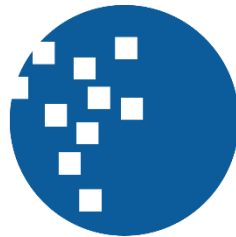


**ISOMETRIC CITY ENVIRONMENT DESIGN FOR LET'S
START PRODUCTION 3D LOGO ANIMATION**



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CREATION THESIS

**ANDREW NATHANAEL ARIJANTO
00000053754**

**FILM STUDY PROGRAM
FACULTY OF ARTS AND DESIGN
MULTIMEDIA NUSANTARA UNIVERSITY
TANGERANG
2025**

**ISOMETRIC CITY ENVIRONMENT DESIGN FOR LET'S
START PRODUCTION 3D LOGO ANIMATION**



Submitted as one of the requirements to obtain
a Bachelor of Arts (S.Sn.) degree

**ANDREW NATHANAEL ARIJANTO
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FILM STUDY PROGRAM

**FACULTY OF ARTS AND DESIGN
MULTIMEDIA NUSANTARA UNIVERSITY
TANGERANG
2025**

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I hereby,

Name : Andrew Nathanael Arijanto

Student Identification : 00000053754

Study program : Film

Internship Report with the title:

Isometric City Environment Design for Let's Start Production 3D Logo Animation

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By

Full Name : Andrew Nathanael Arijanto

Student ID : 00000053754

Study Program : Film

Faculty : Art and Design

Has been tested on Monday, 8/12/2025

16.00 to 17.00 WIB and declared

PASSED

With the following examiner composition.

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PAGE OF PUBLICATION APPROVAL FOR SCIENTIFIC WORKS

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Title of Scientific Work : **ISOMETRIC CITY
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PREFACE

Praise be to God for the completion of this internship report with the title: “ISOMETRIC CITY ENVIRONMENT DESIGN FOR LET’S START PRODUCTION 3D 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. 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, 13 December 2025.



(Andrew Nathanael Arijanto)

ISOMETRIC CITY ENVIRONMENT DESIGN FOR LET'S START PRODUCTION 3D LOGO ANIMATION

Andrew Nathanael Ariyanto

ABSTRACT

An isometric city is a visual style that represents in the 3D animation digital media presence. The author decides to create this type of moving image is because of the opportunity given in Let's Start Production studio as a standalone project for the thesis. In this isometric project features environment theories such as road hierarchy and city layout alongside technical features such as isometric design and polygonal modelling in 3D modelling. The isometric project is a good showcase of rendering quality and layout of a city with sorts of traffic animation depicting human presence. Applying the methods of strip development of rows of buildings roadside signaling of a heavy transport dependent city whilst also creating pedestrian spaces such as the plazas and walkway. The isometric view showcases the birds-eye view of the city giving a good representation of the roads and building. In the scene the author will find out how the theories applies to the project and affecting the city layout as well the aesthetic of the isometric design. Concluding the research of the morphological of a city is shaped around its urban scale and road developments.

Keywords: City layout, Isometric design, Environment, 3D modelling



PERANCANGAN DESAIN LINGKUNGAN KOTA ISOMETRIK UNTUK ANIMASI LOGO 3D LET'S START PRODUCTION

Andrew Nathanael Arijanto

ABSTRAK

Kota isometrik adalah gaya visual yang merepresentasikan keberadaan media digital dalam animasi 3D. Penulis memutuskan untuk membuat jenis gambar bergerak ini karena kesempatan yang diberikan di studio Let's Start Production sebagai proyek mandiri untuk tesisnya. Proyek isometrik ini menampilkan teori lingkungan seperti hierarki jalan dan tata letak kota, serta fitur teknis seperti desain isometrik dan pemodelan poligonal dalam pemodelan 3D. Proyek isometrik ini merupakan contoh yang baik dari kualitas rendering dan tata letak kota dengan berbagai animasi lalu lintas yang menggambarkan keberadaan manusia. Metode pengembangan jalur deretan bangunan, sinyal di pinggir jalan, dan kota yang bergantung pada transportasi berat diterapkan, sekaligus menciptakan ruang pejalan kaki seperti plaza dan jalur pejalan kaki. Tampilan isometrik menampilkan pemandangan kota dari atas, memberikan representasi yang baik dari jalan dan bangunan. Dalam adegan ini, penulis akan mempelajari bagaimana teori tersebut diterapkan pada proyek dan memengaruhi tata letak kota serta estetika desain isometrik. Sebagai kesimpulan, penelitian ini menyimpulkan bahwa morfologi kota dibentuk berdasarkan skala perkotaan dan perkembangan jalan.

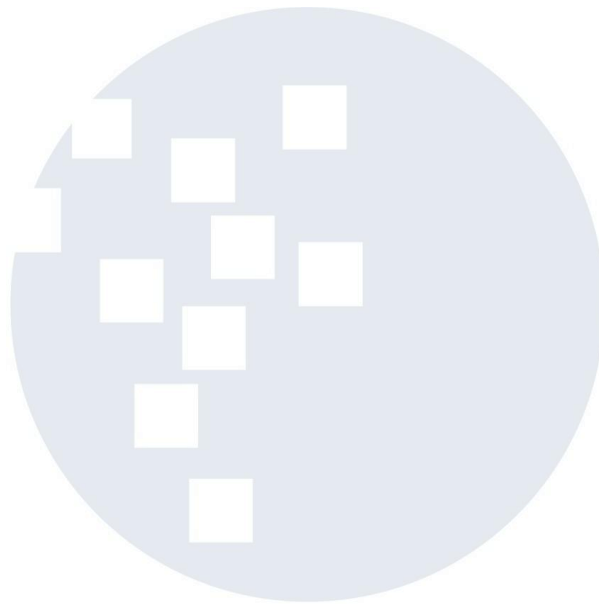
Kata kunci: *Tata letak kota, Desain isometrik, Lingkungan, Pemodelan 3D*

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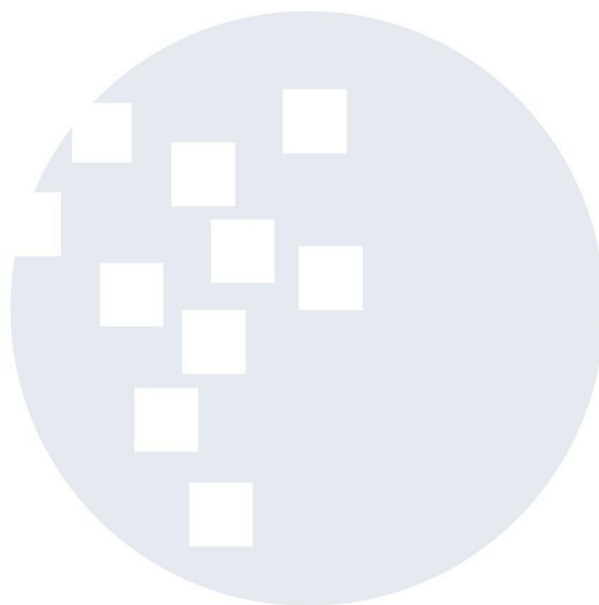
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