

**THE ROLE OF 3D ARTIST IN THE CREATION OF LET'S
START PRODUCTION MASCOT 3D MODEL**



INTERNSHIP REPORT

ANDREW NATHANAEL ARIJANTO

00000053754

FILM STUDY PROGRAM

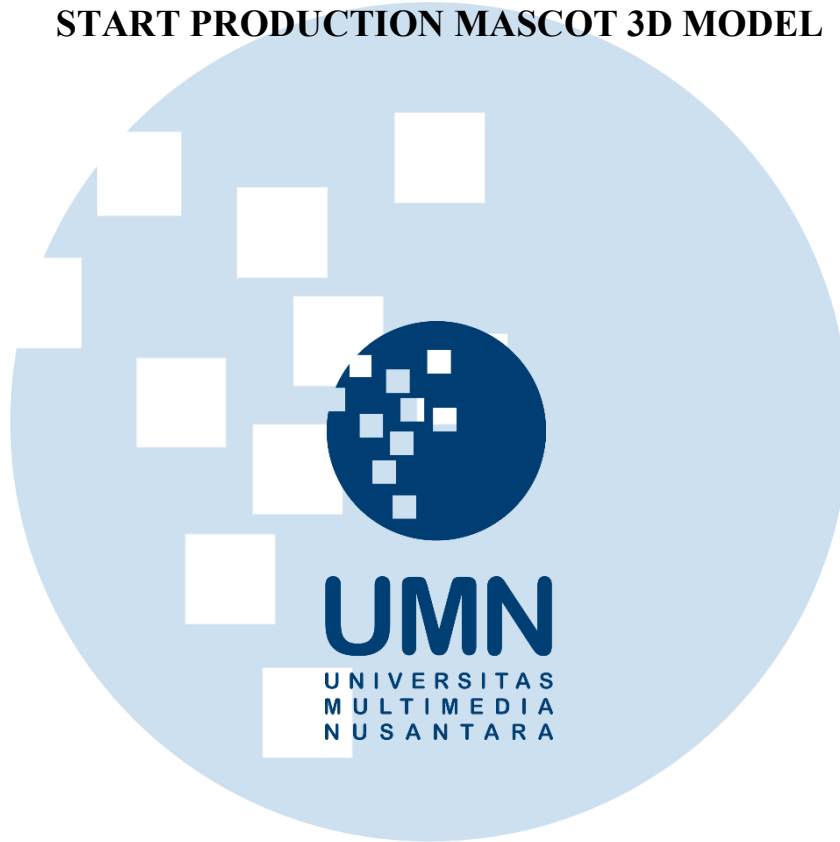
FACULTY OF ARTS AND DESIGN

MULTIMEDIA NUSANTARA UNIVERSITY

TANGERANG

2025

**THE ROLE OF 3D ARTIST IN THE CREATION OF LET'S
START PRODUCTION MASCOT 3D MODEL**



INTERNSHIP REPORT

Submitted as One of the Requirements to
Obtain a Bachelor of Arts Degree (S.Sn.)

ANDREW NATHANAEL ARIJANTO

00000053754

**FILM STUDY PROGRAM
FACULTY OF ARTS AND DESIGN
MULTIMEDIA NUSANTARA UNIVERSITY**

TANGERANG

2025

NO PLAGIARISM STATEMENT

I hereby,

Name : Andrew Nathanael Arijanto

Student Identification : 00000053754

Study program : Film

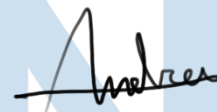
Internship Report with the title:

THE ROLE OF 3D ARTIST IN THE CREATION OF LET'S START PRODUCTION MASCOT 3D MODEL

is my own work, not a plagiarism of scientific works written by others, and all sources, both quoted and referred to, have been stated correctly and listed in the bibliography.

If in the future it is proven that there is fraud/deviation, either in the implementation or in the writing of the internship report, I am willing to accept the consequences of being declared FAILED for the internship report that I have taken.

Tangerang, 20 June 2025.



(Andrew Nathanael Arijanto)

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

APPROVAL PAGE

Internship Report with the title
**THE ROLE OF 3D ARTIST IN THE CREATION OF LET'S START
PRODUCTION MASCOT 3D MODEL**

By

Full Name : Andrew Nathanael Arijanto
Student ID : 00000053754
Study Program : Film
Faculty : Art and Design

Has been tested on Monday, 16/6/2025
08.30 to 09.00 WIB and declared
PASSED

With the following examiner composition.

