
DESIGNING VISUAL ASSETS ILLUSTRATION OF COVID-19 PREVENTION SOCIALIZATION FOR CHILDREN AGED 7-12 YEARS

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ABSTRACT

This research focuses on designing visual assets for the Covid-19 prevention campaign, where the final results of the study are tangible character designs which can then be used by anyone who needs them. As is known that the beginning of February 2020 in this world there was a disease pandemic caused by virus known as Covid-19. Slowly the virus that has no cure has become a serious health problem because it causes thousands of people in the world to die from this virus. In an effort to participate in preventing this virus transmitted to many people, the researchers intend to create visual assets in the form of illustrated characters that can be used as visual material for the campaign to prevent the Covid-19 virus. The research method used is a qualitative descriptive approach, where the data collection technique is to conduct a literature study, observation, and documentation. The theory in analyzing data is done with visual asset theory and design methods with the theory of drawing characters including color shapes and the nature of human image illustrations. The purpose of designing this visual asset is to help spread the way to prevent Covid-19 in Indonesia for elementary school children aged 7-12 years. The final result of the research will be in the form of a proposed design of Covid-19 preventive visual character designs in Indonesia that can be used for anyone.

Keywords: Visual assets, Covid-19, elementary school children aged 7-12 years

INTRODUCTION

Corona virus or severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) is a virus that attacks the respiratory system. This disease caused by a viral infection is called COVID-19. Corona virus can cause disorders of the respiratory system, acute pneumonia, until death. Severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), better known as the Corona virus, is a new type of coronavirus that is transmitted to humans. This virus can affect anyone, whether babies, children, adults, the elderly, pregnant women, and nursing mothers. This virus infection is called COVID-19 and was first discovered in the city of Wuhan, China, at the end of December 2019. This virus spread quickly and has spread to other regions in China and to several countries, including Indonesia. This has made several countries abroad implement policies to impose lockdowns in order to prevent the spread of the Corona virus. Coronavirus is a collection of viruses that can infect the respiratory system. In many cases, this virus only causes mild respiratory infections, such as flu. However, this virus can also cause severe respiratory infections, such as lung infections (pneumonia), Middle-East Respiratory Syndrome (MERS), and Severe Acute Respiratory Syndrome (SARS).

Until now, there has been no treatment that can cure Corona virus infection. Therefore, the World Health Organization (WHO) appealed to the public not to look down on this disease and to always take preventative measures. One way is to implement social distancing. Some steps you can take to prevent Corona virus infection include:

1. Wash your hands properly
2. Using a mask
3. Maintain endurance

4. Do not go to an infected country
5. Avoid contact with animals that have the potential to transmit coronavirus

In an effort to prevent the further spread of this virus, it is necessary to have concrete actions in the form of information that must be known by the wider community, such as the creation of various information with print media.

For this reason, the writer and the team plan to create visual assets in the form of character designs in the form of characters related to this health pandemic, such as: viral characters, visual masks, personal protective equipment, doctors, nurses, parents, children and several other supporting characters. The results of this visual asset will be given to the public, especially the creators of poster makers preventing the spread of Corona virus that requires visual assets.

THEORETICAL BASIC

This research is a qualitative study with the final result in the form of design of human and object characters related to the Corona virus pandemic problem through a visual illustration approach. The design process is made through observation by collecting a variety of data and information in the form of images, documents, and writings / articles and journals that support research. The theories used in this design include illustration theory, character design, design style. The design method through the process of observing, copying and modification, while for the creation of visual assets using the Tillman stages model (2011) where there are 6 stages of character design from starting by studying characterization first, then finding archetypes and character shapes, visual studies or references, determining style of drawing, and finally by sketching stages. In the style of drawing, the author will create a visual asset with a flat design style.

1. Illustration

Illustration comes from the Dutch language (illustrative), which can be interpreted as decoration with pictures or making something clear. The average use of illustrations in books in the form of cartoons. (Nurhadiat, Dedi, 2004: 54). In other definitions mentioned the word illustration comes from the word (illusion). As a form of presupposition formed in the human mind due to many causes. Illustration can grow as an expectation of impossibility and is not much different from wishful thinking, virtual or virtual in nature. The illustrations can be present in various verifications. Can be through writing pictures and sounds (Fariz, 2009: 14) Illustrations at this time much favored by the younger generation. Because the illustrations present shapes and colors that are of interest to them. The younger generation will read a book as thin as twelve pages to about thirty pages as long as it has a good and attractive appearance. Wojirsch (1995: 35) argues, illustrations are an unreadable message description that can decipher stories, in the form of images and writings, which are graphic forms of information that are enticing. So that it can explain the meaning contained in hidden messages. Illustration literally means a picture that is used to explain or fill something (Kusrianto, 2009: 110). In its development, further illustration turned out not only to be useful as a means of supporting the story, but can also decorate empty space. In the book *Basic Visual Concepts and Principles* by Charles Wallschlaeger and Cynthia Busic - Snyder, (1992) explained that pictures and colors are one form of message delivery patterns that can serve to dramatize, clarify, enhance visual values, and even affect the attitude of the audience. Computer illustration techniques, making illustrations with the help of computers and supporting software. Digital Painting Technique, drawing technique by hand but assisted by the help of computers and tablet PCs / pen tablets. Digital painting allows the creation of works that are close to the original photo or also close to the work of manual painting. Block technique, Block technique is a technique using decorative color blocks (evenly flat). Coloring of objects using levels, tines, tones, and shadec) Figure Caricature Pramodjo

