

ABSTRACT

PERANCANGAN 3D MODELING ENVIRONMENT VIDEO MUSIK GOLD GOTTA

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Music videos play a crucial role as a means of communication, particularly in conveying messages through the combination of engaging songs and visuals. The application of 3D animation technology enables the creation of lively characters and environments, delivering an engaging experience and providing creative freedom. Gold Gotta, an NFT IP character, not only becomes a trend in the creative world but also releases music across various platforms. This Final Project explores the creation of a 3D environment in the music video "Let me in" by Gold Gotta, set against the backdrop of Miami with a Cyberpunk theme. Designing the environment poses a challenge as it involves blending the natural beauty of Miami with urban elements and advanced Cyberpunk technology. This innovation is expected to contribute uniquely to the animation and music industry, considering the absence of 3D music videos combining these themes.

Keywords: Music video, 3D, Cyberpunk, Environment, Miami.

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