

DESIGNING A FICTIONAL CREATURE ARTBOOK BASED ON INDONESIAN ENDANGERED ANIMALS TO RAISE AWARENESS AMONG TEENAGERS

Andreas Avellino Gozaly / 18420100011 / andreasnidas@gmail.com / 085607322928



BACKGROUND

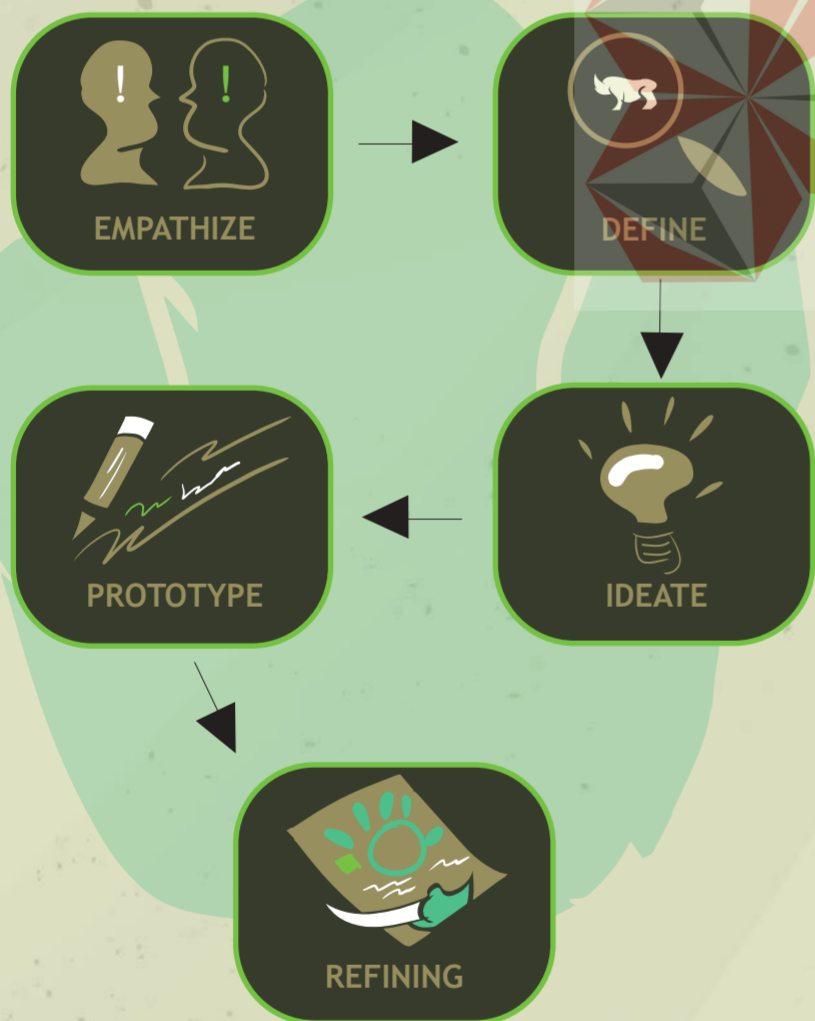


The current decline of animal species in Indonesia is caused by various things such as poaching and illegal wildlife trade as well as habitat loss due to forest conversion. One of the other things that can cause animals in Indonesia to become rare or extinct is due to low public knowledge of some animal species.

Thus, a solution is needed to raise awareness of the importance of preserving and protecting these animals, one of which is by conducting simple education such as reading some books.



DESIGN METHOD



U-NI- -QUE.



GOALS

To produce a fictional creature artbook design using the characteristics of Indonesian endangered animals as a simple educational media to introduce Indonesian endangered animals through a different approach to the public, especially to teenagers.

DESIGN PROJECT



“Unique” is the main keyword when the designing this artbook. The word “Unique” can have many meanings such as special, different, and characterized. The meaning of the word “Unique” is obtained because teenagers nowadays like books with interesting and different illustrations.

In addition, when viewed from the animal side, the word “Unique” is obtained because each animal has different characteristics that make each animal has its own specialty.

