerce and Industry (Kadin), after all data collection was sufficient, the author began designing the Storyboard.

From the results of research that has been carried out in making "Animated Video Introductions Based on Motion Graphics of the North Sumatra Chamber of Commerce". The author has successfully completed the entire animation production process. In making the animation design, the writer requires Adobe Illustrator CS6 software, while for the animation, backsound, and merging using Adobe After Effects CS6 software.

The first part of the animated video is the intro which displays the logo of the North Sumatran Chamber of Commerce and Industry (Kadin) as shown in the image below.



Figure 2.Logo of the Chamber of Commerce and Industry (Kadin)

In this animation section, we introduce the General Chairperson of the North Sumatran Chamber of Commerce and Industry (Kadin) in the image below:



Figure 3.Logo of the General Chairperson of the Chamber of Commerce and Industry (Kadin)

This animation shows the history of the North Sumatran Chamber of Commerce and Industry (Kadin) in the image below

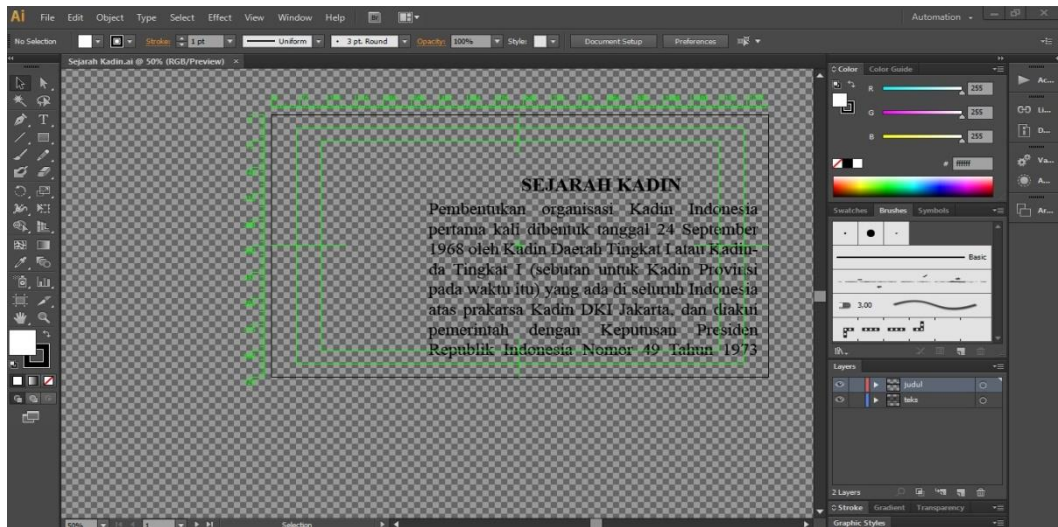


Figure 4. Logo History of the Chamber of Commerce and Industry (Kadin)

This animation shows the vision of the North Sumatra Chamber of Commerce and Industry (Kadin) as shown in the image below:

