

UNIVERSITI TEKNOLOGI MARA

**SHORT 2D ANIMATION PROJECT *SWAPPED*:
STUDY OF CHILD AND ELDERLY CHARACTER
DESIGN IN *UP* (2009) AND *PINOCCHIO* (1940)**

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of the requirements for the degree of
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DECLARATION

I declare that the work in this academic exercise was carried out in accordance with the guidelines of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This exercise has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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ABSTRACT

Character design is referred to as characterization or the process of communicating information regarding fictional characters in graphic novel, film and animation through visual elements. It is a very important process in order to connect the story with the audiences and oftentimes weakly described character design failed to do so. This is especially crucial when designing visual elements of a specific types of characters with different age group such as child and elderly as they have exclusive traits that belong to themselves. child tend to have more innocent and youthful look while elderly depicted maturity and restriction. The purpose of this study was to further apprehend the prowess of character design in order to grasp a better discernment in utilizing visual elements, particularly shapes, facial features, and color, to deliberately convey a specific type of character, child and elderly in the aspect of their identity and personality. The subject of character design among child and elderly in animated feature films are examined through previous researches, relevant articles and materials.

Keywords: Character, design, visual, children, elderly, shape, facial, features, and color.

ABSTRAK

Reka bentuk watak adalah lebih dikenali sebagai pendirian atau proses untuk menyampaikan maklumat mengenai watak-watak bersifat fiksyen di dalam novel grafik, filem dan animasi melalui anasir visual. Ia adalah suatu proses yang amat penting untuk menghubungkan jalan cerita dengan penonton dan reka bentuk watak yang lemah kerap kali gagal untuk berbuat demikian. Hal ini khususnya perlu diutamakan dalam mereka bentuk jenis watak-watak tertentu, contohnya golongan kumpulan umur yang berbeza seperti kanak-kanak dan orang tua kerana mereka mempunyai ciri-ciri khas yang hanya sesuai diterapkan untuk diri mereka sahaja. Misalannya, watak kanak-kanak cenderung untuk mempunyai rupa yang suci dan terserlah kemudaan manakala watak orang tua melahirkan sifat-sifat yang matang dan tegas. Tujuan kajian ini dilaksanakan adalah demi menggali pengertian yang lebih mendalam tentang kesenian proses mereka bentuk watak fiksyen dengan melihat dari penggunaan aspek visual yang berkesan. Terutamanya dari segi bentuk fizikal, ciri-ciri wajah, dan juga warna bagi menggambarkan identiti dan personaliti watak-watak tertentu seperti kanak-kanak dan warga tua secara jelas. Subjek reka bentuk dalam watak kanak-kanak dan orang tua di dalam animasi 2D akan diselidik dengan meneliti kajian-kajian lampau, artikel dan bahan-bahan yang berkaitan.

Kata kunci: *Karakter, rekaan, visual, kanak-kanak, warga emas, bentuk, wajah, ciri-ciri, dan warna.*

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