



Perak Branch



PRESENTS

INDDDEX

INTERNATIONAL DEGREE DESIGN EXCHANGE

2022

★ RESET • REBUILD • RECONNECT ★

**UNIVERSITI TEKNOLOGI MARA
PERAK BRANCH
SERI ISKANDAR, PERAK, MALAYSIA**

14-22 AUG 2022

DEGREE SHOWCASE E- Catalogue



UNIVERSITI
TEKNOLOGI
MARA

Perak Branch

AICAD
ASIA INTERNATIONAL COMMUNITY
OF ART & DESIGN

PRESENTS

INDDEx

INTERNATIONAL DEGREE DESIGN EXCHANGE

2022

★ RESET • REBUILD • RECONNECT ★

DEGREE SHOWCASE E- Catalogue

**International Degree Design Exchange
(INDDEx) 2022**

Degree Showcase E-Catalogue

© Asia International Community Of Art & Design (AICAD) 2022

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means; electronic, mechanical, photocopying, recording or otherwise; without prior permission in writing from the publisher.

Asia International Community Of Art & Design (AICAD)

College of Creative Arts

Universiti Teknologi MARA, Perak Branch

32610 Seri Iskandar, Perak, Malaysia.

In collaboration with

College of Creative Arts

Universiti Teknologi MARA, Perak Branch

32610 Seri Iskandar, Perak, Malaysia.

UiTM Press

Universiti Teknologi MARA, Perak Branch

32610 Seri Iskandar, Perak, Malaysia.

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

**International Degree Design Exchange
(INDDEx) 2022**

Degree Showcase E-Catalogue

e ISBN 978-629-97134-0-1

Cover Design : Asrul Nizuan Ariffin

Layout and concept : Asrul Nizuan Ariffin

Printed in Malaysia by :

AICAD Publication

College of Creative Arts

Universiti Teknologi MARA, Perak Branch

International Degree Design Exchange (INDDEX) 2022 COMMITTEES

Prof. Sr Dr Md Yusof Hamid	Patron
Assoc. Prof. Dr Nur Hisham Ibrahim	Advisor 1
Dr Zainuddin Md Nor	Advisor 2
Assoc. Prof. Dr Muhamad Abdul Aziz Ab Gani	AICAD President

Assoc. Prof. Dr Muhamad Abdul Aziz Ab Gani (INDDEX Project Director)
Ts. Ahmad Sofiyuddin Mohd Shuib
Muh Sarip Abd Rahman
Mohammad Firdaus Azman
Muhammad Fikri Saidi Othman
Mohamed Izzat Mohamed Khalil
Dr Aznan Omar
Wan Nurul Izzati Wan Muhammad Zulkifli
Dr Yuhanis Ibrahim (Universiti Malaysia Kelantan, Malaysia)
Ts. Nur Faizah Mohd Pahme (Quest International University)

Indonesia

Toufiq Panji Wisesa, S.Ds., M.Sn (Universitas Pembangunan Jaya, Indonesia)

Dr Andang Iskandar (Institut Seni Budaya Indonesia Bandung, Indonesia)

Darfi Rizkarvirwan (Universitas Multimedia Nusantara, Indonesia)
Fonita Theresa Yoliando (Universitas Multimedia Nusantara, Indonesia)
Aditya Satyagraha (Universitas Multimedia Nusantara, Indonesia)

Dr Pandu Purwandaru (Universitas Sebelas Maret Indonesia)
Dr Ambar Mulyono (Universitas Sebelas Maret, Indonesia)

Sri Nurbani (Telkom University, Indonesia)
Yelly A. Barlian (Telkom University, Indonesia)

AICAD Creative Department

Asrul Nizuan Ariffin (Design Advisor)
Muhammad Fikri Saidi Othman
Mohamed Izzat Mohamed Khalil
Mohamad Zaidi Sulaiman

Introduction

INDDEX stands for International Degree Design Exchange. It also refers to final year Bachelor's Degree students from the fields of Art and Design as well as Architecture that are combined under one international program and theme. Hence INDDEX is a platform to expose students to the global world and exchange of ideas amongst participants at the same time. The main objective of INDDEX is to showcase artworks by final year Bachelor's Degree students from Art, Design and Architecture.

This prestigious program will also place UiTM on a global platform as organizer and pioneer. This year 2022, the INDDEX theme is " RESET REBUILD RECONNECT ".

Foreward

Prof. Dr Mohamad hariri Abdullah
Deputy Vice Chancellor
Industry, Community & Alumni Network
UiTM Malaysia



Assalamualaikum W.B.K

I would like to take this opportunity to extend my welcome to collaborating and MoU partners of UiTM Perak Branch. I understand there are 40 participants from Malaysia and Indonesia in this program.

The International Degree Design Exchange (INDDEX) is an annual event that focuses on the activities of undergraduate students in the fields of ART, DESIGN and ARCHITECTURE. The main purpose of organizing INDDEX is to collect the final works of undergraduate students as well as to give awards for their effort in completing the projects.

In addition, INDDEX is also a platform that connects students to the industry. This can give students an advantage in terms of the preparation they need to make, before they step into the real world. Through INDDEX, industry players will be invited to give speeches and guidance to students on the challenges and current situations that occur in the industry.

INDDEX also provides added value to students, especially undergraduate students. In addition to producing assignments and final works, those who participate in INDDEX will get certificates and experience participating in international exhibitions and this will indirectly strengthen the student portfolio itself. INDDEX is also the best platform for students to add new contacts.

In terms of contribution to the university, INDDEX has helped the university in achieving KPIs related to programs that involve students as well as international mobility. I was also informed that INDDEX this year has made the Department of International Affairs, UiTM Shah Alam a strategic partner.

Once again, I would like to congratulate the organizers of AICAD under the College of Creative Arts, UiTM Perak Branch, Universitas Pembangunan Jaya, Indonesia and with the cooperation of all collaborators who have made this prestigious event a success, also not forgetting the INDDEX committee who has worked hard to make this program a success.

Foreward

Prof. Ts. Sr Dr Md Yusof Hamid, PMP, AMP
Exercising the duties of the Rector
Universiti Teknologi MARA
Perak Branch



Assalamualaikum

Alhamdulillah, thanks be to God because with grace we are able to conduct one of the big annual events for the Faculty of Art & Design UiTM Perak Branch under the Asia International Community of Art and Design (AICAD) program, which involves final year undergraduate students' showcase from the fields of ART, DESIGN and ARCHITECTURE and exhibit their works and final products.

For your knowledge, INDDEX does not only exposes students from UiTM, but also involves students from other local and international universities gathered in one platform. At the same time, INDDEX also has added value to students in terms of exposure and networking in international relations. This value is one of the most necessary criteria in facing the real world.

INDDEX is indirectly a medium that can attract students to continue their studies at undergraduate level in UiTM. With a program like this, it can provide added value to students, in addition to following the studies that have been offered, they can also be exposed to follow programs that are international in nature.

On this occasion, I would like to express my congratulations to the organizing committee of AICAD and the INDDEX who have helped the Faculty and University in achieving the set KPIs.

Hopefully INDDEX will continue to grow and succeed in opening and providing opportunities for students to highlight their potential at the international level. Insha Allah.

Foreward

Assoc. Prof

Dr Muhamad Abdul Aziz Ab Gani

AICAD President / Director of INDDEX



Assalamualaikum

Alhamdulillah all praise be to GOD who has allowed this event to take place. For your information, all INDDEX programs are a sub -program under the Asia International Community of Art & Design (AICAD) which was created specifically to give focus and recognition to students of higher learning institutions in improving their ability to compete internationally. Recognizing how important it is for a student to be given exposure and the opportunity to show their talents at a higher level, INDDEX has been offering and providing the platform since 2018.

The first INDDEX program is the result of a collaboration between Universiti Teknologi MARA Perak Branch and Universitas Pembangunan Jaya, Indonesia where more than 20 students from the Department of Graphics & Digital Media were brought to Jakarta, Indonesia to join and exhibit with students there.

Next in 2019, INDDEX continued to receive responses, which at that time a total of 50 students from three UiTM branches were brought to Indonesia to exhibit with students from universities there. And in 2020, INDDEX is not only open to students from UiTM but to also several local universities to send their students as representatives in INDDEX 2020 which was scheduled to be held in Nagoya, Japan. However, it had to be canceled due to covid 19 pandemic. In 2021, despite being organized online, we can see a total of 180 entries comprising four Asian countries and 12 institutions of higher learning This is an extraordinary development and achievement. And this year, for the first time after pandemic, INDDEX 2022 is organized physically in UiTM Perak branch Campus. I sincerely hope that INDDEX will be one of the prestigious platforms that is recognized internationally in providing added value to the students who participate in it. Insha Allah.

Finally, I would like to give thanks to the top managements of UiTM Cawangan Perak, Universitas Pembangunan Jaya, Indonesia, Universitas Sebelas Maret, Indonesia, Universitas Multimedia Nusantara, Indonesia, and Telkom University, Indonesia for the support in this program.

CONTENTS

Keynote Speakers	11
Creative Forum	14
Degree Showcase	36

Keynote Speakers



MOHAMMAD ASHRAFUZZAMAN

**CEO, Hamba Games
Dhaka, Bangladesh**

Career Opportunities in the Mobile Game Industry

ABSTRACT

The mobile gaming industry is one of the fastest growing industries in the world. There are 2.69 billion mobile games user globally. In addition, mobile games dominate the App Store revenue share (66%). Game development as a career is always a viable choice. There is plenty of jobs in the gaming market in various fields. There are many ways to get your job at a game studio. Here are some main positions - Game Designer, Game Programmer, Game Artist (2D, 3D), UI Designer, Animator, Sound Engineer, Data Scientist, Technical Artist. So you have to decide which position suits you most. There are some basic tools you need to learn for game development - Unity, Unreal Engine, Blender, Autodesk Maya, Photoshop, Illustrator. The game industry is one of the biggest among all the entertainment industries in the world. So you have to make a solid plan to get into it.

Keywords: mobile games, hypercasual mobile games, game designer, career opportunities, tools, software.



DR ANDANG ISKANDAR

**Founder / Managing Director
Humanika Creative Design
Cikutra - Bandung , Indonesia**

“Virtual Gallery : Design Virtual Environment, Interaction and Appreciation”

ABSTRACT

The current situation is changing, the pandemic is re-teaching about the meaning of interaction. The interactions between us must adapt, regarding physical and psychological distance. Meetings become a lot of consideration because there are many factors that we worry about. Social interaction spaces apply many new rules, not only distance but also quantity/quantity. One of the social spaces that adapt is exhibition spaces, including galleries and museums. Galleries and Museums have closed their visits for about 2 years, and it becomes a problem for them, from how to maintain their collections, public programs and also problems with their income.

Galleries and Museums finally try to answer the problem, physical space is replaced with virtual space. The virtual space cannot replace the experience when visiting galleries and museums directly, but also offers new experiences for visitors and appreciators. Currently we can never separate ourselves from digital things (internet + information and Communication + Technology), therefore virtual and digital spaces become bridges for Galleries and Museums to connect with visitors and their appreciators. However, for galleries and museums, the next problem is to find service providers or human resources who can present this virtual exhibition space.

Problems for galleries and museums are opportunities for us creative industry players. Of course we have to re-identify the need for human resources, whether enough people who understand the technology and arts, of course not enough. We need human resources who are able to present visual experiences, understand the nature of digital-screens (because a lot of the output is seen on the screen) and interactions. And a graphic designer can be part of the answer to this need. The industry for creating and developing virtual galleries and museums is growing, requiring many teams, but one of the important points is the role of Graphic Designers who must extend their abilities in building perceptions, conveying information, invite for active interactions and sensations in creating virtual spaces (virtual galleries). In other words, today's designers are able to combine art, science, design and engineering into strengths for themselves.

Keywords : Virtual Gallery, Graphic Designer, Interaction and Appreciation



**ASSOC. PROF.
DR MAHADIR LADISMA @
AWIS**

Director Of Community Network
Centre, Office Of Industry, Community
And Alumni Network (Ican),
Universiti Teknologi MARA (UiTM),
Shah Alam, Selangor, Malaysia

Developing University Social Responsibility (USR) Framework: UiTM KaSEH's Perspective

ABSTRACT

Generally, corporate social responsibility (CSR) is about how businesses perform their profit-centric duties with regard to various stakeholders, including founders, stockholders to surrounding communities, and people who may not show any explicit relationship with an organization (Carroll, 1979). The CSR has become popular in various sectors and enable organizations to boost their competitive advantage, reputation and gain sustainability (Javed et al., 2020). In terms of the university context, CSR has transformed into university social responsibility (USR) and is not a requirement compared to the compliance of corporate enterprises. However, due to the positive impact of CSR on various organizational performances, particularly the influence on the image and reputation of organizations, USR has been used as an excellent tool for universities in obtaining sustainability. Yang Berhormat Minister of Higher Education of Malaysia (MoHE), Datuk Seri Dr Noraini Ahmad during the Majlis Amanat on 17 January 2022 had highlighted two important points; firstly, the role of higher learning institution as a touch-point between MoHE and communities in needs through the initiative known as University for Society@Keluarga Malaysia or UNITY, and secondly, Education for Sustainable Development Goal (ESD) in achieving the SDGs. On the same note, Vice Chancellor of UiTM, YBhg, Professor Datuk Ts. Dr Hajah Roziah Mohd Janor had also highlighted the significant roles of UiTM in developing Bumiputera from the educational mechanism during her Mandate Ceremony on 26 January 2022. With that standpoints, one strategic initiative known as Knowledge Transfer and Social Innovation Engagement and Research Helix, in short KaSEH had been introduced. The UiTM KaSEH's initiative focuses on five main characteristics, namely; (i) knowledge transfer; (ii) long-term project; (iii) research elements; (iv) Quadruple Helix, and (v) positive impact. UiTM KaSEH's outlines three objectives; firstly, to cultivate high impact of community project with positive values; secondly, to embed research elements into their community project, and thirdly, to ensure that community project contributes to UiTM recognition for MyRA, SETARA, QS WUR: SDG, THE Impact Rankings and others. Strategically, UiTM KaSEH will synergize and coordinate all activities initiated by the academic affairs, students' affairs and research and innovation affairs. The data was recorded and stored in a system known as PRIME Star Rating to ensure all data pertaining to those activities are captured for UiTM national as well as international ratings. The USR UiTM KaSEH's Framework embodied a new model of internal and external two-way interactions of project and data management to promote ecological, environmental commitment for local and global sustainable development.

Keywords: university social responsibility, UiTM KaSEH's, community engagement, community sustainable development, impact community projects



**TUAN MOHD SYUKRI
BIN AZAARI AMP.**

Yang Dipertua
Perak Tengah District Council

ELEMENTS OF ART AND URBAN DEVELOPMENT IN DISTRICT OF PERAK TENGAH

ABSTRACT

The development of a city is not only expressed from a drawing plan or through a mechanical aspects determined by the ability to build a structure, but with the art of art elements in the structure of the building, it can add value to the construction and the surrounding locality. The art elements of a construction symbolize civilization when is was built. Therefore, this element of art does not only include architecture, but it is widespread which does not a limit between certain of art. Based on the development of the City in the Perak Tengah District, this element of art is always evolving according to current trends through the architecture of previous houses, weaving art, carving art, painting art, sculpture art and others. In other contexts, sculptural art elements are like a complement to the draw of a city. If you pass through the City in the Perak Tengah District, such as Seri Iskandar, Bota, Parit, Titi Gantong, Lambor, and Kampong Gajah, you will definitely be able to see beautiful and delicate sculptures based on the aesthetic value of the locality which is in the main town of this city.

Keywords: Adding value, civilization, growing, complementary, aesthetic value.

Creative Forum



DR. MOHAMED RAZEEF ABDUL RAZAK

**Universiti Teknologi MARA
Shah Alam, Malaysia**

Functions Of Graphic Design Today And Tomorrow

ABSTRACT

In general definition, graphic design is the art of visual communication. It is when visuals are combined with text, sound, and logic in order to solve daily matters. According to the American Institute of Graphic Design (AIGA), graphic design is a field that requires a process of planning and designing a visual communication that meets the public needs in a contact where the communication is needed. The five functions of graphic design are creating identification, instruction, information, persuasion and protection. With the help of many new designing software and digital applications in the market today, graphic design was made a popular skill and even a serious career among modern artists. But knowing to use a design software does not make someone a designer. We can see many graphic design outputs today, but not many of them can be considered as an effective design output. Most design templates or known as “cookie-cutters” today have many issues such as not having an identity, misleading instructions and incorrect information. As a graphic designer, they should never depend too much on technical software because it is only a tool. It hurts to know, that even with very advanced high-tech design equipment, the absence of creativity could never result in creating a good and effective design. In order to produce a worthy design, it needs to be fuelled by knowledge, passion, inspiration, process, planning and time. Today, technology has enabled graphic designers to be able to explore more on the technical parts of design for a better approach in visual communication, for instance augmented reality (AR), interactive games, holographic visuals, artificial intelligence (AI) and so on. Graphic design needs to adapt with the latest trends and technology as always but the functions of graphic design should remain.

Keywords : Graphic Design Today, The Functions of Graphic Design, Design Technology Today



**ADITYA SATYAGRAHA, S.Sn.,
M.Ds.**

Universitas Multimedia Nusantara
Indonesia

Future of Visual Communication Designer in the New Media and Participatory Age

ABSTRACT

Over the past years, the global media and technologies environment has been dramatically transformed. A whole range of new media technologies, forms and practices has emerged. Many of the key drivers of transformation currently affecting global industries are expected to have a significant impact on employment, from significant job creation to job displacement, and from increased labor productivity to widening skills gaps (WEC, 2016). Even in many countries in the world, one of which is in Indonesia, the field of work or specialization that is most in demand now did not appear in the previous 10 years, because users have been faced with the development of media that provides new opportunities for self-expression and communication so as to produce new creative fields, such as Social Media Specialists, SEO Specialists, Content Creators, Web Developers, Data Scientists, and App Developer. As one of the subsectors of the creative economy, Visual Communication Design has a very important role in supporting business growth, brand owners, government programs, and the development of intellectual property rights (IPR). There are many things that must be prepared to get used to and take advantage of the very rapid development of media and technology. The emergence of new media producing, sharing and consuming practices are challenging for Visual Communication Design in the Industrial Revolution 4.0 even Revolution 5.0, which allows anyone to become a designer because of the ease of technology, therefore to be able to adapt a student must have abilities that cannot be done by machines. One of them is transmedia literacy skills, which according to Carlos A. Scolari could be understood as a set of skills, practices, values, priorities, sensibilities, and learning/sharing strategies developed and applied in the context of the new participatory cultures. This can change the next generation of students from only digital native users to participatory creators, an active subject who creates new contents and shares them in the digital networks. So, students as agents of change have an ability to use technology and new media to personalize storytelling connections, unlocking creative possibilities, lowering costs, and enabling engagement and real time experience which create positive impact for their target audience.

