DESIGNING 2D ANIMATION VIDEO EXAM’S RULE
UNIVERSITAS INTERNASIONAL BATAM USING
LUTHER METHOD
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ABSTRACT

Disseminating information in the form of 2D animated videos is becoming increasingly interesting to do since the guidelines of exam at the Universitas Internasional Batam explicating in brochures. Limited exposure and discussion of the code of conduct for exam make students especially those who take the exam do not special attention. This causes the obstruction of the examination procedures occurred in campus environment. Adding the media to deliver the code of conduct, the writer made a 2D animated video providing information about the code of conduct applied at Universitas Internasional Batam. The design of 2D animation videos used Luther method. The softwares used were Illustrator, Moho, After Effect and Premiere. The results of 2D animation videos are shared implemented on Youtube. After implementation, 2D animated videos received 109 views, 29 likes, and 7 positive comments. The results of the questionnaire with a sample of 53, the average video animation has value of 51.32% very good, 29.05% good, 18.87% enough, 0.76% less, and 0% very less. These data prove that 2D animation video is feasible for additional media that informs exam’s rules for students and staff at Universitas Internasional Batam.

Keywords: video, 2D animation, rules, exam, Universitas Internasional Batam