Advisor

Examiner

Jessica Laurencia, S.Sn., M. Ds.

6550771672230253

Firdyanza Pramono, S.Sn., M. Ds.

8155766667130303

Head of Film Study Program

Kus Sudarsono, S.E., M.Sn.

1260753654130113

PAGE OF PUBLICATION APPROVAL FOR SCIENTIFIC WORKS

I, the undersigned below:

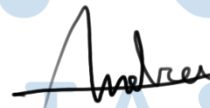
Full Name : Andrew Nathanael Arijanto
Student Identification Number : 00000053754
Study Program : Film
Level : Undergraduate Degree
Type of work : Internship Report
Title of Scientific Work : **THE ROLE OF 3D ARTIST
IN THE CREATION OF LET'S START PRODUCTION
MASCOT 3D MODEL**

I solemnly declare that I am willing to (choose one):

- ☒ I am willing to give full permission to Multimedia Nusantara University to publish the results of my scientific work into the Knowledge Center repository so that it can be accessed by UMN Academic Community/Public. I declare that the scientific work I have created does not contain confidential data.
- ☐ I am not willing to publish the results of this scientific work in the Knowledge Center repository, because: in the process of submitting publication to national/international journals/conferences (proven by a letter of acceptance) *.
- ☐ Others, select one:
- ☐ Only accessible internally at Multimedia Nusantara University
 - ☐ Embargo on publication of internship reports for a period of 3 years.

Tangerang, 20 June 2025.

That state,



(Andrew Nathanael Arijanto)

* If I cannot prove the LoA of the journal/IPR, I am willing to fully allow my scientific work to be published to KC UMN and become the right of the UMN institution.


PREFACE

Praise be to God for the completion of this internship report with the title: “THE ROLE OF 3D ARTIST IN THE CREATION OF LET’S START PRODUCTION MASCOT 3D MODEL” which was carried out to fulfill one of the requirements to achieve a Bachelor of Arts degree majoring in Film at the Faculty of Art and Design, Multimedia Nusantara University. I realize that, without the help and guidance of various parties, from the time of lectures to the preparation of this internship report, it would be very difficult for me to complete this internship report. Therefore, I would like to thank:

1. Dr. Andrey Andoko as the Chancellor of Multimedia Nusantara University.
2. Muhammad Cahya Mulya Daulay, S.Sn., M.Sn., as the Dean of the Faculty of Art and Design, Multimedia Nusantara University.
3. Kus Sudarsono, S.E., M.Sn., as the Head of the Film Study Program, Multimedia Nusantara University.
4. Jessica Laurencia, S.Sn., M.Ds., as the Supervisor who has taken the time to provide guidance, direction and motivation for the completion of this internship report.
5. Deny Pangestu, as Field Supervisor who has provided guidance, direction, and motivation for the completion of the MBKM Research report.
6. To the Company Let’s Start Productions
7. Family who has provided material and moral support, so that the author can complete this MBKM report.

Hopefully this internship report is useful, both as a source of information and a source of inspiration, for readers.

Tangerang, 20 June 2025.


(Andrew Nathanael Arijanto)

PERAN SENIMAN 3D DALAM PEMBUATAN MODEL 3D MASKOT LET'S START PRODUCTION

Andrew Nathanael Arijanto

ABSTRAK

Peran 3D artist adalah membuat model dan aset 3D yang diperlukan untuk animasi yang mencakup beberapa deskripsi pekerjaan umum termasuk tetapi tidak terbatas pada modelling, rigging, dan animasi. 3D artist harus memahami dasar dari semua deskripsi pekerjaan sambil mengkhususkan diri dalam satu agar fleksibel saat mengerjakan proyek seperti maskot 3D Let's Start Productions. Selain itu, telah membuka jalan bagi media modern untuk mengekspresikan nilai artistik dan kehidupan nyata termasuk pekerjaan penting lainnya yang diuntungkan. Penulis menemukan perusahaan melalui persahabatan yang dibangun di universitas UMN dan melamar ke Let's Start Production setelah menjadi 3D artist. Di perusahaan tersebut penulis mengerjakan maskot 3D perusahaan tersebut. Namun, penulis mengalami beberapa masalah di sepanjang jalan saat masa magang berlangsung seperti membuat maskot studio. Menemukan cara mengatasi masalah tersebut saat penulis menggunakan aplikasi seperti Blender dan Substance Painter. Dalam prosesnya, penulis mempelajari lebih banyak pengalaman dalam membuat dan memasang model karakter 3D.

