

ABSTRACT

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DESIGNING ANIMATION ASSETS AT CV KRIET LAB ASIA

In today's technological era, people's needs can be easily met because of the creative industry. One of them is a 3-dimensional visual form in order to be able to display a work or display perspectives with more complex shapes. Practitioner carries out professional work practices at Kriet Lab Asia and is entrusted with making 3D Models for advertising and animation purposes. The obstacles experienced by practicants during professional work practice include a large document size because the assets used are quite a lot, then difficulties during the rendering process because the assets used are quite a lot to meet the needs of the assets, so that the rendering results adjust to the duration of the song. The solution that has been done by practice to solve this problem is to turn off the object layer that has passed the model creation process to make it look light when reviewed. Because the more objects, the heavier the document will be and slow down the work process. In addition, to solve problems in rendering, it is practical to divide the rendering process by 2000 frames per rendering so that the process does not take a long time.

Keywords: *visual 3d models, creative industries, ad animations.*