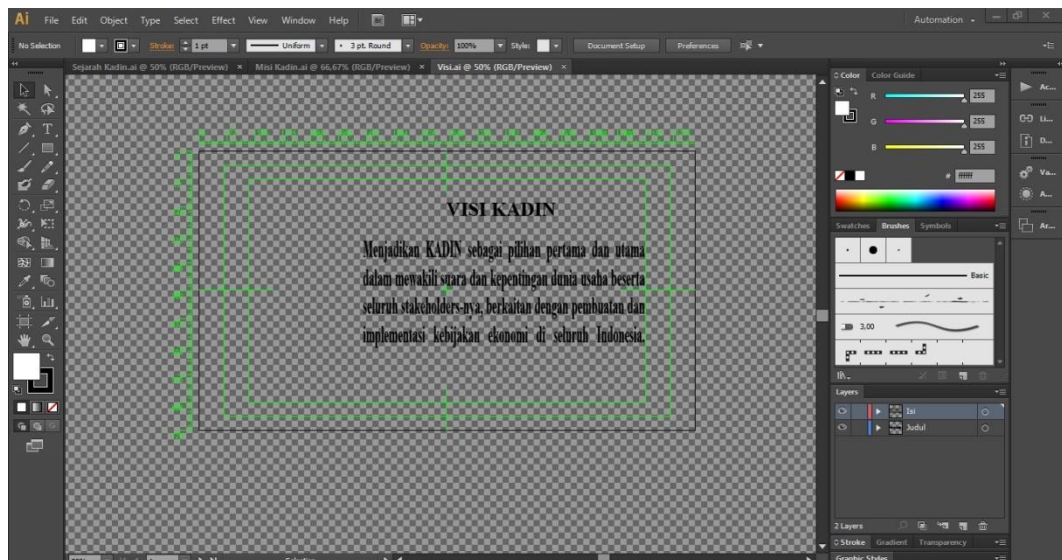


Figure 5. Logo Vision of the Chamber of Commerce and Industry (Kadin)



Figure 6. Mission Logo of the Chamber of Commerce and Industry

This animation shows the Organizational Structure of the North Sumatran Chamber of Commerce and Industry (Kadin) as shown in the image below:



Figure 7. Logo Organizational Structure of the Chamber of Commerce and

In this study, the author made several objects to be used as motion graphic animations using Adobe Illustrator CS6 software. As for the process of editing motion graphic objects using

Adobe After Effects CS6 software to provide motion effects, combine all scenes into one and provide background.

The author makes several design objects using Adobe Illustrator CS6 which later these objects will be combined in Adobe After Effects CS6 to give animation effects as shown in the image below:

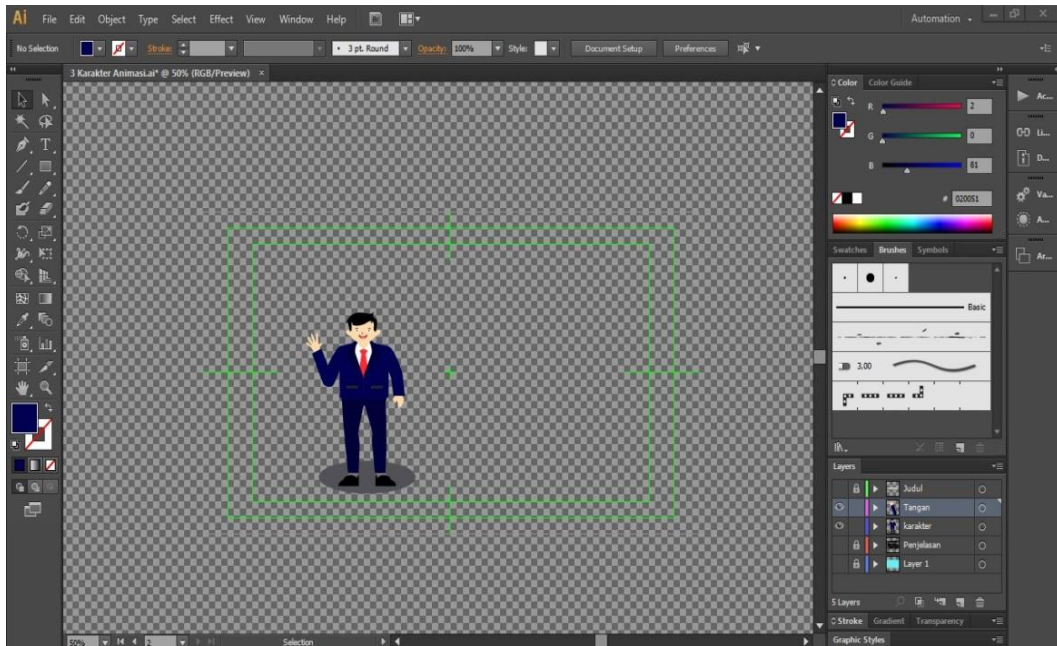


Figure 8.Object Creation

The author makes a combination of design objects and adds effects



Figure 9. Object Merger

Conclusion

After going through various processes of analysis and other things that the author has faced during the process of searching and collecting data, as well as the data collected, it can be concluded that the Chamber of Commerce and Industry (Kadin) is lacking in terms of promoting because the Chamber of Commerce and Industry (Kadin) does not have videos. animation to attract public attention to the Chamber of Commerce and Industry (Kadin).

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