Keywords: Transmedia Literacy skill, Participatory, New Media,



**DARFI RIZKAVIRWAN,
S.SN, M.DS**

**Universitas Multimedia Nusantara
Indonesia**

Emerging Digital Talents As Product / Visual Designer In Indonesia

ABSTRACT

The development of the digital economy has grown into an rapid income sector in a country, including Indonesia. In Indonesia, the growth of the digital economy has given birth to the initiation of new starts-ups based on digital services and digital products and some have become companies with a large valuation scale. However, the digital economy also has consequences from changes in usage patterns, tools, behavior, users to workforce and also has an impact on new ways of doing work and the skill competencies needed. From the rapidly growing digital economy, there is a new emerging job cluster that requires digital talents in data, product, technology and design sectors. Currently, the growth of digital talents in Indonesia who are ready to work in the digital product industry is far from enough. From the results of data analysis by Traveloka and Monash University, at least in Indonesia, at least 3000 digital talents are needed in these four sectors. For the design sector, currently designers who work in the digital product industry can be said is not ready when they have already graduated and it takes at least 1 year to adapt to the digital industry. This also caused by the lack of understanding of the digital product industry and design work characteristic by students and even by campuses. In addition, case studies of graphic design, students are more focused on conventional design work and they don't have any references needs of the digital industry. So it is necessary to adapt and adjust the material and learning outcomes that can equip students with design skill sets that are relevant to the digital industry as product designer and visual designer.

Keywords: Digital Talents, Product Designer, Visual Designer



DR DALJEET SINGH SEDHU

**Universiti Teknologi MARA
Perak Branch, Malaysia**

The Growing Need For Global Competence Among University Students

ABSTRACT

New global trends are shaping contemporary culture, including economic, cultural, technological and environmental changes that are the result of rapid and uneven waves of globalization. The increasingly global interconnectedness of our time requires the development of generations of people who can effectively address global issues while contributing to local, national and international civic life. Simply put, students' global literacy needs to be cultivated to enable them to be fully active citizens of today and tomorrow. Globally savvy people are aware of the world and how it works, are curious, and want to know more about the world and how it works. They can use the grandiose concepts, tools, techniques, and language at the core of every discipline (mathematics, literature, history, science, art) to tackle the most pressing problems of our time. Use and hone this skill as you deal with these issues, consider different perspectives, express your opinions effectively, and take action to make things better. The worldview of the 20th century is rapidly becoming irrelevant. Globalization, the digital revolution, mass migration and the potential for climate change pose new challenges and require new types of graduates. At the dawn of the new millennium, we are redefining business, communications, security, cultural identity, citizenship and environmental knowledge. Indeed, these changes are creating an increasing number of new challenges and opportunities for global competence young people. Global competence requires a more effective, relevant and empowered education to better prepare the next generation to compete, collaborate and live in the new global environment.

Keywords: Global competence, Global Trends, Global Knowledge.



DR HANAFI HJ MOHD TAHIR

**Universiti Teknologi MARA
Perak Branch, Malaysia**

The Malaysian Graphic Design Industry's Career Advice

ABSTRACT

Current trends in graphic design are inspired by technology that can provide compelling and responsive design to meet industrial needs. Today, graphic design is practically the foundation of every industry and has become vital. As a result, there are many interesting work opportunities in the field of graphic design. However, in order to get the proper profession, one must be in the right place at the right time and have the necessary competence to be considered a credible authority in the field. All organisations require designers for a variety of tasks, including developing a logo, corporate identity, advertisement, website interface, digital apps, and product and packaging design. Because the trends in graphic design are constantly changing, all forms of creativity are required to draw in customers. When the creative content satisfies the ability to solve problems and meet needs points, it signifies the design is successful in meeting those needs. Whatever the sector or field, graphic design skills can aid businesses in establishing their own credibility. So what does industry need?. In essence, all of them! The need for graphic designers is widespread in a variety of sectors, including corporate design, advertising, illustration, animation, small companies, publishing, design services, packaging, production design, web design, social media, manufacturing, and many more. Graphic designers are required by every sector of business that wants to communicate in order to sell goods or advertise services. In actuality, the most effective medium communication to an audience is graphic design.

Keywords: Graphic design, graphic designer, industry needs.



TS. AHMAD SOFIYUDDIN MOHD SHUIB

**Universiti Teknologi MARA
Perak Branch, Malaysia**

Industry Requirements For The Balance Of The Graphic Creative Industry Ecosystem

ABSTRACT

These days, there are a lot of graphic design graduates coming from both public and private colleges. The existing industrial ecology is uneven due to a glut of designer graduates in the market, with some failing to match the industry's demands. Where there are not many people who can execute. Industry needs are important for all of our knowledge. The needs of the industry differ in different fields even within the group of graphic creative fields which are usually divided into the fields of corporate design, advertising, illustration, multimedia and new media. It is important to determine what the graphics industry needs in order to create a stable eco system. This need must be viewed from multiple perspectives, including institutions, students, graduates, and lecturers. Additionally, This is also intended to prepare institutions, students, and lecturers to meet the demands of today's industry. Preparations must be made in accordance with current technological and economic advances in order to meet the needs of the industry. Furthermore, in order to achieve this need, all parties must play their respective roles in preserving the industry's eco system. Through a balanced industrial eco system. On the part of the institution, the lecturers will be more prepared to produce students and graduates who are more holistic and specialized according to the fields required in the industry.

Keywords: Graphic Design, Industry demands, Industry Eco System, Graphic Industry



DR. ISSAREZAL ISMAIL

Universiti Teknologi MARA
Shah Alam, Malaysia

Survival Strategies For Young Artists In The Contemporary Art Scene Of Malaysia

ABSTRACT

The contemporary art scenario in Malaysia has changed a lot over the past few decades. The dynamics of change are not only involved infrastructural aspects but also aspects of supra-structure which show that more and more young artists believe that art can be used as their future career. This belief is largely supported by the role played by the art ecosystem itself which is conducive such as galleries and collectors who both encourage the rapid commodification of art. This, on the one hand, benefits young artists, but on the other hand, it can cause many new problems such as fierce competition, high expectations, demands for higher art expenses, an increasingly complex social field of art and others. In order to face the challenges of the contemporary art scene in Malaysia, young artists must have certain survival strategies to serve as a guide for those who have just entered or have the desire to dabble in the world of visual arts on a full-time/part-time basis. Survival strategies offered will involve several important factors such as creative path, location of studio, individual vs collective, breaking the artistic canon, social media benefits and others. These guidelines, of course are not a blueprint that must be followed but can be considered as an open ended guidelines to lead young artists so that they can face the risks and challenges that are being / will be faced in the present and in the future.

Keywords : Contemporary Art, Young Artist, Survival , Demands, Local Art Scene



TS. NUR FAIZAH MOHD PAHME

**Quest International University
Perak, Malaysia**

The New Paradigm Of Teaching & Learning Approach

ABSTRACT

Time and tide wait for no man. It is the same with the education industry. From a previous education system that heavily relied on a directive-focused didactic method of teaching and learning, things have evolved. In today's age of globalisation, educational systems are now more focused on the teaching and learning approach to give students a more engaged, rounded and fruitful education. It is discovered that this shift in paradigm has produced more engaged students who have mastered the abilities of independent thought, problem-solving, and self-directed learning. It is clear that moving from teacher-centric to student-centric in teaching and learning is beneficial and essential. This approach helps students to be more proactive, verbally more eloquent and shape their critical thinking as they are more involved with client facing activities. Students at Ad.U serve as conduit for a product, spreading its message to the appropriate audience. This in return benefits the students' by providing them the ability to build their portfolios; as well as benefits the Small and Medium-Sized Enterprises (SMEs) enterprises by providing them the opportunity to strengthen and advertise their products. Ad.U Agency now offer its services in a variety of specialties, including journalism, public relations and advertising. Additionally, this has made it easier for companies who plan to develop the products to hire students under the supervision of QIU School of Communication's lecturers who will provide expert services. The fundamental goal of Ad.U Agency is to train students to successfully combine information and skills, and this accomplished by creating high-quality education and hands on experience that satisfies industry demands. The students are encouraged to actively participate in the development of strategies for projects and will be evaluated based on the strategies proposed. Ad.U is the platform for students to hone their skills and be industry ready!

Keywords: QIU Student-centred Agency, communicators, Small Medium Enterprises (SME) companies, industry demands



DR PANDU PURWANDARU

**Sebelas Maret University (UNS)
Indonesia**

Functions Of Graphic Design Today And Tomorrow

ABSTRACT

Today, almost all villages in the world are facing drastic social change. This situation is a problem for the locals because the sustainability of life that formed between humans and nature is nearly disappeared. Moreover, the design development that is currently being carried out in villages by the government usually uses a top to bottom approach, and the people of these communities are often excluded from the development process. Therefore, an appropriate design approach is needed for this situation, to position local communities as the “main actors” of development. In this context, the ‘designing living’ approach can be used to tackle this situation. The flow of designing living activities is all carried out with the local stakeholders with activities: searching for the local potentials and problems, experiencing culture together, mapping, designing ideas, FGD on design alternatives, determining development priorities, realizing projects, and evaluating activities. Our pilot project was conducted in the rice agricultural area of Sabrang Village, Delanggu District, and local stakeholders agreed that the preservation of Rojolele Delanggu local rice is the main goal of its activities. From this local potential, various activities were organized such as preservation of traditional rice farming culture, branding, development of rice straw craft, food culture activities, and others. As the national recognition, ‘Rua’ a stool designed from this project has also received the Good Design Indonesia 2022.

Keywords: community design, village, rice field.



**DR SITI MARYAM
ALI YASIN**

Universiti Teknologi MARA
Perak Branch, Malaysia

The Malaysian Desire Towards Design Features Of Local Ceramic Product

ABSTRACT

A good product appears from the unity of design features that highlight the value of beauty and usefulness of a product. It is also one of the main factors that motivate a person to purchase. However, Malaysian customers' desires and designers' ideas would be challenging to interpret the potential of product design. Thus, this study aims to analyze the design features of local ceramic products consisting of 1) shape and form; 2) design and function of use; 3) surface decoration 4) pattern design; 5) the use of color; 6) surface texture and 7) design style and the Malaysian community's acceptance. The study also used a quantitative approach to obtain data using a questionnaire instrument with a Likert scale. Three hundred eighty-five respondents answered the questionnaire thoroughly and SPSS version 23.0 for data analysis. Findings indicated that the design and function of the use is the most significant. The study of design features will attract the attention of ceramic researchers, designers and entrepreneurs and those involved in the field of art and product design to understand consumers' or buyers' desires and satisfaction. Researchers also can produce local ceramic products based on the design features findings for Today's ceramic product design strategy.

Keywords: Acceptance, design features, design strategy, local ceramic product, quantitative



TS DR MOHAMED NIZAM ABDUL AZIZ

**Universiti Teknologi MARA
Perak Branch, Malaysia**

Studio Based Learning:the Impact Of Smartphone Apps For Interior Design Students

ABSTRACT

In the era of technology advancement, technology is transforming education and practice of architecture and design. These are an essential subject in this digital age for instructors and students alike today that brings new technological developments that can benefit studio-based teaching. Smartphone apps technology allows anyone to access information and learning materials from anywhere and at any time. As a result, students have control of when they want to learn and from which location they want to learn. This research investigated the provision of learning supports within an apps environment in terms of its impact on interior design student learning outcomes in studio-based learning. Despite the familiarity with M-learning as a paradigm in modern education, there has been a shortage of research concerning how to deploy the apps used by the design practitioners in a successful way in studio-based learning. The integration of apps in a university environment needs to involve apps from design industries in terms of the readiness of users, users' acceptance and engagement. A mix method theory-approach was used in this study. There are four main purposes of this quantitative study: determine the preferred smartphone apps operating system among interior design students, apps usage students use most and least, primary app used, and app usage to support studio-based subjects. Knowing and understanding the most recent technological advancements for educational purposes and as a means of fostering independent and lifelong learners is the key to helping students function and contribute to the world that awaits them outside of the classroom. learning. Indeed, these objectives are achievable because our students are equipped with the understanding and abilities needed to take over their own inclination through the application of relevant technological training, which is essential in today's globalized globe. The results clarify that most students agreed that they understand the role of tools of technology in studio-base education, identify technological applications and resources used by practitioners today, be clarified of how they might deploy technology through a range of teaching and learning strategies and evaluate the apps to support teaching and learning in studio-based subjects. Through testing the apps used by the design practitioners, the authors found that students are positive towards the apps but they do not have a strong willingness to adopt it. The proposed apps model can improve the understanding of interior design students by suggesting what factors are the most important in enhancing students' acceptance of mobile learning.

Keywords: Smartphone Apps, studio-based learning, interior design, m-learning



DR. AMBAR MULYONO

**Sebelas Maret University (UNS)
Indonesia**

Laminated Bamboo By Small And Medium Enterprise

ABSTRACT

Bamboo is a genus of giant grass that has an important role in the history of human civilization, especially in tropical regions. It has traditionally been processed and used for various purposes of life, including to make buildings and utensil for daily needs. Along with the development of material science and technology, bamboo has been abandoned and replaced with new man-made materials. Bamboo as an environmentally friendly material therefore needs to be pursued so that it can be accepted by the wider community through innovations in both processing techniques and visual appearance. Lamination technology is one of methods to process bamboo so that it has more functions, strengths and new visual appearances. Lamination techniques can not only be carried out by large industries with advanced technology, but also by craftsmen, small and medium enterprise (SME) with low and simple technology.

Keywords : Bamboo, Lamination technology, innovations, new visual appearances



DR MOHD KHAIRULNIZAM RAMLIE

**Universiti Teknologi MARA
Perak Branch, Malaysia**

Educational Multimedia Innovation

ABSTRACT

Diverse technological tools have been developed for a variety of applications. In the field of education, technological tools have been developed to present multimedia materials that are frequently employed in classroom learning strategies. The education industry needs to move more quickly and utilize every technological tool created as a result of the current development of technological tools and multimedia educational resources. These cutting-edge technological tools are essential in the field of education, particularly for the creation of multimedia materials. The use of multimedia materials in learning sessions is believed to aid in the process of more effectively presenting information. In addition to attracting students, it is reported that multimedia materials can enhance the learning experience and maintain student motivation. Consequently, innovation in the use of multimedia materials for learning sessions is viewed as an effective strategy with its own significance. However, every technological tool and piece of multimedia content that is periodically developed must undergo multiple levels of testing and evaluation. This is to ensure that every innovation implemented has a positive effect on students, particularly in terms of experience and acceptance. Certain criteria must be emphasized because the process of learning will involve receiving, processing, encoding, storing, and retrieving information from memory storage. As a result, the production of an innovation without proper testing is likely to have negative consequences, and its use cannot be expanded.

Keywords: Education Technology, Education Revolution, Multimedia Design, Technology Acceptance.



DR MOHD NASIRUDDIN ABDUL AZIZ

**Universiti Teknologi MARA
Perak Branch, Malaysia**

Boost Your Creativity

ABSTRACT

Creativity and innovation interconnected and work together to bring a new experience to society and advancement of human civilization. However, being creative and being innovative are not the same process. People always interchange creativity and innovation without understanding what separates these two. Generally, creativity serves to express an idea or concept, while innovation seeks to solve an issue. On other words, creativity can exist without innovation, however innovation cannot exist without creativity. It is clearly understandable that creativity is mandatory in the beginning of any innovation process. Therefore, a deep discussion on how to improve the creative thinking will be presented.

Keywords: creativity, innovation, thinking process, design, commercialization



TAUFIQ PANJI WISESA

**UNIVERSITAS PEMBANGUNAN
JAYA , Indonesia**

Bridging Innovation and Commercialization in Ceramics Industry

ABSTRACT

We still feel the existence of the tradition of making ceramics around the world to this day as if it will not become extinct from time to time. Even since the ceramics field has become a study program in universities, there are more and more independent studio growth that are driven by designers or artists. Interestingly, when the pandemic hit Indonesia, the studio has become one of the businesses that is quite popular by hobbyists and lately become their alternative income. However, will this existence last long or is it just a trend to fill spare time in all having to work from home? This must be seen from several aspects, the background of the designer who will influence product innovation to studio management and how to market the product could be sales on target. In this forum I will discuss a several methods and how I can maintain a ceramics studio since 2015 and be able to produce works that are accepted all over the world.

Keywords: Ceramics Studio, Sustainability, Market needs.



DR. MUHAMAD FIRDAUS RAMLI

**Universiti Pendidikan Sultan Idris
Perak, Malaysia**

Nurture Children To Be Art Smart

ABSTRACT

Internationally, artistic syllabus research links children's creative engagement in the Arts and their positive well-being-enhancing experiences. Allocation of the arts syllabus in the National education system that is related to research in the study of children's well-being. The research explores how engaging in participatory creative projects as a means of expressing artistic experiences promotes the well-being of children (ages 1-6). The theme analysis showed that the Arts syllabus has an environmental component, which is a special necessity that promotes children's wellbeing. Children's experiences demonstrate that the syllabus has a beneficial effect on the kind of happiness or fulfilment they experience, which is attained through self-actualization and having a meaningful purpose in life. This experience fulfils their natural psychological needs related to competence in Self-Determination Theory. Children's experiences also underscore the benefits of Arts engagement for well-being including increased positive affect and providing space for emotional regulation. Collectively, the findings from the project are vulnerable and the Arts play an important role in facilitating children's well-being. The positive implications of maintaining the Arts syllabus for children's well-being in wider engagement with pre-schools that continue to enhance the value of Arts are to be discussed.

Keyword: Syllabus, Children, Visual Art



DR SHAHREL NIZAR BIN BAHAROM

**Universiti Teknologi MARA
Perak Branch, Malaysia**

The Forthcoming Generation Alpha That Shaping The Future Syllabus In Higher Education.