Kata kunci: 3D Artist, mascot, mengekspresikan, Blender, Substance Painter

UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

THE ROLE OF 3D ARTIST IN THE CREATION OF LET'S START PRODUCTION MASCOT 3D MODEL

Andrew Nathanael Arijanto

ABSTRACT

The role of a 3D artist is to create 3D models and assets required for animations covering several generalist job descriptions including but not limited to Modelling, Rigging and Animating. 3D artists must understand the basic of all of the job descriptions while specializing in one to be flexible while working on the project like Let's Start Productions 3D mascot. Additionally, it has paved a way of modern media to express artistic and real-life value including other important jobs benefitted. The author found the company through friendships built in UMN university and applied to Let's Start Production after as a 3D artist. In the company the author worked on the 3D mascot of the company. However, the author experienced several issues along the way as the internship term progresses as of making the studio mascot. Finding ways around the issues while author used applications like Blender and Substance Painter. In the process the author learns more experience on creating and rigging 3D character models.

Keywords: 3D Artist, Mascot, express, Blender, Substance Painter

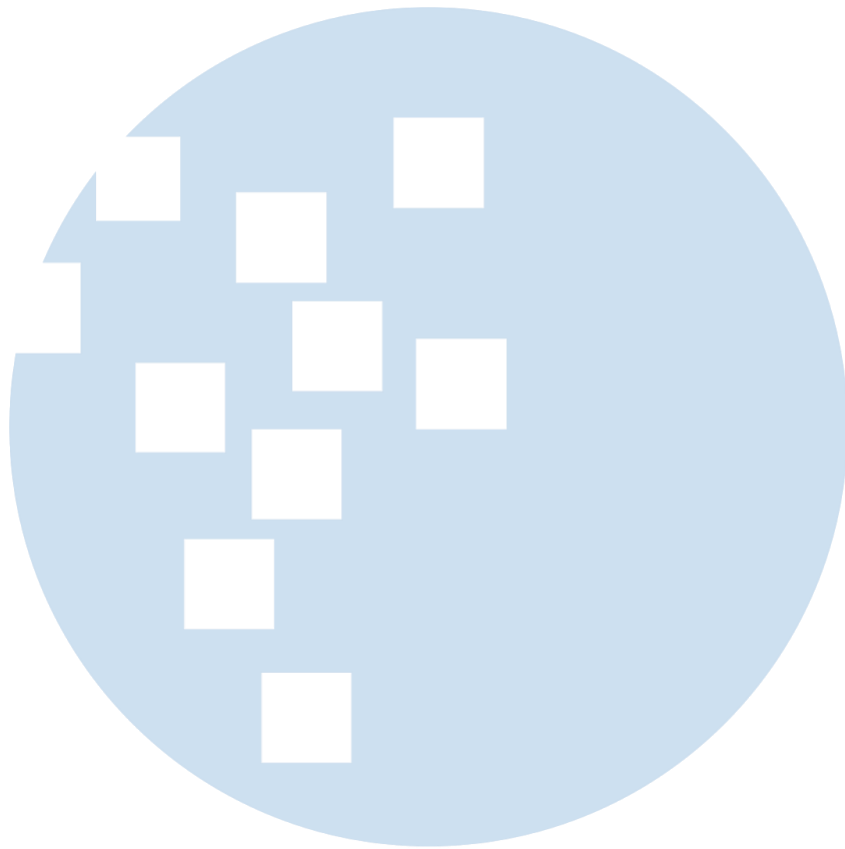
UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

