

**3D PROCESS AND ISOMETRIC DESIGN OF LET'S START
PRODUCTION'S ISOMETRIC CITY LOGO ANIMATION**



INTERNSHIP REPORT

ANDREW NATHANAEL ARIJANTO

00000053754

FILM STUDY PROGRAM

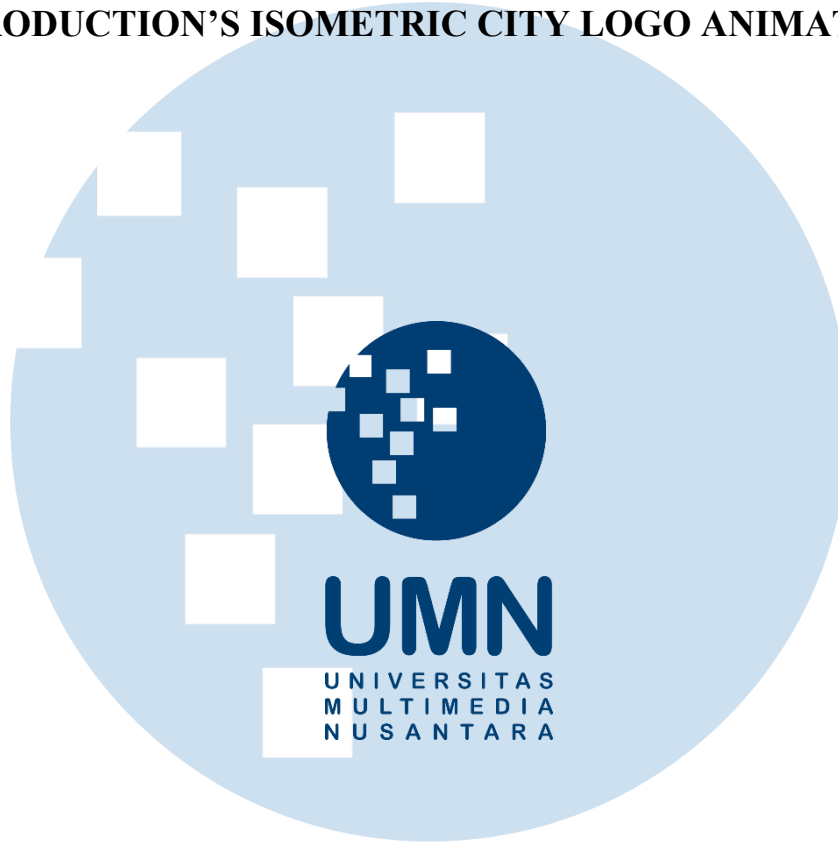
FACULTY OF ARTS AND DESIGN

MULTIMEDIA NUSANTARA UNIVERSITY

TANGERANG

2025

**3D PROCESS AND ISOMETRIC DESIGN OF LET'S START
PRODUCTION'S ISOMETRIC CITY LOGO ANIMATION**



INTERNSHIP REPORT

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

ANDREW NATHANAEL ARIJANTO

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

TANGERANG

2025

NO PLAGIARISM STATEMENT

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Study program : Film

Internship Report with the title:

3D PROCESS AND ISOMETRIC DESIGN OF LET'S START PRODUCTION'S ISOMETRIC CITY LOGO ANIMATION

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APPROVAL PAGE

Internship Report with the title

**3D PROCESS AND ISOMETRIC DESIGN OF LET'S START
PRODUCTION'S ISOMETRIC CITY LOGO ANIMATION**

By

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08.30 to 09.00 WIB and declared

PASSED

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PAGE OF PUBLICATION APPROVAL FOR SCIENTIFIC WORKS

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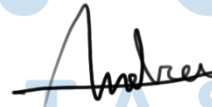
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Level : Undergraduate Degree
Type of work : Internship Report
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PREFACE

Praise be to God for the completion of this internship report with the title: “3D PROCESS AND ISOMETRIC DESIGN OF LET’S START PRODUCTION’S ISOMETRIC CITY LOGO ANIMATION” 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. Edelin Sari Wangsa, S.Ds., M.Sn., as the Head of the Film Study Program, Multimedia Nusantara University.
4. Christine M. Lukmanto, S.Sn., M.Anim., 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, 29 October 2025.


(Andrew Nathanael Arijanto)

PROSES 3D DAN DESAIN ISOMETRIK ANIMASI LOGO KOTA ISOMETRIK LET'S START PRODUCTION

Andrew Nathanael Arijanto

ABSTRAK

Seorang seniman 3D adalah payung peran khusus dalam menciptakan media digital 3D. Dalam industri kreatif, pertumbuhan media digital signifikan di era modern. Meningkatnya penggunaan televisi dan elektronik melonjakkan jumlah konsumsi media digital setiap tahunnya. Di dalam industri kreatif, divisi game juga meningkat drastis dan kedua pertumbuhan signifikan tersebut menyimpulkan adopsi VFX atau CGI yang semakin meningkat di industri ini. Ini adalah salah satu metode media ekspresif yang terjadi di era modern. Semua ini telah mengarah pada salah satu kreasi proyek penulis saat bekerja di Let's Start Productions. Penulis sedang mengerjakan proyek solo untuk jalur magang kedua penulis tentang logo kota isometrik. Meskipun masalah mulai muncul saat penulis membuat proyek sendiri, mencari cara untuk memecahkan masalah sebagai seniman solo dari proyek sederhana. Sementara dalam prosesnya, penulis mempelajari lebih banyak pengalaman dalam mengelola sumber daya penulis.