ABSTRACT

The world has changed enormously since the advent of digital technology, and subsequently the impact of pandemic accelerates the changes in eclectic scale. Besides, the arrival of new generation known as Generation Alpha (succeeded mostly by generation Y and Z) has made various structural systems particularly in education has predicted the new changes needed. In the context of higher education, the design of future syllabus should be reflected to the nature of Generation Alpha. Therefore, the nature of Generation Alpha should be discussed through several identified characteristics i.e., hyperconnected, independents, visual, technological and diverse. Certainly, these characteristics are become the key element that shaping teaching and learning in higher education. Besides, it also could be presented as a guideline for syllabus maker in designing the future syllabus for art and design subjects.

Keywords: Generation Alpha, characteristics of Generation Alpha, future syllabus.



DR SHAHRUNIZAM SULAIMAN

**Universiti Teknologi MARA
Perak Branch, Malaysia**

Curate: Learn to Unlearn.

ABSTRACT

Education and technology have evolved over human history, with tremendous growth in recent years. With the recent rapid evolution of education syllabus, content, and delivery, this technology advancement significantly encourages students due to the need for distinctive and effective learning engagement. The future syllabus will reshape Generation Alpha or known as Gen A. They are born from 2012 to 2025 and are currently aged 0 to 10 years old. Most of them were born with wireless networking and open access to information through smart devices everywhere the minute they recognize their environment. Technology is built into everyday items; the norm is self-directed learning in a virtual setting. Generation Alpha's educational horizon as digital natives, living on digital screen perspectives of the globe, was even more disconnected from the idea of physical interactions. Despite the advancement, they are bombarded with rich media content, facing massive information cognitive overloaded. By moving towards future education of cross-discipline learning, what is current will be stories of yesterdays. Big Data, Augmented Reality, Technology Media Immergence Virtual Reality, and Artificial Intelligence are taking over designers' roles, as some researchers and experts reported. However, will it significantly change the design education syllabus? Yes, and No. Technology literacy and design skills will be the talk of the past, but information management and communication remain significant. With that, rise the importance of data analytics and curation skills to be embedded in the future syllabus of design education specifically and other fields of studies.

Keywords : Education , technology, curation skills, future syllabus



FONITA THERESIA YOLIANDO

**Universitas Multimedia Nusantara
Indonesia**

The Essence of Adaptability and Empathetic Approach in Art and Design Education Ecosystem Through Merdeka Belajar Program Implementation

ABSTRACT

Merdeka Belajar is the recently implemented program by The Education, Culture, Research, and Technology Ministry of Indonesia that aims to enhance the quality of education by giving more freedom to the students to determine a specific field of study they want to focus on. There are eight breakthrough schemes that encourage students to actively participate in developing their critical and creative thinking skills, entrepreneurial spirit, social sensitivity, and global perspective. Through this program, the graduates can be equipped with ready-to-use knowledge, skill, and experience that link and match with industry which increases their sustainability in the work environment. The Merdeka Belajar transformation is divided into four improvement efforts which are currently still ongoing, (1) infrastructure and technology, (2) policy, procedure, and funding, (3) leadership, society, and culture, (4) curriculum, pedagogy, and assessments. Despite this promising change, the concept of spending 4 semesters in the industry can be considered as double-sided swords in the current Art and Design education system. Based on the experience in implementing Merdeka Belajar to hundreds of art and design students, the deciding factors of the well embodiment of this program are the adaptability and empathetic approach of students, lecturers, universities, industry, government, families, and society. These complementary roles should be aligned with each other and can't be developed single-handedly, especially in adapting to the concept of independent learning while also preserving the nature of art and design education.

Keywords : Merdeka Belajar, Quality of education, art and design students, independent learning



DR. YUHANIS IBRAHIM

Universiti Malaysia Kelantan

Industry and University Collaboration: How Partnership Drives Innovation

ABSTRACT

Industry and university collaboration dates back to the 1970s, and since 1973, the National Science Foundation's (NSF) Industry–University Cooperative Research Centers Program (IUCRC) has facilitated partnerships between scientific researchers from both industry and academia to drive innovation. These mutually beneficial partnerships can produce ground breaking research and innovation that solves complex problems, drives economic growth, and creates a more skilled workforce. Industry partnerships give students and faculty additional funding. By striking up corporate partnerships, universities have more resources to undertake research, and they're able to diversify their research areas. Universities know that some problems can't be solved in isolation in a lab, and industry feedback is key to taking an invention or product from conception to market. This pipeline from research student to employee is also powerful PR for universities. When companies quickly scoop up these graduates, universities can point to the strength of their faculty and programs. Strong job placement numbers are enticing to prospective students and assures other possible corporate partners that their talent pool is deep. Finally, a hot market for entrepreneurial-minded, experienced graduates puts students in the driver's seat when it comes to choosing a career path.

Keywords : Industry, university, collaboration , research center



**DR. HANA YAZMEEN
HAPIZ**

Universiti Malaysia Kelantan

Skills Of Prospective Design Graduates From The Employers' Perspectives: An Insight

ABSTRACT

The purpose of tertiary education is to ensure students learn and gain comprehensive quality and rounded education that makes graduates employable in a sustainable manner. This suggests that students not only “know” what they have learnt but also are able to “do” what they have experienced in the design education process. The challenge here is to provide a tertiary education that prepares students not only with theoretical knowledge, but also with the ability to apply it. In this context, not only hard skills but also soft skills or generic skills are required to ensure that university graduates are employable. Hard skills are specialised technical competencies, such as proficiency with Adobe or Autodesk software. In contrast, soft skills or generic skills are behavioural skills characterised by intangible attributes and emotional intelligence; and its subjective nature is difficult to measure and highly relational. In fact, some have referred to these generic skills as a collection of accomplishments, understandings, and personal characteristics that make graduates more employable and successful in their chosen field or profession. Generic skills are summarised by four key categories: information management, communication and presentation, social development and interaction, and individual traits and attributes. These core competencies are what distinguishes a graduate from others, and the need to hone and exercise them should be emphasised in tertiary design education curricula.

Keywords: Generic Skills, Soft Skills, Tertiary Design Education

Degree Showcase



DEGREE SHOWCASE

Name : Alvein Dhiwaul Haq
University : Telkom University

Department : VCD
Project Title : AI and AR
Implementation on Billboards.

Introduction / Background

As we know, that advertising posters are not well promoted, there are also many advertising pamphlets scattered/ignored in public places. With the digital age that is starting to develop rapidly, we can take advantage of creative promotions with technologies such as AI/AR, which can be implemented on billboards in public places.

Objective/ Methodology

With the application of technology to billboards in public places, it will increase the desire of consumers because of creativity in promotion. In addition, it will be a main-attraction in public places which will make business products to be well promoted.

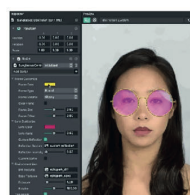
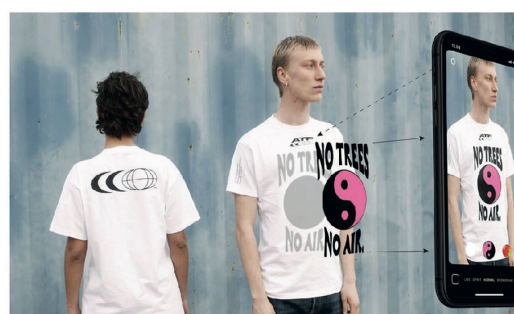
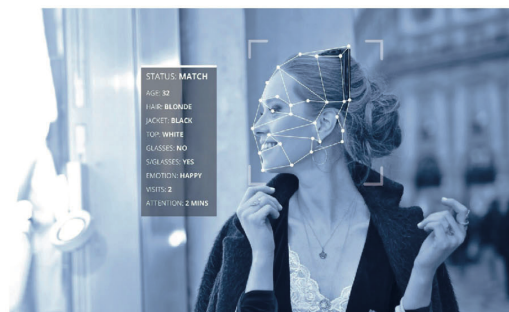
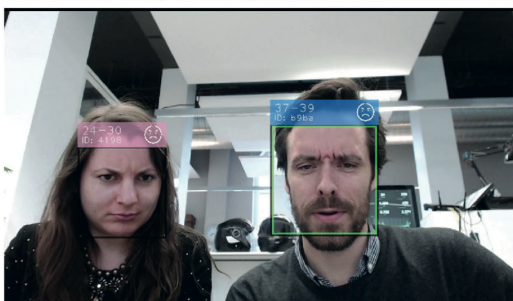
Media Planning / Purpose

I plan to implement and maximize technology in the form of AR and AI into billboards in public places. Apart from being a medium for promotion, it can also make it easier for consumers to choose products/know the products that are being sold.

Design Process / Design Concept

There are many things that can be put into AR and AI that have been installed on Billboard especially for the business sector. In essence, the concept is that when people stand in front of billboards, AR technology will work in displaying products that are promoted and projected in real-time, and AI will work like recommending products according to the age/mood of consumers.

Design





DEGREE SHOWCASE

Name : Aqilah Nadhira Athasania
University : Telkom University

Department : VCD
Project Title : Children Picture Book:
Fatah & Si Kuman

Introduction / Background

Fatah & Si Kuman is a picture story book for children about the importance of washing hands before eating, using simple explanations and visual illustrations adapted for children, cute and adorable.

Objective/ Methodology

The main goal of my project is to educate children to wash their hands before eating through the illustrations I created.

To achieve this goal, I made observations on what kind of illustrations are usually used in children's story books, or like in magazines that contain illustrated children's stories.

Media Planning / Purpose

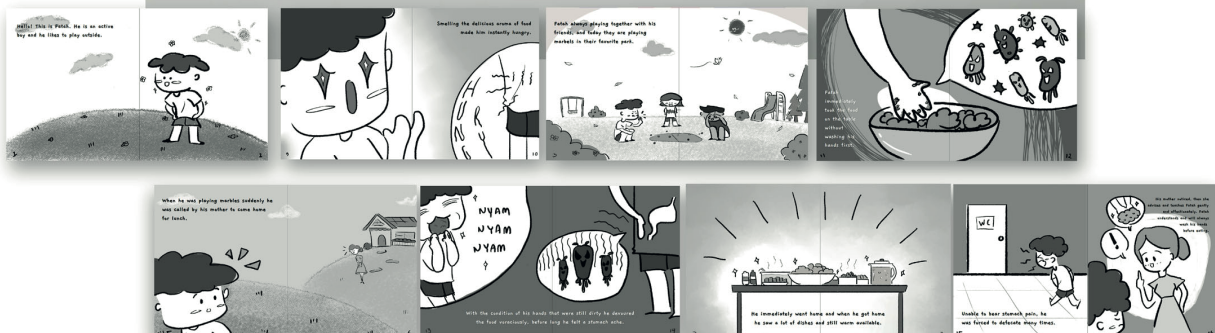
The media plan for this project is to make a digital artbook, which nowadays the use of digital devices is very attached even to children.

The main purpose of choosing this media planning is to attract the attention of consumers and increase children's knowledge about hygiene.

Design Process / Design Concept

The concept of this children's picture book is simple and adorable. Using visual illustrations that are not too crowded so it would be eye-friendly for children to see.

Design





DEGREE SHOWCASE

Name : Faiz Mifthah Anshari
University : Telkom University

Department : VCD
Project Title : AMUBA

INTRODUCTION

Teenage people sometimes have lack of awareness about STDs both on developed and developing country.

Because of this there should be a fun and better way to introduce people the danger of STD.

OBJECTIVE

Creating a game with STDs theme that fun and challenging while able to told and narrate the danger of STD Indirectly.

PURPOSES

While can narrate and told the danger of STDs it also can attract people in general because of the gameplay and pleasing style of graphic that the game present.

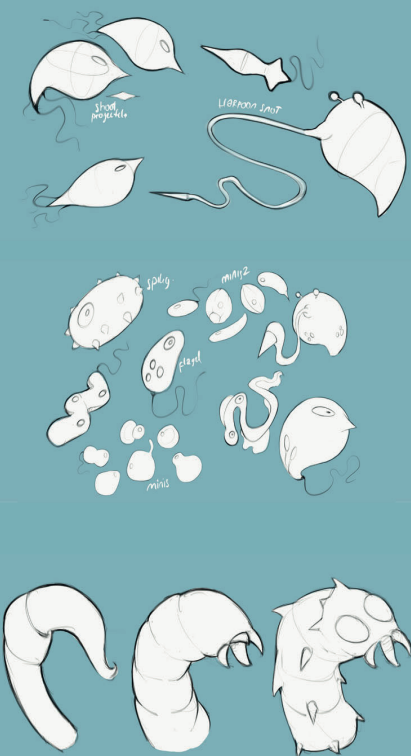
It also to introduce people to the infamous indie and platforming game genres.

DESIGN CONCEPT

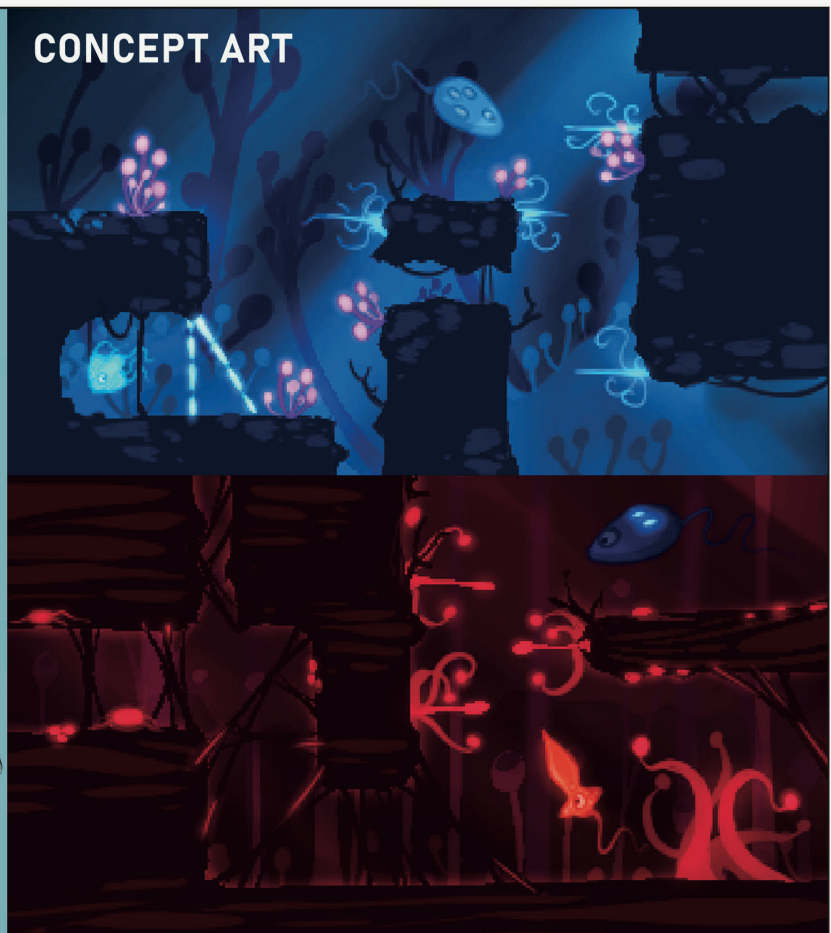
the game was created using of dynamic pixelated style that mostly adopted with indie game genres. the game view is a semi side scrolling using 3D coloured flat asset to give more depth to the game.

for the artstyle its using a bit gory-detail and simplified pixel style.

CHARACTER DESIGN



CONCEPT ART





DEGREE SHOWCASE

Name : Gde Vikranta Vidyavinaya
University : Telkom University

Department : VCD
Project Title : Fitting Clothes
Using Instagram Filters

Introduction / Background

Today, online shopping is the most frequently done. Even when buying clothes most people choose online shopping over offline shopping. But sometimes they get the wrong size, because they can't try it. From this case, I got an idea by making a solution. This will help people fitting their clothes just by using the instagram filters.

Objective/ Methodology

We aim the efficiency in online shopping especially clothings. We also supply the accuracy to the people when they want to fit their clothes. To make this happened, we need new kind of marketing media.

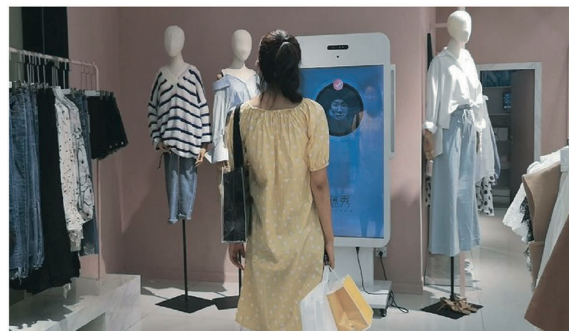
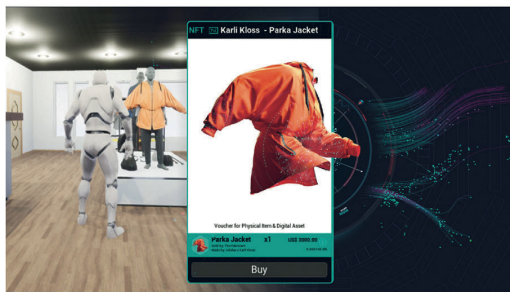
Media Planning / Purpose

We are planning to make Instagram filters as the solution. People are no need to be worried anymore when they shop clothes online. The inaccuracies all this time will be resolved soon just by filters.

Design Process / Design Concept

Regarding the design, we just inovate what has been available before which is Instagram filters. People just have to stand in front of their phone and let the filters scan your body to give the exact size for you. This might be a good marketing for brands regardless of helping people find the accurate t-shirt size.

Design





DEGREE SHOWCASE

Name : Maheswara Titan G
University : Telkom Uni

Department : VCD
Project Title : RFID and NFC as a
new kind media promotion

Topeng Studio is a photography studio own by myself since i was a high school until now day, the focus of my studio is more in sport photography and product photography that are curently base in bandung.

