

## ABSTRAK

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### **PERANCANGAN DESAIN ASET DAN PROPERTI PADA *VIDEO GAME* ADAPTASI PRODUK KEKAYAAN INTELEKTUAL (STUDI KASUS: *LITTLE MALLOW TOWN*)**

(XXII + 239 halaman: 223 gambar; 2 tabel; 15 lampiran)

Tugas akhir yang dilaksanakan dan dideskripsikan dalam karya tulis ini berfokus dalam mengadaptasi Produk Kekayaan Intelektual berjudul “Little Mallow Town” dengan *premise* cerita pendek “The Traveller” karya penulis muda Gabrielle Cheryl sebagai inspirasi utama alur cerita. Proyek yang dilaksanakan mencakup perancangan konsep visual properti pada *video game life simulation* “Little Mallow Town” berupa makanan dan cendera mata, dengan *output* akhir buku *concept art*.

Berbagai teori utama yang akan diaplikasikan antara lain, teori desain *props*, elemen dan prinsip desain, teori warna, teori psikologi warna, teori psikologi bentuk, serta *graphical style* dalam *video game*. Penelitian dilakukan dengan metode studi pustaka dan wawancara.

Kata kunci “heartwarming” dipakai demi membantu visualisasi warna keseluruhan desain *props* sejumlah 41 (12 desain cendera mata dan 29 desain makanan). *Keyword* “contemporary” menjadi acuan khusus untuk desain *props* makanan. Sementara itu, *keyword* “ethnic” menjadi acuan untuk visual desain *props* cendera mata. Perancangan Tugas Akhir ini diharapkan dapat mencapai tujuan awal perancangan yakni memperkaya dunia *video game* “Little Mallow Town” dan dapat bermanfaat bagi berbagai kalangan terutama anak-anak.

Kata Kunci: Desain *Props*, *Concept Art*, *Video Game*

Referensi: 121 (1929-2022)

## **ABSTRACT**

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### **CREATION OF ASSET AND PROPERTY DESIGN IN INTELLECTUAL PROPERTY PRODUCT ADAPTATION VIDEO GAME (CASE STUDY: LITTLE MALLOW TOWN)**

*(XXII + 239 pages; 223 pictures; 2 tables; 15 attachments)*

*The final project which was carried out and described in this thesis paper focused on adapting an Intellectual Property Product titled “Little Mallow Town”, with the premise of short story premise “The Traveller” written by Gabrielle Cheryl as the game story line main inspiration. The project included designing visual concept of food and souvenirs for life simulation video game “Little Mallow Town”, with concept art book as final output.*

*Various main theories that will be applied include, props design theory, elements and principles of design, color theory, color psychology theory, shape psychology theory, and graphical style in video game. The research methods used for this project are literature study and interview.*

*The keyword “heartwarming” used as guide to visualise the overall colors for grand total of 41 props design (12 souvenirs and 29 foods design). “Contemporary” keyword is used as visual guide specifically for food design. While the keyword “ethnic” is used specifically for souvenirs design. This project is expected to achieve initial goal which is to enrich video game world of “Little Mallow Town” and to be beneficial for various circle especially childrens.*

*Keywords: Props Design, Concept Art, Video Game*

*Reference: 121 (1929-2022)*