Kata kunci: Industri kreatif, CGI, 3D artist, Let's Start Production

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3D PROCESS AND ISOMETRIC DESIGN OF LET'S START PRODUCTION'S ISOMETRIC CITY LOGO ANIMATION

Andrew Nathanael Arijanto

ABSTRACT

A 3D artist is an umbrella of special roles in creating 3D digital media. In the creative industry the growth of digital media is significant in the modern era. Increasing usages of television and electronics surges the amount of digital media consumption annually. Inside the creative industry the gaming division has also increased drastically and both of the significant growth concludes to a growing adoption of VFX or CGI in the industry. It is one of the methods of expressive media to take place in the modern era. All of this has led to one of the creations of the authors project while working in Let's Start Productions. The author is working on a solo project for their second internship track about a isometric city logo. Although issues start to arise as the author is creating the projects by themselves, looking around how to solve the problems as a solo artist of a simple project. While in the process the author learning more experience in managing their resources.

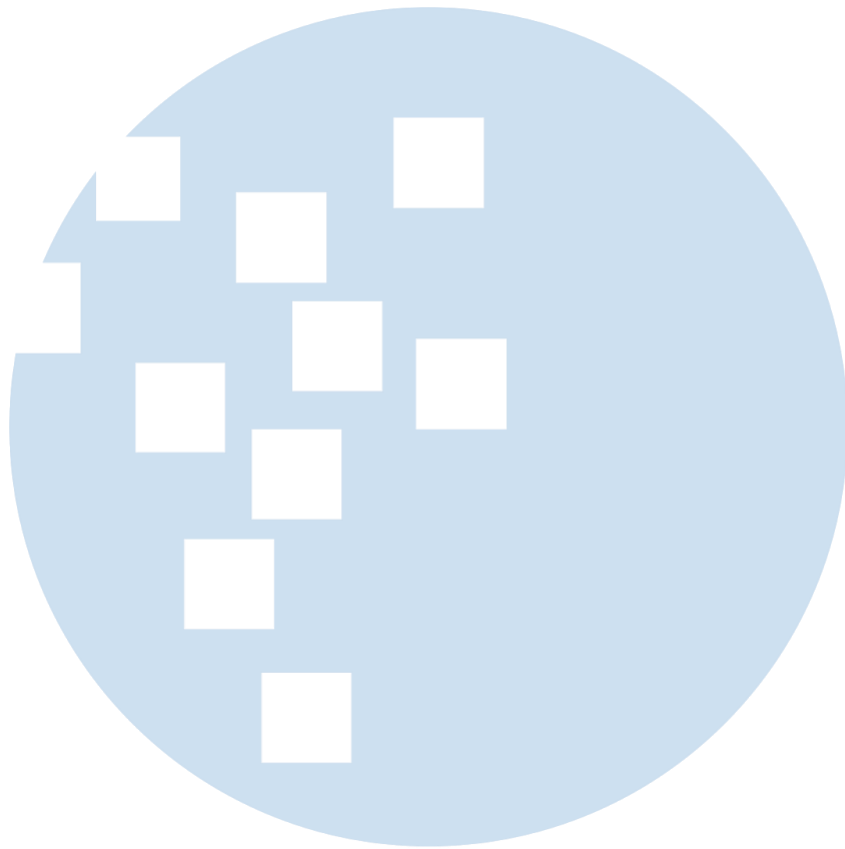
Keywords: Creative industry, CGI, 3D Artist, Let's Start Production



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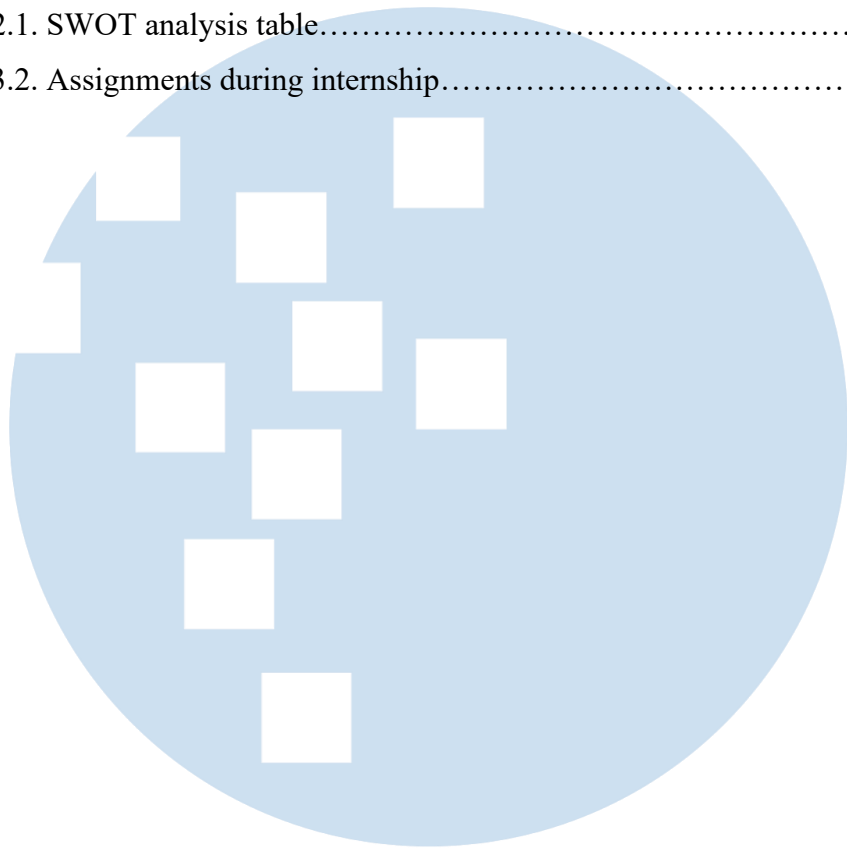


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