The main object for my project is to be able bring new customer by sharing about my brand more easily and practice

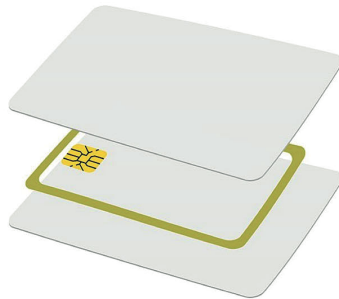
To achive this, iam going to bring a new kind of marketing media

The idea is to make a new kind of business card that will be able to be interact with a potential client

By using RFID card and NFC we are going to be able bring a new experience to the interaction

The design it self was the same with almost any business card, it basicly a standar card with our logo and a barcode on the back side of the card

Design





DEGREE SHOWCASE

Name : Muliawan Al - Amien

Department :

University :

Visual Communication Design

Telkom University

Project Title : The Impact of Advertising Figures in the Creative Industry.

In the development of the impact figure in my project, there is a picture of the impact on commercials using the billboard advertising method so that some people ask about the product or they start to get curious about the existing brand.

An overview of the impact on the commercial using the billboard advertising method

For media planning, maybe some commercials have started to study the world of social media advertising without having to eliminate its impact on the figures contained in the brands they have, more specifically in the arrangement of photos in the social media design.

In the design process contained in this project is an important impact for the brand on the model figure on the product item

Design



In the image provided in the poster, there are examples of well-known brands in the world that have impact figures or brand ambassadors.



DEGREE SHOWCASE

Name : Yunita Wijaya Putri
University : Telkom University

Department : VCD
Project Title : Scrolls - SUMMER
An illustrated novel about the emotion of anger

Introduction

Anger is one of the most common emotion anyone have. Being angry is normal, never feeling one is otherwise. But what if this emotion afflict us severely?

Told through the eyes of a demon, we came to know more about this emotion we call anger.

Objective

A psychological narrative about human emotion (anger) in a more interesting take through novel narrative and illustrations.

Purposes

Entertaining read that also satisfy the eyes.

An understanding of the emotion of anger for future readers is a bonus.

Design Concept

The design will be inspired by the season summer. A season known for its heat.

As the project is only in its initial phase, the only result was its narrator's (the demon) design and introduction.

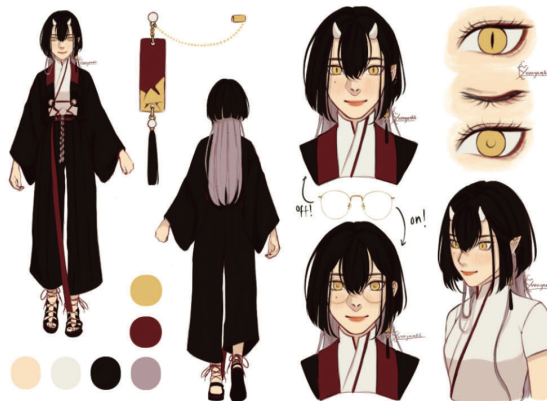
This character was inspired by Japanese demon, autumn ginkgo, and writer.

Character Narrative

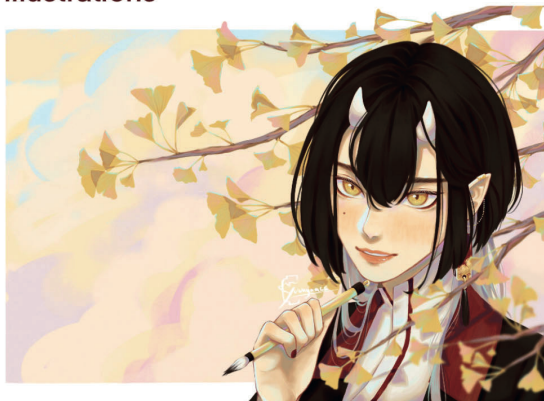
"They came with the fluttering of autumn wind. Brush and scroll on hand along with their trusty red lantern. Their presence are known to only those who are chosen, and when they left, a single golden ginkgo leaf the only proof of it. The Observer, The Writer, The Scroll Holder, and The Lantern Holder are some of their many title. But for those closest to them, Yun is what they call them."

"Yun is an observer— more specifically, a human observer (anthropologist? Maybe.) This all began with a simple prohibition from their clan; anything regarding human is forbidden. As a young Oni, this prohibition only resulted in a birth of curiosity. Yun wanted to know why, why are all things concerning human is prohibited. So, they started to hide on tall tree, watching the forbidden race with their golden slitted eyes. Yet, along the way, this want turned to need. And now, Yun needed to know why, why would human do what they did."

Character Design



Illustrations





DEGREE SHOWCASE

Name : Septia Nur Muflikha
University : Telkom University

Department : Visual Communication
Design
Project Title : The impact of colour
in packaging design

Introduction / Background

The color on the packaging can influence consumers to find information and become the most important asset of a product.

Therefore as a designer must be able to provide information on a product only by using a color.

Objective/ Methodology

Colors on product labels and packaging significantly affect customer purchase choices. Studies show: Almost 85 percent of customers say color is the crucial reason they bought a particular item. Color, according to 80 percent of customers, boosted brand awareness.

Media Planning / Purpose

Color determines consumers' perception of a product or service according to the emotions they associate with the color of that product or service.

The author want to show the real example when consumers want to buy a drink without see the description that describe the flavor of the product itself.

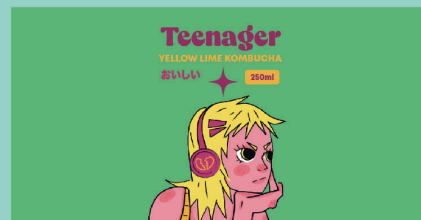
Design Process / Design Concept

The concept is taken from the brand name itself, namely "Teenagers", because this brand is a brand of kombucha drink, a fermented tea drink, the author takes teenagers as a concept. They are very expressive, energetic, and full of creativity. The author choose the fun concept and the personality also the problem of the teenagers.

The Mock Up



The Design





DEGREE SHOWCASE

Name : Tiara Kusumadewi
University : Telkom University

Department : Visual Communication
Design

Project Title : The impact of human
figure as a visual
elements in design

Introduction / Background	Objective/ Methodology	Media Planning / Purpose	Design Process / Design Concept
<p>People must focus on visual design more than its fundamental components, such as a color scheme, a logo, or fonts. The fundamental concepts relating to the profession of outstanding visual design are often shown by visual design elements and principles. Especially human figures as a visual elements. When you use human as a visual elements it gives the audience expression leads to emotions.</p>	<p>The main objective for this project is to educate brands so they could get more benefits.</p> <p>To achieve the objective, comparison between visual elements are made.</p>	<p>The media planning for this project is promoting through digital media such as in social media and design any platform.</p> <p>The purpose of this project is to educate people to choose and make better design and make design go into the mindset of other people.</p>	<p>The process is I did a research first, then did a brainstorming with other designer and then i searched some references, finally I made the design.</p> <p>The concept is fun colorful and simple.</p>

Design





DEGREE SHOWCASE

Name : Angela Merici

Department : Visual Communication Design

University : Universitas Multimedia Nusantara

Project Title : Mobile Website Design
About the Effects of
Watching Mokbang

Introduction / Background

80%

late teens love
watching mukbang



Mukbang is known to have various positive and negative effects. A study shown that mukbang is one of the factor that changes viewer's behaviour to unhealthy diets.

The lack of interactive and fun media about the subject leads to a minimal understanding of its effects to health.

Objective

To educate and encourage late teens to know and understand about the effects of watching mukbang through a fun and simple interactive website.

Methodology

The writer used Universal Methods of Design from Martin and Hanington (2012).

The methodology consists of 5 phases: **Planning, Exploration, Concept Generation, Evaluation, Launch and Monitor**

Media Planning

An interactive educational mobile website where users are provided with interactional explanation pages, a small simulation, a forum discussion, and a consultation with experts about the effects of mukbang to user's health. The website uses South Korean theme to match the topic.

Purpose

Users can gain a simple, fun, and educational information about mukbang's effects. Also, to help them deal with its negative effects.

Design Process / Design Concept

The writer conducted a research from related journals and interview with stakeholders (experts and target users). All of the research was used to generate project planning through a design process such as creating a mind map, content planning, low fidelity, and high fidelity. The project also tested for alpha and beta testing.



Nonton atau Makan??



Visual Identity

"Nonton atau Makan??" is roughly translated as "Eat or Watch??" in English. The concept is based on viewer's experience on having the same effect as eating something when watching a mukbang.

This is caused by the brain activity, that is confused as the viewers are eating or watching.

Colours

These 5 main colours represents late teens personalities: fun, casual, and young.



Typeface

There are 2 typefaces used. Each typefaces represents fun and young personality. Also, to boost the legibility and to look reliable.

Niramit
ABCDEF GH

Hind Madurai
ABCDEF GH

Illustrations

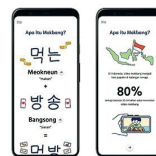
Illustration art styles are based on a minimalistic art style that is popular in South Korea. All of the illustrations are hand drawn.



Contents

Introduction Page

Introduction elements are shown when the website is opened. This page has an introduction about the topic and mini game.



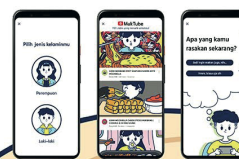
Informational Page

These pages provide factual informations about mukbang effects. All of the informations were created from existing journals and interviews.



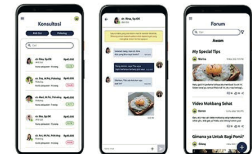
Mini Simulation

User can play a mini simulation about how mukbang affects their diets. Users can also see their BMI and calories intake results from playing the simulation.



User Features

There are 2 user oriented features: Forum Page and Consultation Page. Both pages are for users to consultate and write their opinions or suggestions about the web's main topic.



Miscellaneous

The product has some miscellaneous medias: social media posts and journaling stickers.





DEGREE SHOWCASE

Name : Katya Ruthven R.

University : Universitas Multimedia Nusantara

Department : Design

Project Title : House of Memory

Introduction / Background

There are various ways of education that can be applied by parents in educating their children.

One of them is the method of education montessori. In this education, children in give freedom to decide for yourself what he wants, not only that child also given the freedom to express yourself but stay inside parental supervision. through things these, children learn to build their confidence and know himself.

Objective

Introducing educational methods montessori, and provide understanding. For prospective parents, how is the effect? of early education and its impact on the future of a child.

Methodology

In making the work the author uses Human Centered Design method, this method divided into 3 main stages, namely:

- Inspiration containing The Five Why's" discuss the urgency of the problem.
- Ideation containing "Create a logic mode" & "Journey Map" doing research for produce a suitable prototype.
- Implementation contains "Live Prototyping" trial work to get feedback.

Media Planning

Life simulation game, which can be played via laptop or personal computer. In this game, the player is tasked with help the main character find his lost memory. In searching there will be some memories characters that will help give hints, interfere with or steal, and give must-have quests and minigames solved by the player.

Purpose

Provide an overview of cause and effect from education to psychological conditions a child.

Design Process / Design Concept

In the making of this game, the author use several journals and do simple interview with people in about the author. All data obtained used to help create works in full. The work itself consists of stages of brainstorming, mindmapping, in continue with the sketching of the work and prototype design of the work.



House of Memory

Everything start here!



<https://bit.ly/HouseOfMemory>

Visual Identity

"House of Memory" menceritakan bagaimana perjuangan sang tokoh utama dalam mengumpulkan kembali setiap pecahan ingatannya yang hilang. Setiap pecahan itu ada dalam rumah tempat ia tumbuh dan besar sedari dini.

Colours

Warna yang di gunakan dalam karya ini adalah warna - warna pastel dengan nuansa earth tone yang lembut, untuk menggambarkan suasana rumah yang nyaman.



Fonts

Louis George Cafe
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910
[]{}^<>.,:;'"!?

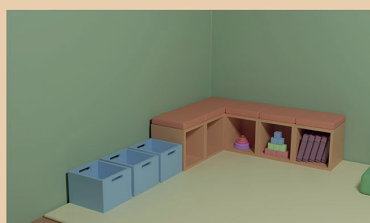
Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910
[]{}^<>.,:;'"!?

Design Style

Berikut adalah beberapa aset dari setiap ruangan yang akan di gunakan dalam game.



Kitchen



Living Room



Bed Room



DEGREE SHOWCASE

Name : Maria Estleia Department : Visual Communication Design
University : Universitas Multimedia Nusantara Project Title : Designing Brand Identity of drh. Rajanti & Friends

introduction/ background

67% pet ownership in Indonesia

(Rakuten Insight, 2018).
For the well being of pets, pet owner needs to take care about their food, health and self care (Maret, 2021).

drh. Rajanti & Friends

Established in 1993, the company is located in Tangerang, Indonesia. Drh. Rajanti & Friends offers services for pets such as clinic, mind power, grooming, hotel, laboratory, apothecary, operation, supplies, cafe, hospitalized, isolation, and housecall. Their services are for all pets such as dog, cat, rabbit, snake, etc.



design of drh. Rajanti & Friends

The logo that the company used haven't changed since 1993 when they offered only clinical services. Aside from expanding services, the company's branding is inconsistent about their use of color, style and overall branding.

objective/ methodology

objective

Designing brand identity of drh. Rajanti & Friends with the target market of pet owners (both male and female) from 20 - 29 years old located in Tangerang and Jakarta, Indonesia. With a middle to upper economy class, the target is for pet owners that see their pets as tertiary needs. On the other hand, pet owners who are animal lovers, hardworkers, social person, confident, easy going, and love to exercise.

"designing brand identity"

Use Alina Wheeler (2018) to help planning the design by using her thought process. In the book titled "Designing Brand Identity", there are 5 steps in designing the new brand identity of drh. Rajanti & Friends.

- conducting research
- clarifying strategy
- designing identity
- create touchpoints
- managing assets

media planning/ purpose

media planning

Designing the brand identity of drh. Rajanti & Friends consists of logo, color, supergraphic, typography, photography, shop signature, stationery, marketing collateral, and merchandise. In order to show the expansion of services, brand architecture is made to represent 7 services which are clinic, cafe, hotel, groom, mind power, housecall, and supply. Every brand architecture has its own logo, color, supergraphic and photography styles. Overall, drh. Rajanti & Friends has 1 main identity that is supported by 7 brand architecture.

purpose

Help the company's business by designing the new brand identity that is integrated with their recent value and purposes. The new branding represents the expansion of the company's services. Other than that, the consistency of branding will be known and remembered by pet owners in Indonesia. Pet owners can build trust and relationship with the company. The company is trusted to be able to help their beloved pets mentally and or physically.

design process/ design concept

conducting research

Use the theory of graphic design, brand, and pets, and research about the company through observation, questionnaire, interview, existing study, reference study, and the company's profile.

clarifying strategy

Determine the company's strategy by defining the branding positioning, brand mantra, brand value, brand personality, big idea, and brand brief. The big idea of the overall concept is "dedicated helping hand for your family" that represents the company as a dedicated pet care service in Tangerang.

designing identity

Design the logo and supergraphic, and choose the main color, typography, and photography styles.

create touchpoints

Design the company's collateral through shop signature, stationery, marketing collateral, and merchandise.

managing assets

Analyze and evaluate the new brand identity of the company.

design

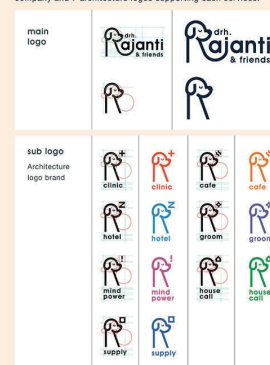
brand brief

The concept and strategy of the new brand identity have been determined on brand brief to help with the look and feel.

brand positioning	Frame of reference Pet Kingdom	Points of parity Pet care	Points of difference Mind power
brand mantra	Brand Successful Healthful	Descriptive modifier Integrated	Emotional modifier Enthusiastic
brand value	Customer first, diversity, and passionate		
brand personality	Dedicated companion and feels like home		

logo

The logo is inspired by the shape of a dog as a representative of pets. Wordmark is used to emphasise the company's name with "R" in the shape of a dog. There are logo to represent the whole company and 7 architecture logos supporting each services.



color

The colors that are used in the main brand and architecture are different. The main brand uses 6 main colors which each brand architecture has each color for easy differentiation of services.

main colors	
sub colors	

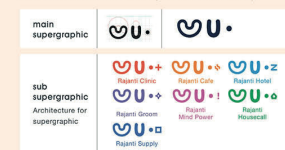
typography

Two typefaces are used in the company's branding. The styles are both sans serif with sharp edges, minimalist, and curved.

first headline	second headline, body text
avantgarde bk bt	Helvetica Neue

supergraphic

Supergraphic is used as a decoration that supports the branding when applied to medias. The elements are inspired from curved shapes to represents the company's value and personality.



photography

The main branding alongside with Rajanti Supply use lifestyle, indoor, and business photography. On the other hand, the other services use lifestyle and candid photography styles.

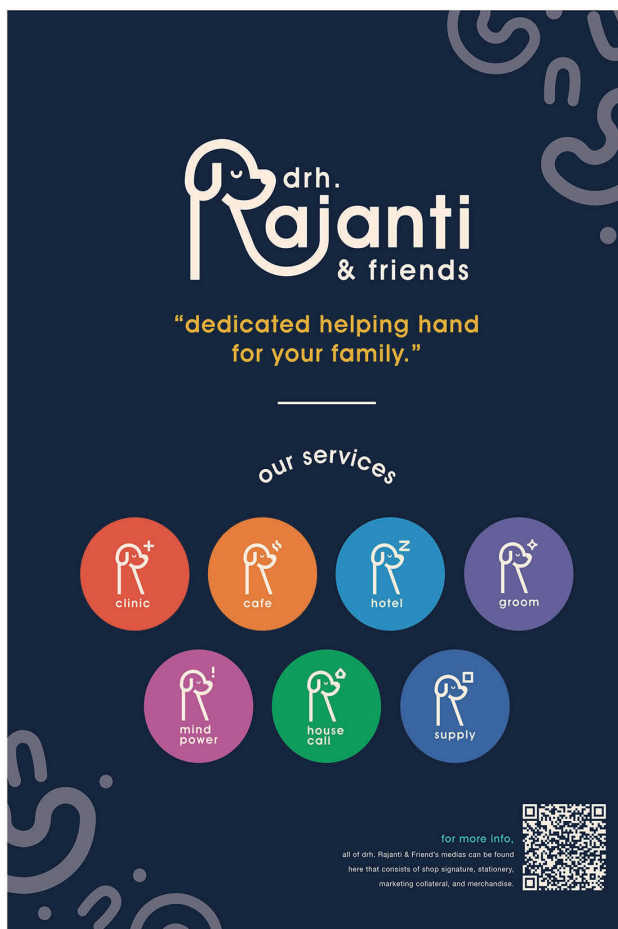


graphic standard manual

104 pages book consist of guidance or manual book of the new brand identity alongside with some implementation medias.