TABLE OF CONTENTS

NO PLAGIARISM STATEMENT	ii
APPROVAL PAGE	iii
PAGE OF PUBLICATION APPROVAL FOR SCIENTIFIC WORKS.....	iv
PREFACE	v
ABSTRAK	vi
ABSTRACT	vii
TABLE OF CONTENTS	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF ATTACHMENTS	xii
CHAPTER 1 INTRODUCTION	1
1.1 Background	1
1.2 Purpose and Objectives of Internship	2
1.3 Internship Time and Procedures.....	2
CHAPTER 2 COMPANY OVERVIEW	3
2.1 Brief History of the Company.....	3
2.2 Company Organizational Structure.....	5
CHAPTER 3 EXECUTION OF INTERNSHIP WORK.....	6
3.1 Position and Coordination.....	6
3.2 Internship Tasks and Job Description	7
3.2.1 Tasks Performed.....	7
3.2.2 Internship Job Description.....	8
3.2.3 Encountered obstacles	14
3.2.4 Solutions to the Obstacles	15
CHAPTER 4 CONCLUSION AND SUGGESTIONS.....	16
4.1 Conclusion	16
4.2 Suggestions	16
BIBLIOGRAPHY	18

ATTACHMENTS	19
-------------------	----

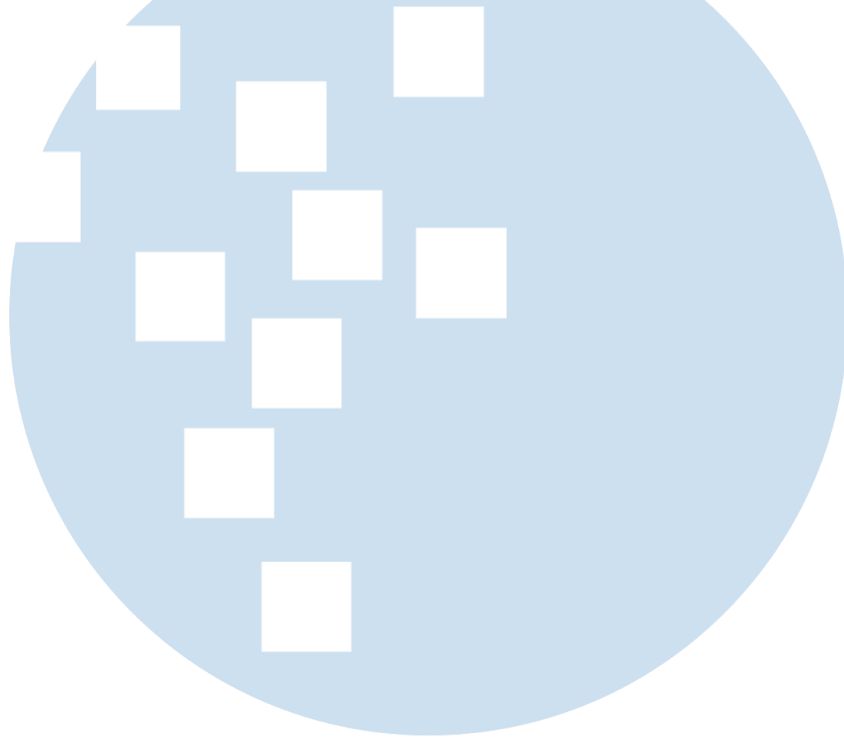


UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

LIST OF TABLES

Table 2.1. SWOT analysis table.....	4
Table 3.1. Assignments during internship.....	7



UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

LIST OF FIGURES

Figure 2.1 Company logo.....	3
Figure 2.2 Company Structure.....	5
Figure 3.1 Standard Procedure chart.....	6
Figure 3.2 Symmetrical Character Sketch.....	8
Figure 3.3 Director revising the model.....	9
Figure 3.4 Blocking modelling.....	9
Figure 3.5 Retopology.....	10
Figure 3.6 UV Unwrapping.....	11
Figure 3.7 Armature Rigging.....	11
Figure 3.8 Adding controllers.....	12
Figure 3.9 Weight Painting.....	13
Figure 3.10 Inverse Kinematics.....	13

UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA

LIST OF ATTACHMENTS

Attachment A. Turnitin Overall and AI Similarity Results.....	19
Attachment B. Internship Acceptance Letter0.....	22
Attachment C. MBKM 01 Cover Letter Internship Track 1	23
Attachment D. MBKM 02 Entrepreneurship MBKM Card	24
Attachment E. MBKM 03 Daily Task	25
Attachment F. MBKM 04 Verification Form of Internship Report	34
Attachment G. Internship Documentation	35

UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA