

# The Making of Visual Design of Assets and Characters for Motion Graphic Organic Fertilizer Media

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## **Abstract**

The use of organic fertilizer is an effort to realize sustainable and environmentally friendly agriculture. Unfortunately, many farmers still prefer to use chemical fertilizers because they lack sufficient understanding of how to make organic fertilizer independently. Organic fertilizer is considered complicated to make and troublesome. One reason is the lack of educational media that is interesting and easy to understand. Therefore, a more communicative approach is needed, one of which is through animated motion graphics media. Animated motion graphics media certainly requires assets and characters in its visualization. This study aims to design visual asset and character designs that will later be used in motion graphic media as a means of educating the making of organic fertilizer, with a focus on conveying information that is simple, interesting, yet easy to understand by general public. The results of this study are character asset designs that are communicative, educational, and able to represent agriculture visually. The designed characters act as the main characters in the delivery of information, thus building a close relationship with the audience and facilitating the process of conveying the message. It is hoped that by using the asset and visual designs of this research, the resulting motion graphic media can be an effective, easy-to-understand educational tool and can increase public awareness and skills in making organic fertilizer independently.

**Keywords:** Visual design, characters, assets, organic fertilizer

## **1. Introduction**

Fertilizer is a substance needed to support plant growth and development, containing one or more nutrients (Suhastyo, 2019). Fertilizers themselves consist of chemical and non-chemical fertilizers. Chemical fertilizers are produced through chemical, physical, and biotechnological processes, and are industrial or factory-made. Meanwhile, non-chemical fertilizers are fertilizers made largely or entirely from organic materials derived from plants or animals and have undergone technological processes (Astari, 2019). The use of both organic and chemical fertilizers plays a crucial role in helping plants grow. In modern agriculture, the use

of chemical fertilizers is increasingly limited or even eliminated, replaced by more environmentally friendly organic fertilizers (Susanti & Rusnandi, 2016).

The current development of information and communication technology has had a positive impact on various aspects of society (Samodra, 2019). Therefore, implementing 2D animation methods and incorporating storytelling is considered more engaging for viewers. Through a storytelling approach, the message in the story is more easily understood and well-received by the audience (Effendi & Sutrisno, 2021). 2D motion graphic animation is a new medium because it is more interactive and accessible to farmers. According to Wahyuni et al., 2021, animation is a technique for creating audiovisual works that involves creating a series of images that form a specific scene. The advantage of 2D animation is that complex information can be conveyed and explained in a simpler form through visual and audio media. One type of animation is motion graphics. According to Muzhaffar (2022), motion graphics is a field of graphic design that combines illustration, typography, photography, and videography, combined with animation techniques. Motion graphics consists of two words: motion, meaning movement, and graphic, referring to graphics.

In creating motion graphic media, an attractive character design is needed so that the media created can attract the audience. In this study, the aim is to design a character asset design for motion graphic media which can later function as a medium for extension or delivery of information and technology about the manufacture of organic fertilizer. With this media, it is hoped that it can help the extension center to provide training or information to farmers.

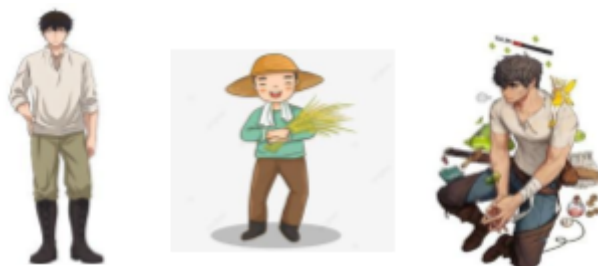
## 2. Data Collection

In this character creation step, the author gathers character references from various sources, such as cartoons and illustrations in comics or visual novels. These references are used to help the author design male and female characters to



fit the desired theme.

**Figure 1. Female character references**



**Figure 2. Male character references**

### 3. Result

#### 3.1 Design Character

After collecting the references, next step was to create original character designs, adapting the themes and concepts that had been developed. The characters were created with diverse backgrounds. The male character design has the posture and facial features of an elderly man, around 40 years old, who works as a farmer.



**Figure 3. Male character references**

The female character design features with two costumes: one for the rice field scene and one for the explanation of organic fertilizer production. This female character has a cheerful face, is around 28 years old, and works as a Field



Agricultural Extension Worker.

**Figure 4. Female character references**

#### 3.2 Asset Design

After character creation, designs were created for various assets to be used in the animation, including assets for the characters, materials, and practical tools

for making organic fertilizer. All of these assets were created using Clip Studio Paint and then exported to Photoshop.

### 3.2.1 Asset for Character

For the asset designs used by the characters, several designs were created, such as hats, books, and farming tools, which will later be used in motion graphics. These assets will support the animated scenes that will be displayed.

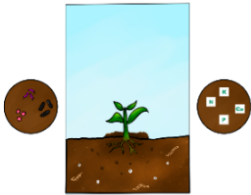
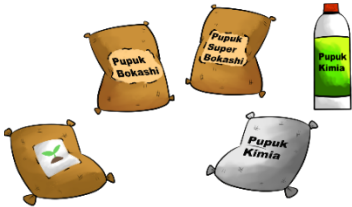



**Figure 5. Asset for characters**

### 3.2.2 Asset for Material

For material assets, several designs were created to explain soil, fertilizers, pesticides, and microorganisms. This was designed to make the explanations more visually appealing, not just in written form.

**Table 1. Asset for Material**

| No | Figure  | Information                        |
|----|---|------------------------------------|
| 1  |  | Explanation of soil content        |
| 2  |  | Explanation of various fertilizers |
| 3  |  | Types of pesticides                |

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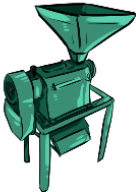

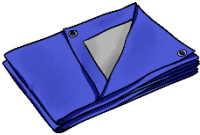



Collection of  
 microorganisms

### 3.2.3 Asset for Practical

In addition to asset materials for the material, assets are also designed for practice. These assets are useful for providing a visual appearance in animation, for example in the fertilizer making process.

**Table 2. Asset for Practical**

| No | Gambar  | Nama    | Keterangan                                       |
|----|---|---------|--|
| 1  |    | Sangkul | Digunakan untuk mengaduk                         |
| 2  |  | Chopper | Digunakan untuk menghaluskan kotoran             |
| 3  |  | Gembor  | Untuk menyirami kotoran dengan cairan dekomposer |
| 4  |  | ferpal  | Sebagai alas dan penutup                         |

|   |   |                         |  |               |
|---|---|-------------------------|--|---------------|
| 5 |  | Cairan<br>dekomposer    | Sebagai<br>pengurai                          | bakteri       |
| 6 |  | Gula atau<br>tetes tebu | Campuran<br>opsional<br>digunakan salah satu | bahan<br>bisa |
| 7 |  | Kotoran<br>hewan ternak | Bahan<br>pembuatan pupuk                     | utama         |
| 8 |  | Air                     | Campuran membuat<br>cairan decomposer        |               |

#### 4. Conclusion

The creation of various media has an important factor in supporting the creation of a media in providing a more attractive visual display of animation. Assets that can be created in an animation such as character assets, material assets, and practical assets, which in this case for the creation of animations regarding fertilizer socialization media, can help farmers to understand the material in a more interesting and enjoyable way. It is hoped that with this extension media, farmers will have more information about fertilizers, especially organic fertilizers, and can switch from chemical fertilizers to organic fertilizers.

#### 5. References

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