The book consists of introduction, brand strategy, logo and system of identity, shop signature, stationery, marketing collateral, and merchandise.





DEGREE SHOWCASE

Name : Yola Fransisca

Department : Illustration

University : Universitas Multimedia Nusantara

Project Title : Designing Visual World-Building of The Dark Maiden's Universe

Introduction / Background

A big part of modern media involves the use of creative storytelling to raise awareness regarding certain topics including; **mental illnesses**, **cultural awareness** and **societal issues**.

The Dark Maiden's Universe uses genres such as fantasy and cyber-punk to help convey a dystopian world with the problems the writer often finds in her own life.

Objective

To spread awareness about mental illnesses, cultural awareness, and societal issues often found in Indonesia that the writer also experiences through a dark-fantasy, futuristic dystopian world.

Methodology

The writer uses the Methodology of Design by Robin Landa. The methodology consists of 5 steps: **ORIENTATION, ANALYSIS, CONCEPTS, DESIGN, AND IMPLEMENTATION**

Media Planning

An array of illustrations that showcases character designs, environmental designs, and narrative illustrations of events that occur in The Dark Maiden's Universe.

Purpose

Readers can get glimpses of Indonesian cultures and issues happening in Indonesia through a more illustrative and imaginative point of view.

Design Process / Design Concept

Research is done by looking through social media trends, news, and websites that provide informations regarding Indonesian cultures as well as using real-life experiences from the writer. All of these accumulated informations are then made into compelling sketches and before becoming a fully rendered illustration.

Design



Illustration Style

Genre is Dark Fantasy
Semi-rendered to Full-rendered



Vector-art for insignias and patterns in the world



Colours

Dark purple tones mixed with turquoise for contrast as well as nature essence.



Typeface

Ubuntu
Fredoka One

Illustration Process



Sketch



Flat Colour



Rendered

Shapes and Elements often used in vectors:



Filled Circle represents the sun, giver of life.



Ring represents the rays of the sun, as well as rings of a planet.



Straight/Jagged Line represents the roads taken in life, often unpredictable.

When the three elements are combined, it can create various kinds of insignias and symbols.



DEGREE SHOWCASE

Name : Baihaqi Aura Putra
University : Universitas
Pembangunan Jaya

Department : Product Design
Project Title : ALSINI ELDERLY STICK

Introduction / Background

The older one gets, the weaker one's physical body is, starting from reduced energy, increasing disease, even some elderly people sometimes need assistive devices in carrying out some daily activities. One of the most common activities is walking. This study was made to help the elderly in walking downhill or uphill. Then made a design that can be stored easily. The method used in carrying out this research begins with field observations, identifying the activities of the elderly who will go to the mosque that goes down and uphill, then determine what kind of products are suitable for the problems experienced by the elderly. The results obtained are a walking stick design that is easy to carry, lightweight, safe, and easy to store when performing prayers in the mosque that is adapted to ergonomic principles.

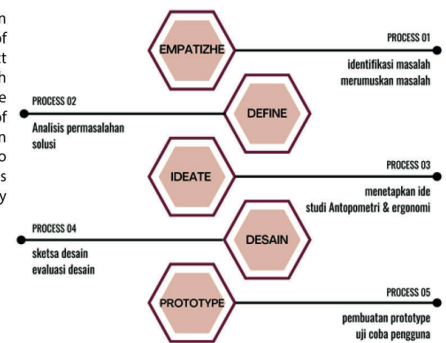
Media Planning / Purpose

Purpose to help the problems of the elderly who have difficulty in carrying out walking activities, the lack of support and assistive facilities for the elderly in Indonesia often makes it difficult for the elderly to carry out daily activities. The prototype made in the form of a walking stick designed to be easy to use and with a light weight to use is expected to help the elderly in carrying out their daily activities so as to reduce the potential for the elderly to fall or slip when passing through uphill or steep roads.

Design Process / Concept

The design of the assistive device made is in the form of a walking stick which consists of several main components of the product which are adapted from similar products with different functions, such as in the trunk of the stick taking the principle of the types of hiking sticks and folding sticks that are often used by mountaineers to makes it easier to travel when passing through difficult areas (uphill or downhill) and requires more energy when passing through these areas.

Objective/ Methodology



Sketch Design



Design





DEGREE SHOWCASE

Name : Bella Elvareta
University : Universitas
Pembangunan Jaya

Department : Product Design
Project Title : Ultralight Walking
Bag

Elderly



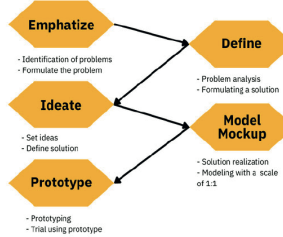
Introduction / Background

The Elderly are those who are over 60 years old (MOH). The Elderly will go through a process called the aging process which brings various consequences in the form of physical, mental, and social problems so that the elderly will experience limitations. The elderly tend to experience high dependence because the physiological abilities of the elderly organs naturally have decreased function, such as stiffer muscle movements, shaking hand movements, increasingly unstable balance control, and decreased ability to see in low light.

Media Planning / Purpose

The purpose of this implementation is to provide a new alternative that can solve the problem of the limitations of the elderly in walking and seeing in minimal lighting. There is currently no use of a cane that provides a safe place to carry things, even though when they are active outside the home, generally the elderly will carry a wallet and glasses. The expected result is that the elderly can walk using a cane safely, comfortably, and practically.

Objective / Methodology



Design Process / Design Concept

The design of the ultralight walking bag is made so that the elderly can walk using a cane and when they need lighting assistance they can press the lamp to release light. This tool is the latest innovation for the elderly who have weak legs and poor vision in the dark, to minimize injuries that can occur without assistive devices. In addition, it can also help the elderly so that the items they need can always be within reach. The elderly do not need to carry a flashlight anywhere, because this tool can be moved periodically.

Design



Side view



Back view



Front view



Perspective view





DEGREE SHOWCASE

Name : Farros Khozi Fatih Dj.
University : Universitas
Pembangunan Jaya

Department : Architecture
Project Title : Serpong Public
Library

Introduction / Background

An **Urban Catalyst** can be determined as an act of developing brownfields or abandoned areas into useful developed areas through buildings, landscapes, and projects. This initial spark in development aims to be able to **facilitate social and economical activities** where prior there were none. An Urban catalyst must also be within walking distance of other developments, have strategically planned EGRIS points and entries that shape the circulation of the foot traffic. (Sternberd, 2002t).

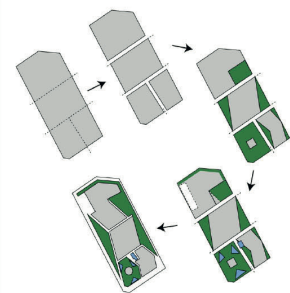
Objective/ Methodology

This project brief was to design a building that could act as an Urban catalyst. The building must have a **wide span structure** of 40 - 60 meters and 2 - 3 massings in a site of 1.5 - 2 hectare. The site that I chose for this project was in Serpong, Tangerang on Letnan Sutopo Street in a main junction that had no developments planned. I chose a **library** as my building's use as the area supported the education with many schools and family neighbourhoods but not many places to study outside of school hours.

Media Planning / Purpose

The site located in Serpong, Tangerang is known to have its elite prestige owned by private developers, the surrounding feels **very exclusive** and of higher class residents. Thus, creating a lack of collective and collaborative participation and use by the general public due to the extensive availability of the **gated communities** and private facilities. The hope of the urban catalyst would be to encourage other users into the area to also increase foot traffic to the surrounding businesses.

Design Process / Design Concept



Design

Micro Analysis



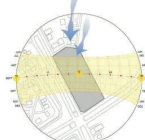
VEGETATION • DRAINAGE
Existing Bamboo trees frame the site and overgrown vegetation are present in the sewers southeast of the site



ACCESSIBILITY
High to medium traffic in the junction with pedestrian walkways around the perimeter.



ACOUSTICS
Major acoustic coming from the south junction and west road from vehicles.



SUN AND WIND
Northern winds cool the building that catches the sunlight from the East and West facades.

Sustainable Eco-Development

APPROPRIATE SITE DEVELOPMENT (ASD)
ASD 1 - Site Selection
ASD 2 - Community Accessibility
ASD 3 - Public Transportation
ASD 4 - Bicycle Facility
ASD 5 - Site Landscaping
ASD 6 - Micro Climate
ASD 7 - Stormwater Management

Energy Efficiency and Conservation (EEC)
EEC P1 - Electrical Sub Metering
EEC P2 - OTTY Calculation
EEC 1 - Energy Efficiency Measures
EEC 2 - Natural Lighting
EEC 3 - Ventilation
EEC 4 Climate Change Impact
EEC 5 - On-Site Renewable Energy (Bonus)

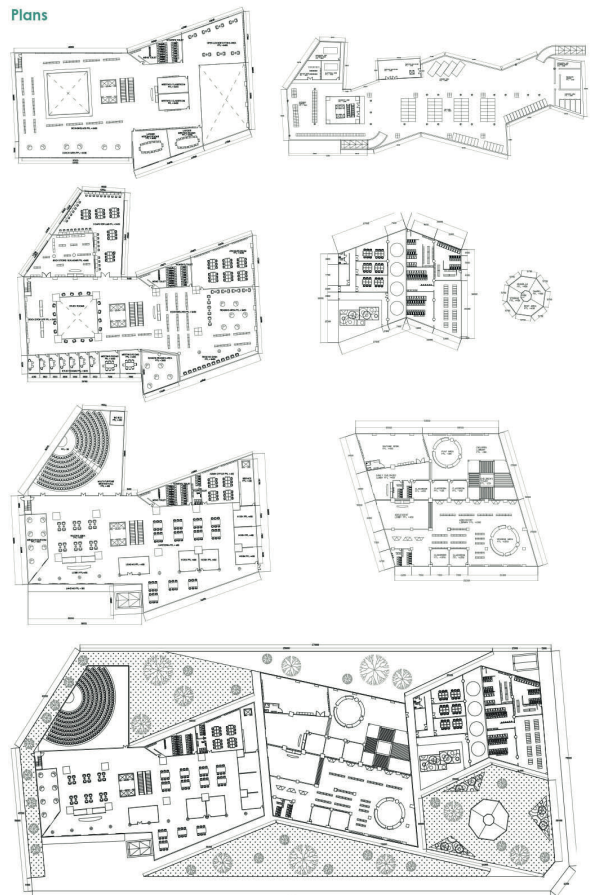
Water Conservation (WAC)
WAC P1 - Water Metering
WAC P2 - Water Calculation
WAC 1 - Water Use Reduction
WAC 2 - Water Features

WAC 3 - Water recycling
WAC 4 - Alternative Water Resources
WAC 5 - Rainwater Harvesting
Building Environment Management (BEM)
BEM P - Basic Waste Management
Material Resource and Cycle (MRC)
MRC P - Fundamental Refrigerant
MRC 1 - Building and Material Reuse
MRC 2 - Environmentally Friendly Material
MRC 3 - Non-OOS Usage
MRC 4 - Certified Wood
MRC 5 - Prefab Material
MRC 6 - Regional Material
Indoor Health and Comfort (IHC)
IHC P - Outdoor Air Introduction
IHC 1 - CO2 Monitoring
IHC 2 - Environmental Tobacco Smoke Control
IHC 4 - Outside View
IHC 5 - Visual Comfort
IHC 6 - Thermal Comfort
IHC 7 - Acoustic Levels

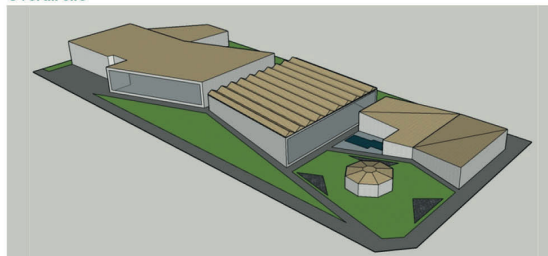
Exterior Perspective



Plans



Overall Site





DEGREE SHOWCASE

Name : Kinanti Reski Nabila. F
University : Universitas
Pembangunan Jaya

Department : Communication Science
Project Title : Little Things Make Big
Things Happen
(Plasticpay PR Campaign)

Introduction / Background

Based on the data published by Kompas.com, in 2015 it was estimated that 61% or cosmetic packaging and skin care products were made from the plastic. Even worse, beauty product packaging contained more difficult materials to decompose.

Objective

This campaign is to help women to recycle their beauty products packaging. So woman could empower others to protect the environment sustainability.

Methodology

The methodology consist of:
1. Survey Gen Z characteristics
2. Interview woman that using beauty product
3. SWOT analysis
4. Determine goals & objective
5. Public priority analysis
6. Campaign strategies.

Media Planning

Using interactive social media, TikTok, Instagram, Facebook, YouTube, Twitter and also collaborate with WeTv to distribute content, campaign ads, and teasers related to campaign programs. Using top 3 online mass media in Indonesia, Kompas.com, Popbela, and Tempo Magazine.

Purpose

To increase woman awareness with an achievement 70% within 3 months. Also to educate public especially woman related to the recycling process of beauty packaging products.

Design Process



Design Concept

Design, colors, and typography accordance with the company's branding.

Design using 5 colors palette:



Typography:

CAVEAT BRUSH Poppins Medium SCRIPTER
abcdefghijklmnopqrstuvwxyz

little things make big things HAPPEN

Indonesia currently produces 6.8 million tons of plastic waste per year, with only about 10% of it ending up in recycling centers.

Based on research by Minderoo Foundation, the global cosmetic industry produces more than 120 billion packaging units every year, most of it can't be recycled.

Type of Beauty Packaging Product

Hair care > Skin care > Body care

HDPE PET




Plasticpay could recycle beauty product packaging.

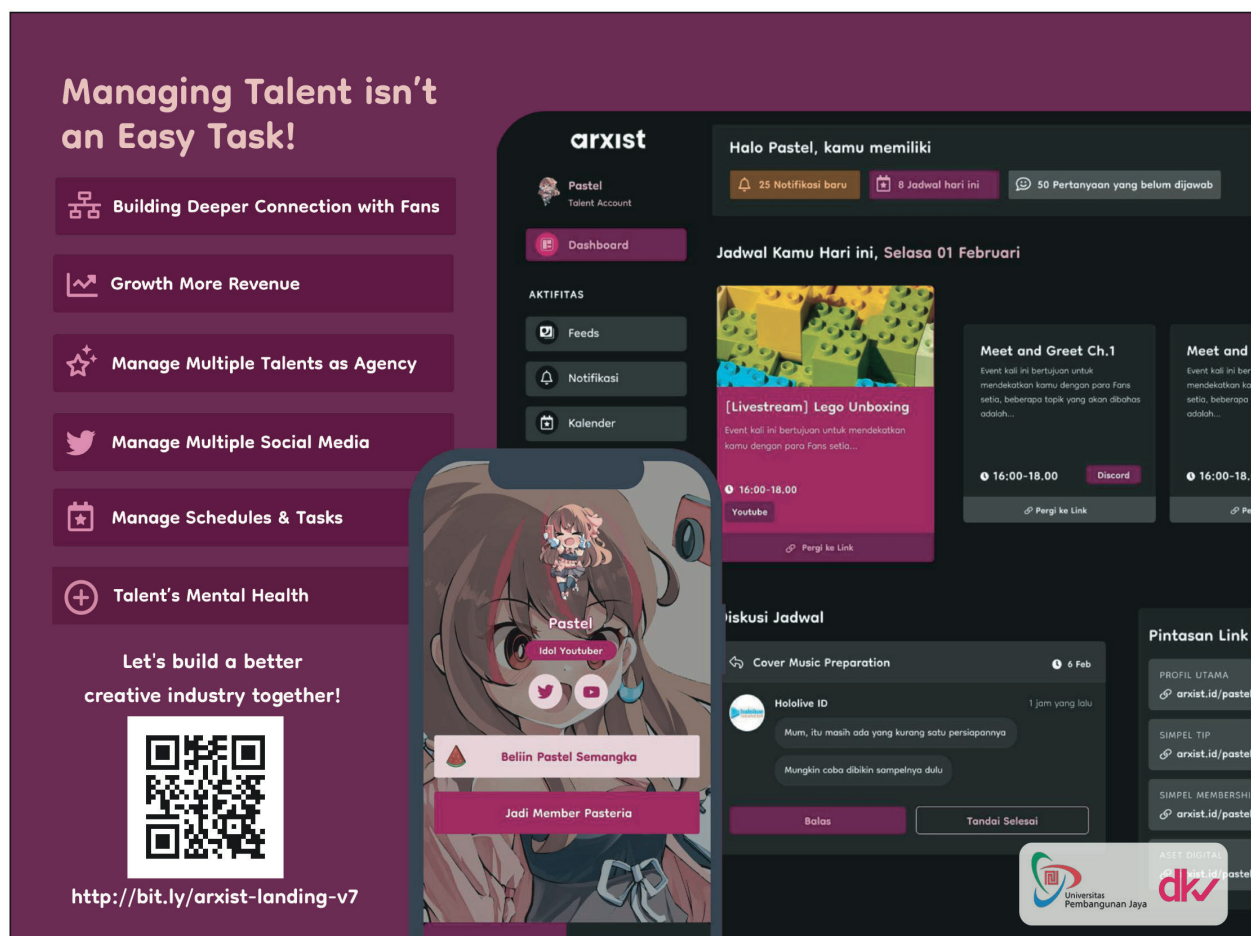
Redeem Point > E-Wallet

CARE NOW FOR THE BETTER FUTURE

Program Studi Ilmu Komunikasi



<p>arxist</p> <p>Social Talent Management Platform</p> <p>Arxist is a SaaS and One stop solution for agencies & Talents to manage daily Activity, Monetization and gather Fans. Arxist Is a Team based project.</p>	<p></p> <p>Challenge Base Learning Is a Methodology to Learn and solving Problems at the same time.</p> <p>Objective To Connect Creative talents with their fans Locally and Internationally.</p>	<p> Coming Soon to the App Store</p> <p> Coming Soon to the Google Play</p> <p>Arxist is a Multiplatform, currently only in Web, but Mobile Apps in development. As SaaS, User can easily access Arxist in anywhere and anytime.</p>	<p>Design Process</p> <p>Big Idea : Creative Agencies</p> <p>Challenge : How to manage Talent more Easily?</p> <p>Market Research & Validation : Talk to Big Agency like Hololive</p>
---	--	---	---





DEGREE SHOWCASE

Name : Melyana Tasya R. Y.
University : University Sebelas
Maret (UNS)

Department : Interior Design
Project Title : Interior Design of
Jepara Co-Working
Space

Background

In the small district of Jepara, Central Java, Indonesia there is no co-working space facility even though the potential is very large along with the rise of freelancers and remote jobs in various fields and the existence of the UNISNU campus in the city center. Not everyone has adequate facilities to work or study at home. The lack of facilities and infrastructure, such as less ergonomic work desks and chairs, low internet connections, and an unsupportive work atmosphere are some of the problem. Based on the google form filled by 54 respondents from Jepara, 32 respondents choose café as an alternative place to work and do their assignments. However, the facilities in the cafe are certainly not the right solution.

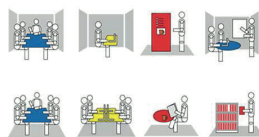
Methodology

Telesis is an understanding of the function that changes the design from something personal to something more communal. Telesis is a design function that seeks to accommodate the social and cultural dimensions in which the design is needed and used (Papanek, 1984). From that design element as the main idea, here are the design steps :

1. **Site Analysis** : location, natural physical features, climate, man-made feature, sensory, human & cultural.
2. **User Analysis** : spread google form to 54 respondents from Jepara to understand user need.
3. **Programming** : zoning, grouping, space organization, space relations, circulation.
4. **Design Process** : concept, metaphorical idea, moodboard,
5. **Final Design** : technical drawing, 3D design.

Purpose

The purpose of this design is to create a co-working space that can facilitate its users in working, studying, gathering, and exchanging ideas and thoughts. The interior design of the co-working space is expected to be suitable for users of productive age, from junior high, high school, to workers and in all social circles with a unique design and characteristic, comfortable, and has adequate facilities.



Design Concept

The coastal-tropical concept is chosen because the location of the co-working space in the city of Jepara is identical to beach and sea tourism so that the coastal concept is considered to be suitable. The coastal design is characterized by the use of a blend of white and light blue. In addition, the tropical concept was chosen because of Indonesia's tropical climate and customize from the user analysis result asking for green plants.

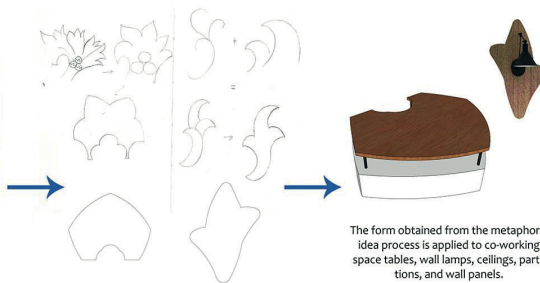


Design

Metaphoric Idea

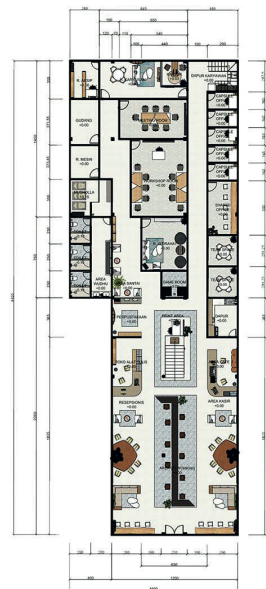


Combining two characteristics of the city of Jepara, namely the art of carving and beach waves. Typical Japanese carving motifs inspired by plants represent the tropical concept, while the ocean waves represent the coastal concept

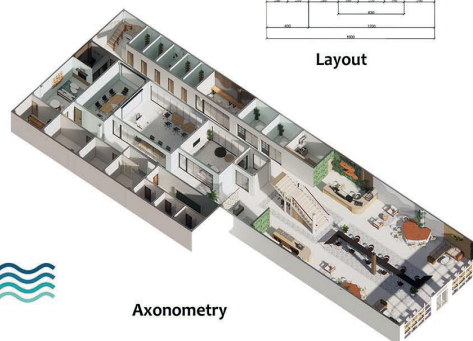


The form obtained from the metaphoric idea process is applied to co-working space tables, wall lamps, ceilings, partitions, and wall panels.

Perspective



Layout



Axonometry



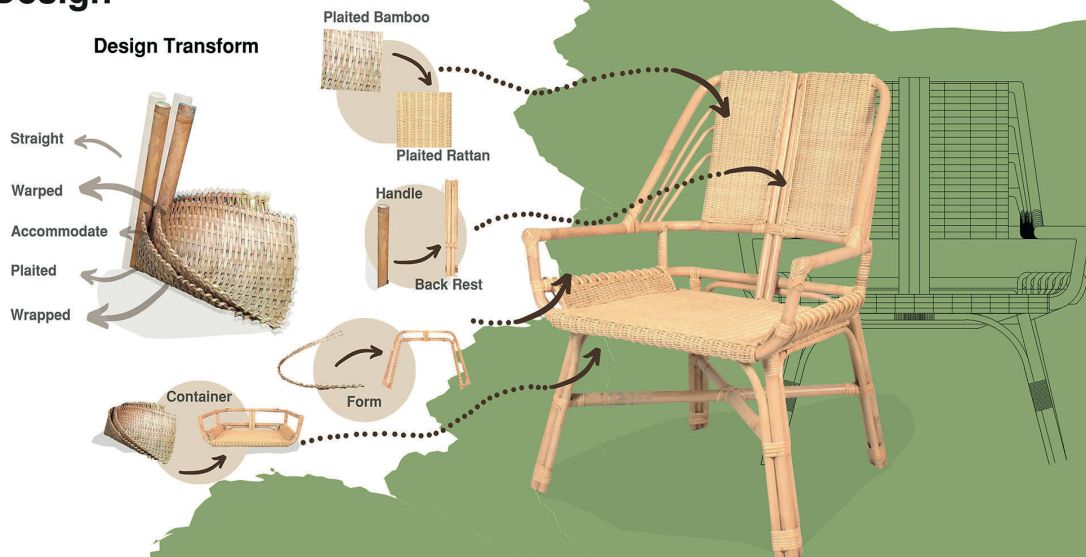
DEGREE SHOWCASE

Name :
Nadia Siti Khadijah
University :
Universitas Sebelas Maret

Department :
Interior Design
Project Title :
Morphological Aspect Analysis
of the Ekrak artifact and
Implementing it into a Sitting
Facilities

Introduction	Methodology	Purpose	Design Concept
Ekrak chair is the result of transformation ekrak form into a lounge chair. Inspired by one of the traditional artifacts, ekrak. ekrak is a traditional basket for picking up trash, made of bamboo in a curved shape. Ekrak is implemented as a sitting chair which elevates the morphology of bamboo ekrak itself.	<p>The project is the result of the ekrak morphological study, in basic form ekrak can be adapted into an ergonomic chair. from ekrak's form as a container is repurposed into a chair as a body container to sit.</p> <p>To achieve my goal, I made observations of what kind of ergonomically comfortable chair with the selection of sustainable materials, rattan.</p>	<p>The main purpose of my project is how ekrak as traditional Indonesian artifact can be implemented neatly as a comfortable lounge chair to release fatigue after the activities that the reference is ekrak bamboo itself.</p> <p>The purpose is to introduce one of the traditional Indonesian artifacts, ekrak. The ekrak shape transform into a chair.</p>	The design concept is ekrak morphology transformation, sustainable chair with traditional modern concept that looks sturdy gives a luxury impression.

Design



Sustainable Material

Rattan

Dimensions (LxWxH)
86 cm x 76,2 cm x 90 cm

VIEW





DEGREE SHOWCASE

Name :
Nanda Kirana Citagami

University :
Universitas Sebelas Maret

Department :
Interior Design

Project Title :
Design of Agricultural Community
Communal Solutions to the
Problem of Drying Grain

BACKGROUND

As the 4th largest rice-producing country in the world, each farmer in Indonesia has their private land for processing rice from drying to becoming white rice. Farmers who still traditionally dry grain and have limited land are a national problem. The urgency of the solution for drying land and joint rice processing is very much needed.

METHODOLOGY

The site taken as a case study is Peni Village in Boyolali, Central Java. There are two approaches: through village officials and communal residents. The approach was chosen and that was done through communal residents by observing, interviewing, documenting, and orienting the problems (Participatory Learning and Action-PLA).

MEDIA PLANNING

- The purpose is to help the community to build their communal solutions independently.
- Implementation training or workshops on making acoustic panels from paddy straws to farmers.

DESIGN CONCEPT

Gotong royong

Mutual cooperation on an applicable and simple design with obtainable materials around the community.



DESIGN

Through the PLA method, three problems were mapped and given solutions:

- No proper place for drying grain for the villagers to use together as an accessible inventory. Grain drying on the highway disrupts vehicle circulation and causes damage to the grain.



Solution:
Communal drying space and joint rice processing place.

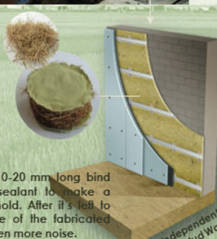
200 m² of land can hold 2 tons of grain.

- The design of an existing barn building still falls short of the feasibility standard: exposed walls without any soundproof material in the machinery area that caused noise and disturbance.



Solution:
Sound dampening materials out of waste commodity that can be reused: paddy straws.

Method:
Dried paddy straws cut into 10-20 mm long bind together with polyurethane sealant to make a compact structure inside a mold. After it's left to dry, add cloths on each side of the fabricated sound-absorber to help dampen more noise.

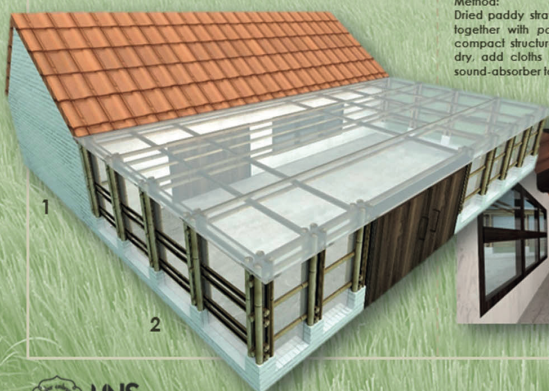
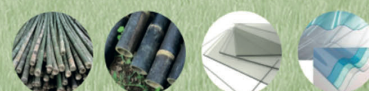


- Since most farmers still traditionally dry grain with sun exposure, there is no protection to ward off getting wet from the rain. If it's delayed because of the rain for more than 3 days, the grain can be damaged.



Solution:
Transparent roofing by using polycarbonate sheets and eco-construction material.

Materials:
Construction - giant bamboo, Java black bamboo, or string bamboo
Roofing - solid polycarbonate sheets



1. Rice-processing machinery place



2. Grain-drying place



DEGREE SHOWCASE

Name : Salwa Aulya Az-Zahra
University : Sebelas Maret University

Department : Interior Design
Project Title : Tawa Chair- Furniture Design

Introduction

Resurfacing Indonesia's buried Sundanese local culture in harvesting seasons, this furniture product was inspired by a local musical instrument known as Tarawangsa or translated as "the life story of the sun nation".



Tarawangsa is an ensemble of cordophones of two musical instrument, always performed in the cycle of rice cultivation, which in traditional agrarian society is always identified with the figure of Nyai Sri Pohaci (Dewi Sri) as the Sundanese goddess of rice.

Creating a furniture with the concept of reviving one of Indonesia's local culture, the music playing of Tarawangsa, as a way to inspire locals to embrace and globalise their cultures and traditions as Indonesians even in this modern era.

Methodology

In objectifying this design, several steps were undergone as follows:

1. **Analysing and understanding local small business enterprise** for prototyping (understanding its identity, design character, market, issues analysis, methods of production).
2. **Target User Research** (SWOT analysis, user research, survey and documentations, seating position analysis, ergonomic aspect.)
3. **Design Process** (design style, inspiration, referencing, to visual storming and technical drawings)
4. **Production Process** (Briefing with production place, thorough controlling of production from briefing to finish)
5. **Final Furniture Product**

Purpose

Purposes in creating this project are as follows:

Potential Cultural Potential
The small business enterprise chosen was familiar with creating furnitures for various enterprises including hotels, offices, and homes, where most of the design is obtained through popular sources in the internet, or customer custom orders lacking in distinctive regional cultural design. Through the network established, the small business can be a place to develop the culture of the Bandung area to the surrounding community, with a distinctive cultural design that is made more modern and attractive to all circles of society.

Function

This chair is intended as a functional artpiece to be used as a seating in a cafe, other public places or even at home to accentuate a room.

Design Process & Concept

The design process of this product consists of:

1. **Understanding design style** of the small business enterprise as well as other designers' furniture
2. **Searching for inspiration**, creating an imageboard and referencing
3. **Analyzing selected inspiration source**
4. **Creating visual storming and developing selected sketch proposals**
5. **Final sketching**
6. **Technical Drawing**

Resulting in a reconstruction of the musical instrument into an abstract modernized functional furniture that combines lines and curves to form a dynamic design, with local materials, creative craftsmanship, and warm colors representing the musical instrument's background as another workplace.

Design

Product Reference/ Inspiration:

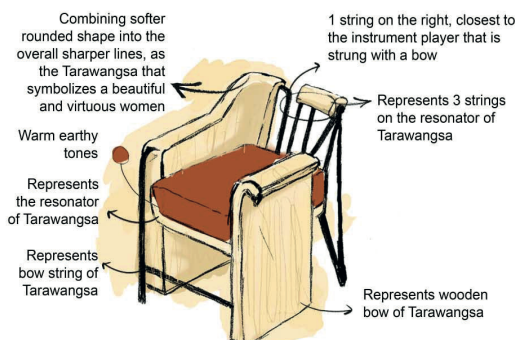


Tarawangsa is a musical instrument that consists of a wooden resonator attached to a long wooden neck with 2-3 iron or steel string.

When played, two methods of playing the instrument is combined, the string closest to the player on the right is strung with a bow, while the left ones are plucked with the pointer finger of the left hand. Philosophically, it symbolizes the balance in life, men-women, good-evil, long-short life.

The form of Tarawangsa is symbolized as the description of a beautiful and virtuous women, each of its part resembling a women's body.

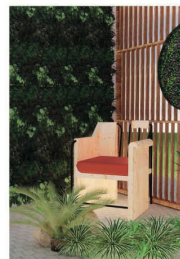
Rough Sketch:



3D View:



Perspective:



Final Product:



Product Details:

Materials:



- TeakWood, Natural Melamic Semi-Doff Finish
- Iron Pipe 16mm, Black glossy metal paint finish
- Cushion Foam
- Velvet Fabric, Terracota

Dimensions (LxWxH):
58x71.5x78.9



DEGREE SHOWCASE

Muhammad Aidil Amin
 Name : Bin Mohd Yusoff Department : Architecture
 University : Universiti Teknologi MARA (UiTM) Perak Project Title : Design a 'Hobbyist Concept Hub' at Kinta River, Perak

Introduction / Background

The project is to design a "Hobbyist Concept Hub: MAKE IT GAMI" at Sungai Kinta, Ipoh, Perak. This building will be as a Hobbyist Concept Hub that place offeri connection among the people without thinking of regardless age with the same interest, the curious and the nature. This building also a place for gathering, leisure and sharing knowledges.

The selected hobby that I choose for this project is **Origami**. Origami is the art of paper folding. It helps to develop hand-eye coordination, fine motor skills and mental concentration.

Objective / Methodology

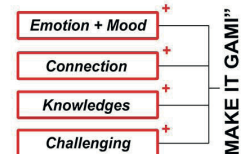


Media Planning / Design Purpose

1. The design purpose is to encourage people to participate and fill their free time with hobby activities at concept hub/ center hub.
2. Enhance and increase social activities at Sungai Kinta Waterfront into focal point or meeting place to avoid negative activities.

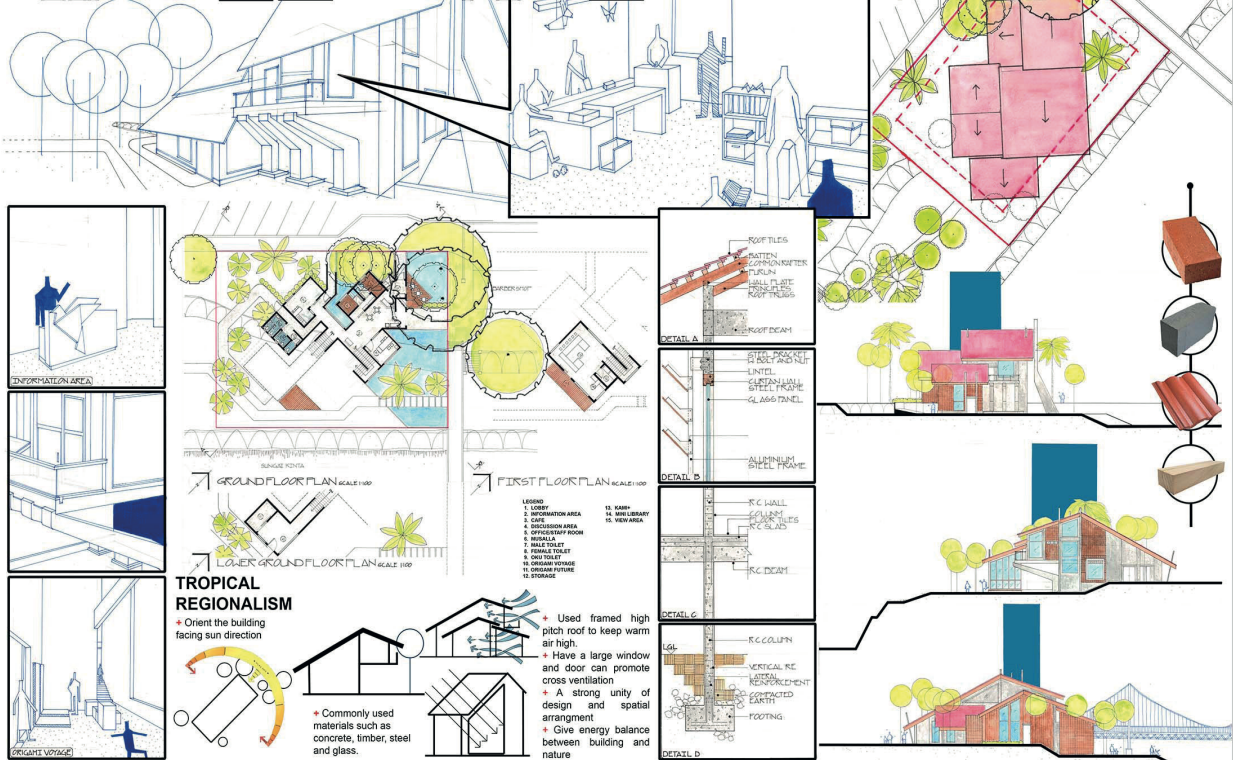
Design Process / Design Concept

"The Interface of Funtionalism Sequence" is the concept that to encounters between places and focusing on the function of spaces allow work to take over continue perion of time. An addition, to integration between the social hub and nature respond together to create their thought and feeling



Design

MAKE IT GAMI





DEGREE SHOWCASE

Name : Ammar Mustaqim Bin Zuhadi
University : UiTM Seri Iskandar
Perak

Department : Graphic Department
Project Title : Long Chan Soda
Beverage

Introduction/ Background

This Product Beverage was made in Malacca. In time, Long Chan Soda slowly being submerged by other famous brand and become the least choice among the locals as the product did not gone through much of changes to match the current trend. The main problem with Long Chan Soda is with its Brand Visibility and Awareness of the product and other several notable issues such as outdated design, no advertisement and no Halal certifications which further make this product unconvincing for the consumers. A new approach was taken to reintroduce this product into the local market by making several changes and use proper media strategy to advertise this product beverages.

Objective/ Methodology

Objective

The main Objective of this Project is to reintroduce the Long Chan Soda Product Beverage to be on par with other famous brand in the market and have strong brand connection among the locals.

Methodology

The method use in this project are based on case study method and content analysis of the related research for the project involving Brand Awareness or Visibility, Cultural Value, Promotional Value and Consumer Engagement.

Media Planning / Purpose

Media Planning

The media planning for the product involve the promotional value for the product using several medium such as:

- Television Segment
- Cinema Segment
- Digital Media
- OOH Media Landscape.

Purpose

The purpose of media planning as mentioned use to further create more brand visibility throughout the local community and create confidence in buying the products.

Design Process / Design Concept

Design Process and Concept

The design process was made by conducting research with several case study and visual elements to justify the strategy and designs use in the making of a new brand identity for the product using vintage and Malacca Culture as main element of designs.

The main concept of art direction this project are as follow:

- Vintage Concept
- Malacca Culture
- Target Audiences Teenagers or Young Adult (13-26)

Design

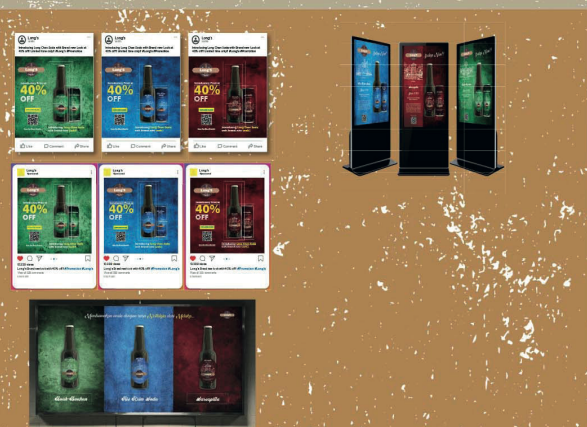
Product

The rebranding of the Long Chan Soda Logo and Product into brand new look. Different approach was used by implementing the design on a Tin Can Packaging. The design uses grunge element and the visual is based on Historical place in Malacca.



Poster

The 3 series poster consist of 3 different flavours of the brand product. Which is Buah-Buahan, Aiskrim Soda and Sarsapilla.



Media Planning

Include Television Segement, Cinema Segment, Digital Media adn OOH Media Landscape to promote the product. This involve in the usage of social media, billboard, digital display and etc medium that are suitable for the product promotion.



Point of Purchase

The implementation of the design into display using the moodboard of the brand. Using Shelving and Freezer to organize the product and make it look interesting to the target audience.

TVC

A short TVC of a Long Chan Soda Product commercial showing few elements of Malay culture which is Silat and advertise the product in a comedic method. The duration of the commercial is below 1 minute and will be premier on Youtube and Cinema Segment.



DEGREE SHOWCASE

Name : BATRISYIA BINTI ZULKEFLY
University : UTM SERI ISKANDAR

Department : GRAPHIC DEPARTMENT
Project Title : PLANTVIBE

Introduction / Background

Plantvibe is an urban plant shop for urban plant lovers. Specialise in local and imported succulents as well as indoor house plants. As urbanites, we need to encourage people to bring more plants home or to their office environment as it is proven that being around plants makes people happier and healthier lifestyle.

Objective

The objective of this brand is to give consumers a healthy lifestyle. And to promote an indoor plants more to consumers, this indoor plants also give consumers a stress relief or therapy.

Methodology

The methodology used as to aware the consumers by buying indoor plants will give them a healthy lifestyle and others through this brand.

Media Planning

Media planning is to identify the combination of media outlets of marketing a product, service or brand. As for this brand the suitable media are social media, indoor ads and outdoor ads.

Purpose

The purpose is to make this brand well known.

Design Process / Design Concept

The design process are by researching the issue on the brand, solution for the issue, then create a new solution for improvements and give the final creation for the consumers to test run.

Design

LOGO COLOR CODE :

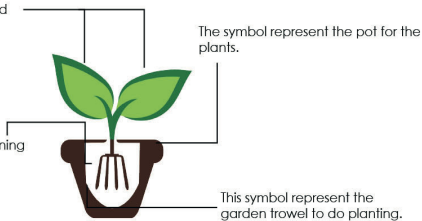
96d816 297700 512a1e

TYPOGRAPHY

Font name : **Retroica**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Font name : **Florescesans**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The leaf symbol represent for this brand. As to buy this product and have a healthy lifestyle.

This symbol represent the gardening fork to do planting.



PLANTVIBE

This is the name brand, Plantvibe is to give a vibe to the consumer about the plants around us is important for our life. And give a healthy lifestyle vibe with this brand.

PACKAGING SET



Teenager box set



Adult box set

NEW PACKAGING



HOLDER PLANTS PACKAGING



APPS DESIGN





DEGREE SHOWCASE

Name : Che Wan NurShazlyn
Bt Che Wan Shufian
University : UITM Seri Iskandar

Department : Graphic Department
Project Title : LET'S BREAKFAST
(Breakfast Campaign Awareness)

Introduction / Background

Let's Breakfast is awareness campaign about important of taking breakfast for student daily life. This campaign is organized by uitm in collaboration with product munchy's oat crunch. The campaign focuses on university students. This is because some research have found that most students do not eat breakfast before starting their day. Breakfast can have a positive effect on students' learning and health.

Objective/ Methodology

The main objective of my project is to make university students aware of the importance of breakfast to their mental and physical health.

To achieve the objective of the study on the problem of breakfast consumption among university students (Uitm seri iskandar), to give awareness and concern of the university with munchy's products about this problem.

Media Planning / Purpose

The media planning for this project Let's Breakfast (Breakfast Campaign Awareness) is promoting through a social media (Instagram), standee, Poster, Booth and billboard (Advertising).

The main purpose of choosing this media planning is to caught the audience attention and to spread awareness from this campaign.

Design Process / Design Concept

The first design process is to identify the target audience and problems related to breakfast.

Second, use colors that are suitable for the breakfast theme and give a positive effect to the audience.

Concept design that is simple, minimalistic and easy for people to understand.



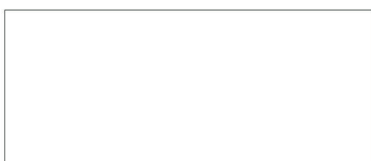
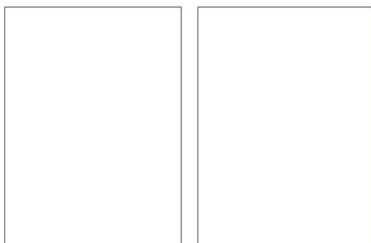
Typography

There are typeface used. It has been used in logo Let's Breakfast.

BRUSHILL (REGULAR)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*()_+

AVENEONZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poster / Banner



Colours

These 3 main colours represent Let's Breakfast (Campaign Awareness). The color used in the production of this design is a color related to the mood of eating. The color yellow is intended to have a positive influence to increase appetite. This color also has its own charm and gives an impression of cheerfulness and enthusiasm. The orange color gives a taste that can open the appetite. While the color red means to give affirmation according to the meaning of awareness.



Standee

Booths



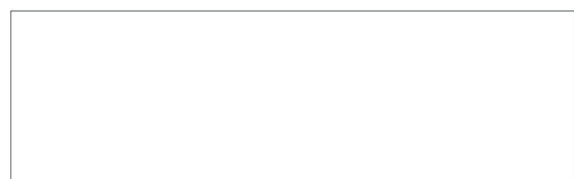
App Design



Merchandise



Social Media Post (Instagram)





DEGREE SHOWCASE

Name : Muhammad Adam Afkar Bin Che Mohd Zukri Department : Graphic Department
University : UiTM Seri Iskandar Project Title : MCash E-Wallet

Introduction / Background

MCash is a secure and interactive mobile e-wallet powered by MRuncit Commerce Sdn Bhd, a Bank Negara Malaysia licensed electronic money issuer. Today, MCash is a digital wallet service provider with more than 200,000 community members and have features like topup, bill payment, KKMart, entertainment and foods in MCash app.

Objective/ Methodology

The objective of my project is to promote MCash e-wallet to be used by consumers in Malaysia. This will focus on brand identity to make sure Malaysians know this e-wallet. More advertising to keep MCash be consistently use this e-wallet.

To achieve the objective of the study, MCash will have collaboration with KKMart, a convenience store using business to business strategy. This will have benefit from KKMart and MCash.

Media Planning / Purpose

The media planning for this project is promoting through KKMart Store Promo, Instagram, Facebook and Tiktok advertising, poster advertising, stand for QR Code, glass window sticker, wobblers, vertical banner and apps in mobile phone.

The purpose of these media planning is to make MCash e-wallet be the top choice for Malaysians in using e-wallet system.

Design Process / Design Concept

The first design process and concept start with put tagline in the logo to make consumers know about this brand is an e-wallet. Then, MCash will have a character illustration to make consistency of brand identity.

MCash have simple illustration with have line for supporting graphic. Which mean, concept design is simple and illustration. The main colour used is green and white.

Design



Character Identity



Typography

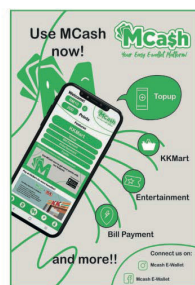
Justley Shine (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910
!@#\$%^

Arial Rounded MT Bold (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910
!@#\$%^

Main Colours



Main Poster



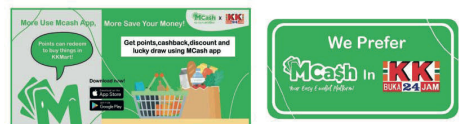
Wobbler



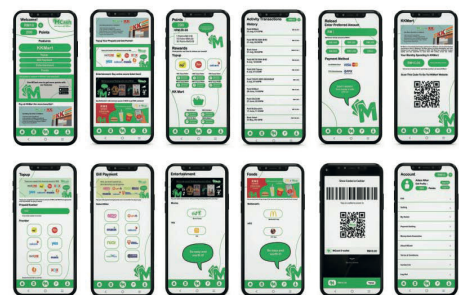
Stand For QR Code



Glass Window Sticker



App Design



Series Poster



Vertical Banner



Instagram



Facebook



Tiktok



TVC KK Mart Store Promo



DEGREE SHOWCASE

Name : Muhammad Asyraf Bin Awanul Anuar
Department : Graphic Department
Project Title : Promotion Min House Camp
University : UiTM Seri Iskandar, Cawangan Perak

<h2>Introduction/ Background</h2> <p>Min house camp is a vacation spot located in Kubang Kerian State of Kelantan. A vacation spot that has a variety of interesting activities to enjoy with family, friends and foreign tourists from the state of Kelantan. Min House Camp is also a center for generating kelulut honey.</p>	<h2>Objective</h2> <p>To analyze the ways and attractions found in Min House Camp to be included in posters, videos and so on that can attract the interest of foreign tourists by using the right promotional methods.</p> <h2>Methodology</h2> <p>To use effective marketing strategies at the same time can save costs in the promotion section to invest in other things.</p>	<h2>Media Planning</h2> <p>Media planning uses selling points found at Min House Camp to promote the holiday center to tourists.</p> <p>Between platform using are Television Insight, ooh(digital screen), mobile marketing, (Youtube, Facebook, Instagram) and social media ADS for Video Promtion below than 15 seconds.</p> <h2>Purpose</h2> <p>An advertisement duration of less than 15 seconds is the most effective to promote something MHC. The reason is that every paid ad has an allotted time of 15 seconds and below through various social media.</p>	<h2>Design Process / Design Concept</h2> <p>To promote Min House Camp to foreign tourists is to use MHC's USP which is Madu Kelulut which can only be found in Min House Camp can be a source of attraction for foreign tourists.</p> <p>By using the poster concept in the form of an infographic, you can tell the audience the benefits of the USP found in MHC by being able to convey knowledge at the same time, which can attract the audience's interest.</p> <p>Using famous influencers from the state of Kelantan who have many followers through social media platforms to promote MHC</p>
--	---	---	--

Main Logo

Color Pallette

Design Poster

Subject Matter (Vector)

Poster Implementation

Facebook

Youtube

Instagram

Digital OOH (Billboard)

Website Design Layout/TVC



DEGREE SHOWCASE

Name : Muhammad Zamer Bin Zulkifli

Department : Graphic Department

University : UiTM Seri Iskandar Perak, Malaysia

Project Title : The Promotion Of Brand Visibility Of Mamee Chef

Introduction / Background

Mamee Chef is a Malaysian Instant Noodle. Mamee Chef's premium instant noodle use a Pull Noodles Technology, to make the noodles firmer and springier. With the addition of tasty ingredients and vegetables, it enhance the irresistible ultimate taste of it.

However there's an issue regarding the Mamee Chef's marketing strategy.

Objective

The main objective for my project is To highlight the Brand Visibility for Mamee Chef. This include on a workplan to advertised the brand especially to the locals as a preferred brand in Malaysia.

Methodology

To achieve the objective, research on the premium food elements such as chefs, spices etc. and media considerations research are made.

Media Planning

The media planning for this project is promoting the brand's advertisement through a television commercial, newspaper insight, indoor and outdoor billboard and Digital internet insight

Purpose

The main purpose of choosing this media planning is to caught the customers attention and the awareness of this brand since Mamee is one of the longest establish company in Malaysia.

Design Process

The first design process is Visualizing the hand-pulled noodle technique by a model, which is a Chef through a demonstration in TVC and Posters.

Secondly, Redesigning the plastic packaging into a box packaging to bring a whole new look to attract the customers

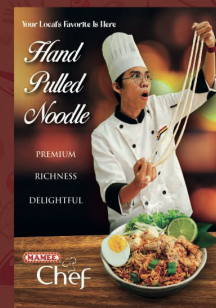
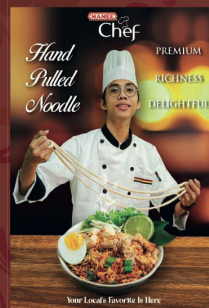
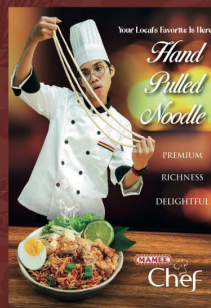
Design Concept

The design concept used in this project are Premium style, aesthetic environment and cinematic style.

Design



3 SERIES POSTER



POINT OF PURCHASE / BOOTH



**TOM YUM
FLAVOUR**

**LONTONG
FLAVOUR**

**LAKSA KARI
FLAVOUR**

TELEVISION COMMERCIAL



DEGREE SHOWCASE

Name : Nik Nazirah Binti Mohd Nazri Department : Graphic Department
University : UiTM Seri Iskandar Project Title : Campaign Anti Drug
State of Kelantan (Pill Kuda)

Introduction / Background

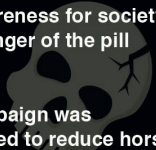
This campaign was created because a case involving a high horse pills in some places too as an implication for effects of horse pills on society.



Objective/ Methodology

Give awareness for society about danger of the pill kuda.

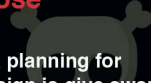
This campaign was established to reduce horse pill cases in the state of Kelantan among the community and to cultivate community awareness values.



Media Planning / Purpose

The media planning for this campaign is give awareness through a television commercial, newspaper insight ,digital internet insight and billboard.

The main purpose of choosing this media planning is to caught the society attention and the awareness of this campaign.

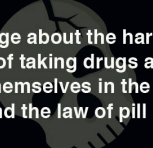


Design Process / Design Concept

The message addresses the dangers of taking drugs and affects those who do not take the horse pill.

The message about the harmful effects of taking drugs and affecting themselves in the long run and the law of pill kuda.

The design concept are destroy,law and simple .



Colour

This is the main colour on the poster campaign relate for the concept destroy,law and simple.



Visual Identity



This is the main visual show the effect about taking pill kuda.

Typography

These is the typography that be use in poster campaign.

BIGNOODLETTITLING OBLIQUE (OBLIQUE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

!@#\$%^&*

Mont (Heavy DEMO,ExtraLight DEMO)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*

0123456789


!@#\$%^&*

Effect Poster




Law Poster






PRESENTS



RESET • REBUILD • RECONNECT



DEGREE SHOWCASE
 Name : Nor Ahsriena Bt. Ahslemy Department : Graphic Department
 University : UiTM Seri Iskandar Project Title : Ahslee Hijab

Introduction / Background	Objective/ Methodology	Media Planning / Purpose	Design Process / Design Concept
<p>Hijab fashion has become one of the contributing products for global Islamic industry. Hijab fashion industry has its opportunity and strength to grow up in Malaysia market because Malaysia is one of the countries that have a major Muslim population. Modern Malay women are people obsessed about following the latest trend in hijab fashion.</p>	<p>The main objective that this brand provide is an ironless hijab to ensure our customers spend minimal time when putting on the hijab and suits for daily look.</p>	<p>To revolutionize and facilitate modest fashion to make shawls more practical and easier to wear.</p>	

SINGLE BOX



TRAVEL BOX



COLLECTION BOX



LANYARD



TAGGING



WISH CARD



DELIVERY BAG



PAPER BAG



UNIFORM



SELFIE BOOTH



MAGNETIC PIN





DEGREE SHOWCASE

Name : Nur Haziqah Binti Abdul Khair Department : Graphic Department
University : UiTM Seri Iskandar Project Title : Love Your Minds
(Mental Health Campaign Awareness)

Introduction / Background

Love Your Minds is a mental health campaign and this campaign for Uitm Seri Iskandar students. This is because students have a high percentage of depression, anxiety and stress. This campaign is to help overcome the problem of depression faced by students.