(2008: 13) says that caricature is part of a cartoon that is charged with messages that are nuanced with criticism or proposals against someone or a problem.

2. Character: Definition of Character

Character is a set of traits that are always admired as signs of goodness, virtue and moral maturity. Etymologically, the term character comes from the Latin character, which means character, character, mental characteristics, character, personality and character. Definition of Character According to W.B. Saunders, (1977: 126) explains that characters are real and different properties that are shown by individuals, a number of attributes that can be observed in individuals. Wyne revealed that the character is to mark how to focus on how to apply the value of goodness in the form of actions or behavior. Therefore someone who behaves dishonestly, cruelly or greedily is said to have bad character, while people who behave honestly, like to help are said to be people of noble character. So the term character is closely related to one's personality. The character definitions of some experts are very different in each explanation. According to W.B. Saunders character is a real character, different and can be observed by individuals, which means that these characters can be shown to each person, because the nature and character of each individual is not the same and can be seen so that it can be said to be different. Meanwhile, according to Wyne, how does someone apply the value of goodness in the form of actions or behavior, because if someone has a good attitude, it means that person has a noble character. Conversely, if someone who does not have good character means it can be said as someone who has bad behavior. The character definitions of some experts are very different in each explanation. According to W.B. Saunders character is real, different and can be observed by individuals, which means that these characters can be shown to each person, because the nature and character of each individual is not the same and can be seen so that it can be said to be different. Meanwhile, according to Wyne, how does someone apply the value of goodness in the form of actions or behavior, because if someone has a good attitude, it means that person has a noble character. Conversely, if someone who does not have good character means it can be said as someone who has bad behavior. Meanwhile in the context of visual communication design, in his book entitled "Creative Character Design", Bryan Tillman said "Character is a he". In Indonesian it means, "Character is he". From Bryan Tillman's brief remarks, it can be concluded that the character is something that has a role to bring the story. Like humans, "He" has the nature, background of his life, personality, habits, desires, and roles that can build a story in a film. Characters in animated films can take the form of humans, animals, plants or even inanimate objects to portray characters in a story line. Without the presence of characters, a story will never appear to be staged in a film.

3. Design Stages

The character design stage includes the following stages:

1. Learning Characterization; After the story script is arranged, the character designer makes a list of what characters will be made followed by sequential design stages. Characteristics such as a brief description, biodata, distinguishing features, and social strata of each character are determined.
2. Finding Archetype and Character Shapes; According to the language, the word archetype comes from the Latin archetypum which means "first formation". According to Bryan Tillman, archetypes represent personality traits and character identification. Archetypes are innate, universal prototypes for ideas and can be used to interpret observations [2]. According to Jung there is a relationship between psychology and physicality.
3. References (Moodboard); After learning the archetype and character shape, the next step is to collect references for each character. References

are useful to make it easier for designers to conceptualize. The more and better references collected, the more it will be easier for designers to design.

4. Drawing Style; there are various kinds of 3D character styles, but in the design of the writer uses stylized image styles. Stylized or stylized is a character design that has proportions close to the original by accentuating lines and colors to achieve a unique look. This picture style was chosen because in its execution the writer uses motion capture technology that records the original human movements in 3D. Motion capture motion will be adjusted to a model that is close to human or humanoid proportions.
5. Basic Shape and Solid Drawing; Forms are things we can use to define an something and a function of its form. For example a square shape can be used as a cardboard box. When people will make something that has the function of transporting goods such as cardboard boxes, he will choose a square rather than a circle. The Solid Drawing is a depiction of a form that looks more than just a silhouette on an object that not only functions as character identification but also recognizes the pose made by the character.
6. Sketches; after the basic shape and solid drawing are determined, the next step is to make a sketch of the previous process. In this step, the details of the face, body, and accessories worn by the characters are adjusted to the studies that have been studied previously.

4. Flat Design Style

Understanding of style in general is a variety of expressions, designs, architecture or ways of implementing a thing. Style in graphic design means visual beauty that has a big influence on a certain time and place. Graphic designers are basically tasked with organizing and communicating messages to place a product or idea in the minds of the audience, giving a good impression, as well as informing and publishing information in an effective way. In this process, style also means a way to inform and mark messages intended for the audience. Flat design comes from applied Swiss Design, which was introduced, between 1940 and 1950s in Switzerland. The focus of Swiss design is on grid usage, sans-serif typography, clean content hierarchy and layout. During the 40s to 50s, Swiss designs combined a large but simple photo with minimal typography. Along with the development of this design era began to be developed until finally in the 1980s Flat Design began to emerge. Flat Design at that time was very simple; there were no variations at all. But now, it has turned 180 degrees that flat designs have now been re-developed in new and creative ways to design better designs. Now this flat design has mushroomed among web design even often encountered in the design of mobile applications. Like Google with Flat Design, which has been applied, to several Google features so far. The most widely used and popular design style at this time, because this design style is more minimalist. With the selection of bright colors that are comfortable to look at. Flat Design was originally used to graphically interface websites, software or applications, and mobile apps. But now this design style is also applied to various media such as banners, posters, brochures, icons, and others.

DISCUSSION

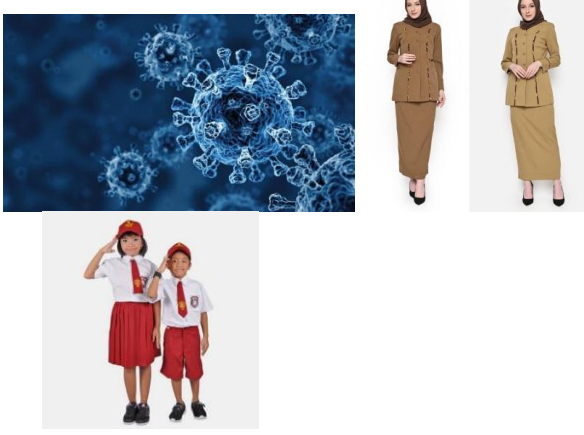
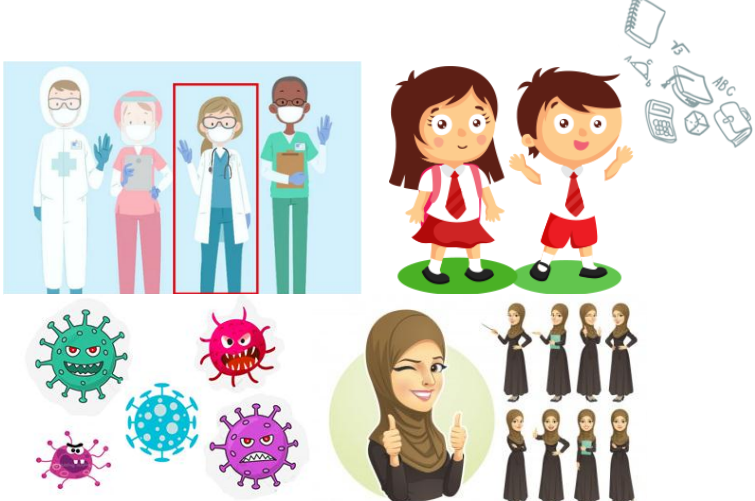
The process of designing visual assets for the Corona virus prevention campaign is carried out in several stages. The first step is to determine what character's visual assets will be created. The visual characters that will be made are:

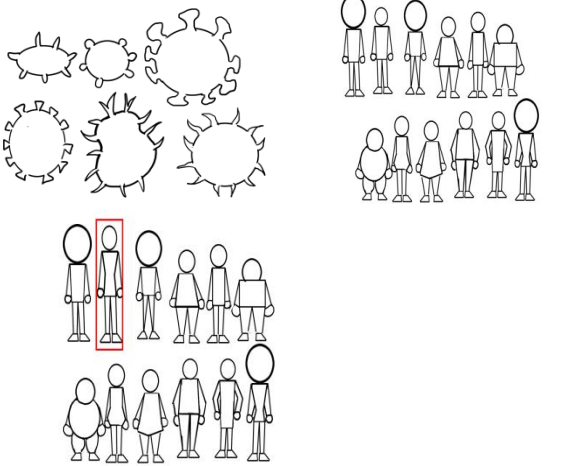
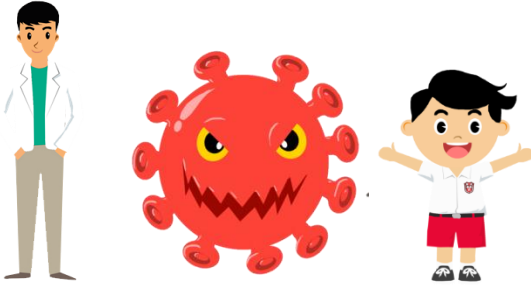
1. Form of the virus,
2. Masks,
3. Hand Sanitizer,
4. PPE,

5. Small child 1 (male) with masks,
6. Small children 2 (girls) with masks,
7. Small children 3 (children) are with masks
8. Father with mask
9. Mother with mask
10. Government Officials with mask
11. Extension workers / midwives / doctors with mask
12. School teacher with mask

As for the process of making his character go through the following stages:



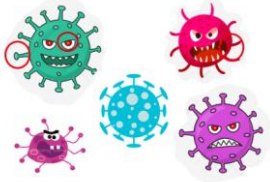
Table 1. Step by Step

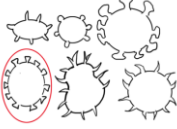
N	Step by step	Description
1	Characterization	Visual illustrations will represent the character of people, objects and subjects (supporters) associated with the Corona pandemic
2	Character Shape	Each character has a cheerful, assertive, optimistic and friendly personality
3	Reference	
4	Style	

5	Basic Shape	
6	Concept	

Source : Author, 2020

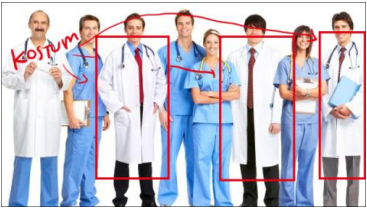


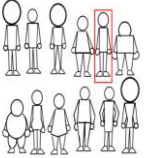
Table 2. The character design process (COVID19 virus)

	Reference	The final result
		
	style	
		

	Basic Shape	
		



Source : Author, 2020


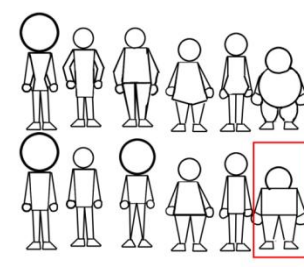
Table 3. The character design process (the doctors)

	Reference	The final result
		
	style	
		
	Basic Shape	
		

Source : Author, 2020




Table 4. Designing process (elementary school students)

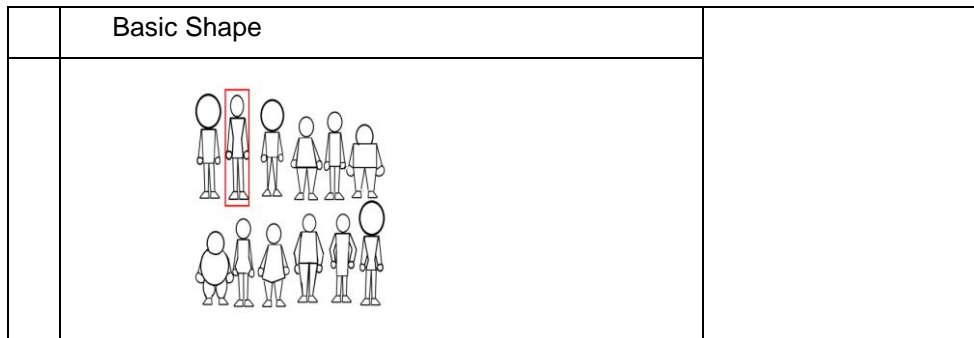
	Reference	The final result
		

	style	
		
	Basic Shape	
		

Source : Author, 2020

Table 5. Character design process (teacher)

	Reference	Hasil akhir
		
	style	
		



Source : Author, 2020

CONCLUSIONS

In the process of making a character for the visual assets of the Corona virus health pandemic prevention campaign, there are several steps that can be taken to produce a good design methodically. For creators who want to make a character, the steps that the author has taken can be an example of the process for designing similar character figures. The process of making a human character and objects and subject matter can begin by making plans or concepts to be made. The first step is to make observations first, what character characters will be made. For the theoretical approach can use the theory of characterization or characterization matrices (personality matrix). The strength of a character will be judged by the extent to which the use of theory and design methods is appropriate to the theory.

Next is the knowledge and understanding of the development of anatomical forms of the body with the fundamental human drawing theory approach as the basis for creating the anatomical shapes of the character's body. And finally, for the incorporation of elements of the human body and animals can use the stages of the process of making the character Tilman model to get the desired end result.

Character design of visual assets for the Corona virus health pandemic prevention campaign made by this writer is still far from perfection, but the efforts of writers who make these characters methodically based on theories that have often been used believe the writer that a work such as making this character can produce works that well.

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