Objective/ Methodology

The main objective for my project is to reduce the problem of depression among university students.

To achieve the objective research on the problem of depression among university students (UiTM Seri Iskandar), identity depression, colors and media research are made.



Media Planning / Purpose

The media planning for this project Love Your Minds (Mental Health Campaign Awareness) is promoting through a social media (Instagram), website Love Your Minds, standee, Poster, Booths, flyers and billboard (Advertising).

The main purpose of choosing this media planning is to caught the audience attention and to spread awareness from this campaign.



Design Process / Design Concept

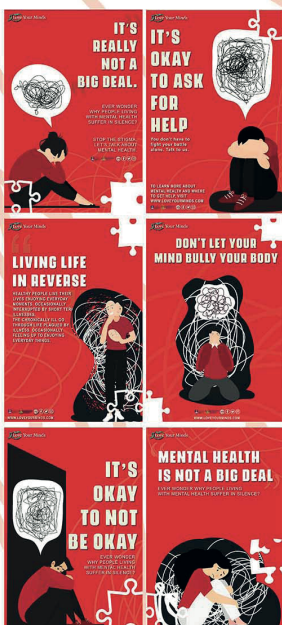
The first design process is to describe the identity of depression by the symptoms of depression experienced by those who suffer.

Secondly, use design elements from the identity to create something new and interesting to attract the attention of the audiences.

The design concept is simple, minimalist and easy to people understand.



Love Your Minds



POSTER DESIGN (MAIN ITEMS)



STANDEE DESIGN

Visual Identity

This concept is based on a person suffering from depression. This depression problem shows the symptoms that occur in a person when they experience this mental health problem.



Colours

These 5 main colours represent Love Your Minds (Mental Health Campaign Awareness). The color purple enhance creativity and spirituality, blues and greens create a calming atmosphere, orange and Yellow can stimulate appetite and red inspires passion, power and energy. Added some positivity and happiness vibes from the of color.



Typography

There are 2 typefaces used. The one use in logo Love Your Minds and other one use in posters

Apple Garamond (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Mind The Caps (Demo Version)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

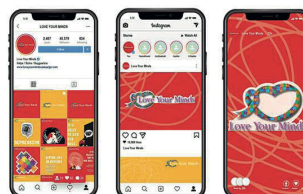
Booths

This Love Your Minds booth is to spread awareness about depression problems faced by students and help them reduce the problem.



Social Media

Social media (instagram) is a strategic space to spread awareness about the problem of depression because lately students have been using Instagram a lot as a platform to find things like events, online books and so on.



Card & QrCode

Card step to reduce Depression & QrCode to scan (Apps)



FRONT

BACK

Billboard (Ads)

Billboard (Advertising) is to spread awareness about the problem of depression to the public.



Merchandise

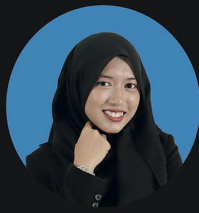
To promote Love Your Minds (Mental Health Campaign Awareness) to audiences.



BUTTON BADGE

TOTE BAG

T-SHIRT



DEGREE SHOWCASE

Name : Nur Ilyana Syuhada
Binti Mohd Nazri
University : UiTM Seri Iskandar

Department : Graphic Department
Project Title : KIDOS TRAVEL KIT
(Kidos Cov-19 Protection Kit)

PURPOSE IDEATION?

Kidos Travel Kit is a new product proposed which may help every parents for their kids to go travel. Thus, this product purpose is to encourage and ease for every kid to be alert to the environment of Covid-19 is a serious illness.



OBJECTIVES

The main objective of this business product is the Covid-19 Protection Kit for kids to go travel.

CASE STUDY

Although we are in endemic phase, but this product is to be perceived as an inspiring and confident brand that provides discipline and responsibility in every kid.

MEDIA PLANNING

To have this product succeed, a letter of approval from KKM is required. For a Smart Marketing Tools (SMT), this product will be collaborate with animation Malaysia which is Boboiboy.



DESIGN CONCEPT

This brand product will be in creative ways which will apply creative chibi styles of character boboiboy so that it will looks more fun, cute and suitable to attract attention every target audience.



PRIMARY LOGO



LOGO TYPE:

Combination Mark

COLOR SPECIFICATION:



FONT SPECIFICATION:

Riffic Free Medium Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Futura Bold Condensed BT ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



SYMBOLISM:

The subject matter for the logo is illustration vector of corona virus that wear mask. It represent for the brand product that is focus for covid-19 protection kit. The subject matter of clouds and the movement of aeroplane in this logo represent travelling outdoor.

CHARACTER DEVELOPMENT



PRODUCTS:





DEGREE SHOWCASE

Name : Nur Khairunnisa Binti
Mohammad Jamil
University : UiTM Seri Iskandar

Department : Graphic Department
Project Title : Maryam Bayam

Introduction / Background

Maryam Bayam is a local brand from Malaysia. The brand produces accessories such as headbands, earrings, mask and scrunchies. The uniqueness of this product is made from Malaysia's Batik. Malaysia chooses Batik as one of the recognised art forms with cultural and lifestyle influences. In order to keep this handcraft relevant, Maryam Bayam has further improved batik by creating accessories.

Objective

By sporting Maryam Bayam accessories, teenagers and foreigners can learn more about Malaysian batik.

Methodology

The qualitative research method will be used to collect data where data analysis will be conducted to collect relevant data for the study. Using the data collected for deductive framework, the aim is to create brand identity towards Maryam Bayam packaging design.

Media Planning / Purpose

The media planning used for promotion is posters on billboards and booths on the day of Malaysia Batik Day Event.

Additionally, this brand conducted a contest where participants had to finish the mini games at the booth. Participants must download the app in order to make it easier to complete these games.

Design Process / Design Concept

The chosen concept is elegant and conventional. The components must be associated with batik. Teenagers are the primary audience, thus the design must be appealing, inclusive, and enjoyable.

In addition, a straightforward batik design must be used so that the purchaser will remember the brand identity of Maryam Bayam brand.



MARYAM BAYAM

Logo Type

Combination Mark

Colour

Using 2 colour palettes as corporate colours.



Supergraphics

Element Batik



Primary Typeface

Walkerster
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
MARYAM BAYAM



Stunchie Packaging



Special Packaging



Paperbag Packaging



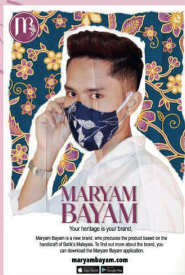
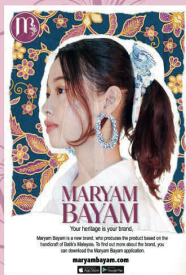
Mask Packaging



Lanyard



Earring Packaging



3 Ads Poster



App Interface Design



Booth



DEGREE SHOWCASE

Name : Nur Zal Batrisyia Binti Zulkifli
University : UiTM Seri Iskandar

Department : Graphic Department
Project Title : Big Bad Wolf for kids

INTRODUCTION

Big Bad Wolf Books (The Big Bad Wolf Book Sale or BBW Books) is a Malaysian book fair frequently held in Malaysia, Indonesia, Myanmar, Pakistan, the Philippines, Sri Lanka, Taiwan, Thailand and the United Arab Emirates. The books were majorly taken from the stocks of BookXcess, a book store dealing in excess or remaindered books from international distributors. The Sale was the brainchild of BookXcess founders Andrew Yap and Jacqueline Ng. It was first held on 13–18 May 2009 for 5 days at Dataran Hamodal, Petaling Jaya.

OBJECTIVE

- Encourage kids to reading books.
- To train their minds to get a knowledge and helps them expand their horizons as they learn more about people and the world.
- To encourage the kids and to get close to surrounding with knowledge and reading become the effective

PROBLEM STATEMENT

Nowadays kids usually read the storybook in ipad, smart-phone or televisyen. Since pandemic smartphone will be one of fast information that caught attention every range of age. The percentage of people read books is very low. The problem is how to attract kids to get interest of reading book. Reading book is more effective because using smart-phone will get distracting with ads and so on. It will be more easy to read if using books.

TARGET AUDIENCE

General - Kids
For kids, exposing to something new and learn new things to get better in future. Focusing on kids, because they have strong mind and their mind very fresh. It is a good start for kids. Their parent also will give a very best attention to their kids especially in education.

OPTION LOGO



FINAL LOGO



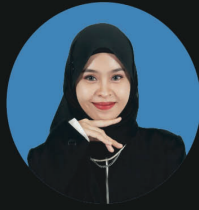
BIG BAD WOLF
The Jungle Book

CORPORATE ITEMS



PACKAGING





DEGREE SHOWCASE

Name : Siti Farina Maisarah
binti Mohd Faiza

Department : Graphic Department

University : UiTM Seri Iskandar

Project title : Zoo Taiping Night
Safari

Introduction / Background

The Zoo Taiping & Night Safari is the oldest zoological park located in Taiping, Perak, Malaysia. The most interesting part is that they have a night safari.

However, there are issues regarding its marketing of the Night Safari when it is an attraction there. The lack of interactive and fun media on the subject makes people think about what is interesting when visiting a night safari at Taiping Zoo.

Objective / Methodology

The objective is to promote the Zoo Taiping & Night Safari. So we created a sub-branding called Zoo Taiping Night Safari, which mainly highlights the zoo at night. With a nighttime zoo concept like neon, which is "Glow in the Night," it will attract more people to visit this unique strategy.

Media Planning / Purpose

The media planning is appropriate for indoors and outdoors since it will be promoted at the MATA Fair event, which is located in the city of Kuala Lumpur (PWTC). Also, on digital platforms such as Instagram and Facebook.

The purpose is to draw public attention to this upcoming event. This will be exhibited at the biggest event at MATA Fair for 3 days on September 2-4, 2022, under Tourism Perak. MATA Fair® is a travel consumer fair where the exhibitors are MATA members of travel agents, tour operators, hotels, airlines, attractions, theme parks, and other tourism suppliers, selling directly to consumers.

Design Process / Design Concept



The design concept is neon, or glow in the dark. The reason neon colours were chosen is because they have bright, vivid, and loud colours that glow in the dark, making them suitable and attractive for night safari.



Design



Logo

TYPOGRAPHY

Beach Day

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()_+~

HP Simplified

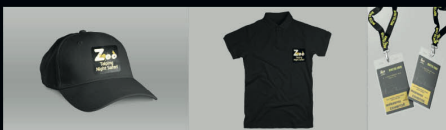
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#\$%^&*()_+~

BOOTH

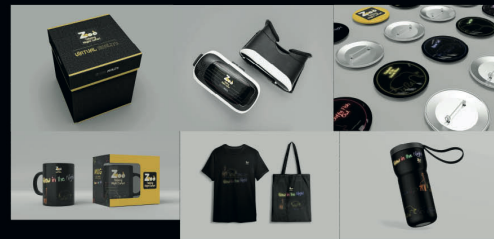


Glow in the Night

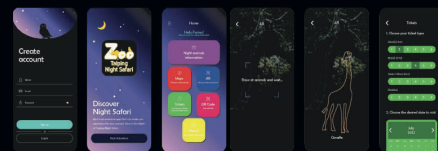
STAFF'S UNIFORM AT THE BOOTH



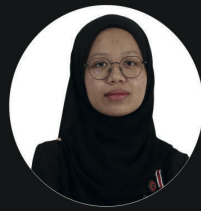
MERCHANDISE



APPS



SOCIAL MEDIA & POSTER



DEGREE SHOWCASE

Name : Nur Ayuni binti Sa'ari Department : Graphic Design
University : UiTM Seri Iskandar Project Title : Kempen Fitnah
Internet

INTRODUCTION / BACKGROUND

With today's technological era, slandering over the internet is becoming more common in Malaysia. Even though there are campaign about this issue but people still not taking it seriously. For this campaign the main issue is that it has created confusion in media social users because of the #FITNET, that sounds more fitting for an online fitness. Besides, before it was launched Malaysian government has introduced an anti-fake news bill in parliament. As a result, many people believe that it is the same as the new law that the government enacting. The key visuals also did not fully depict the Malaysian context.

OBJECTIVE / METHODOLOGY

Objective
To relaunch the campaign with the new approach and to educate the public about the dangers of spreading news.

Methodology
Throughout the study, the researcher got a new approach to reintroduce this campaign by covering all of Malaysia's major religions that includes Islam, Christian, Hindu and Buddha to avoid sensitive issues amongst Malaysians due to the fact that we lived in different races.

MEDIA PLANNING / PURPOSE

In order to reach the audience and raise campaign awareness the media planning includes:

- Television
- Newspaper
- Radio
- OOH/DOOH
- Digital Media

DESIGN PROCESS / DESIGN CONCEPT

Design Process
The researcher had conduct various case studies on the same campaign during the study in order to identify a new strategy or approach that might be implemented. As a result, the researcher came up with the idea of embracing religions to convey the message of the campaign. The researcher analyzed Malaysia's four major religions.

Design Concept
The researcher used the protagonists of each religion as key visuals to illustrate the evilness of slandering.

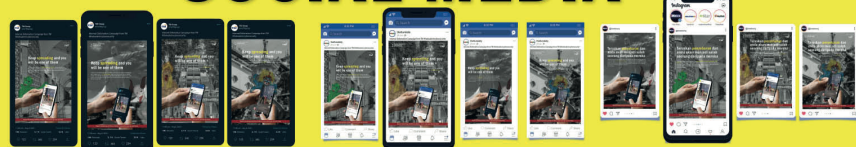
DESIGN



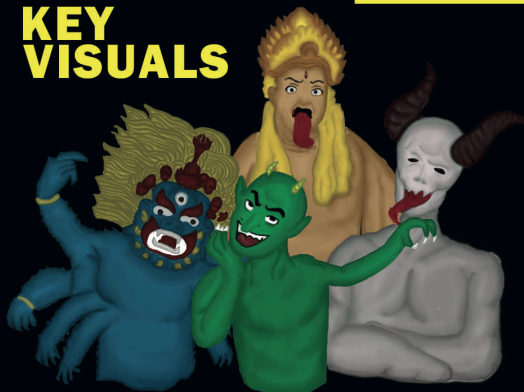
POSTER SERIES



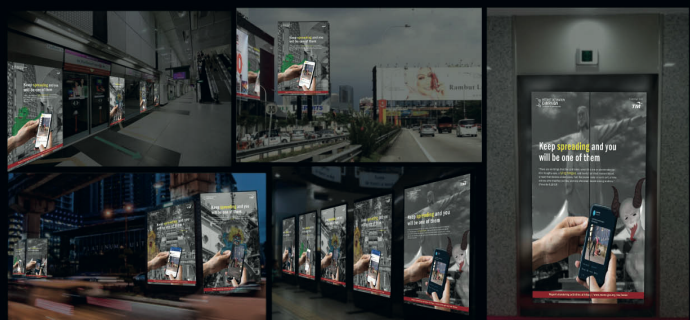
SOCIAL MEDIA



KEY VISUALS



POSTER PLACEMENT





DEGREE SHOWCASE

Name : Nuramanina A'liah Binti
Norhisham
University : UTM Seri Iskandar

Department : Graphic Department
Project Title : Webcomic:
The Legendary Of Gunung
Mesah

Introduction / Background

Mei, who is a hardworking person until her boss forcing her to take the day off with her friend, Jai. Jai have a best friend named Afiq. He gonna guide them to the hiking place at Gunung Mesah, Gopeng.

While in their adventure journey, they found a lady that's have been gone for centuries in a magical realm, the lady is Mesah, the one her named to the mountain that she have been lost into.

Objective

To make this as web comic travel guide and at the same making people learn about origin story of Gunung Mesah in Gopeng Perak.

Methodology

Using the 4 main elements in a comic : image style, words and word containers, word-image relationships, undrawn inferences, and layout.

Media Planning

The media planning for this project will be in Webtoon and other social media like Facebook, Instagram and Twitter.

For the video, it will be on youtube and Tiktok.

Purpose

To make it more interesting for the teenagers to read with learning of a new friendship forming and show adventurous attractions that already have in Gopeng. With interesting fiction story.

Design Process / Design Concept

Using the main character Mesah and the attractions in Gopeng to start the design process to make the webcomic.

including the new characters as support character in the stories to make it more interesting.

Design

THE LEGENDARY OF
GUNUNG MESAH
HIKAYAT
GUNUNG MESAH

font

Longdon Decorative

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Colour



Characters



Poster Series



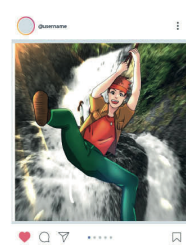
Media Planning



Webcomic



Facebook



Instagram



DEGREE SHOWCASE

Name : Adibah Hamizah bt Rosli Department : Multimedia Creative
University : Universiti Sultan Project Title : Secercah Kehidupan
Azlan Shah (USAS) Di Balik Debu Arang

Introduction

Charcoal production in Malaysia is one of the largest productions to generate community's economy and can be marketed to International market. The charcoal factory in Kuala Sepetang is one of the largest factory in Malaysia and still uses one hundred percent of human labor. This documentary shows how the daily life of the workers of charcoal factory and also the process of making charcoal especially in Kuala Sepetang.

Objective

- : To produced a documentary that featured a life story of workers at the Kuala Sepetang Charcoal Factory.
- : To reveal to the public, that there are factory that still make full use of human labor.
- : To ensure that the community is now aware of the coal production process.

Problem Statement

The general public, especially teenager are unaware of the process of making charcoal that still a very basic process that does not use any high-tech blast furnaces or michenary.

Lack of documentaries that show the story of the daily lives of workers in charcoal factories especially in Kuala Sepetang.

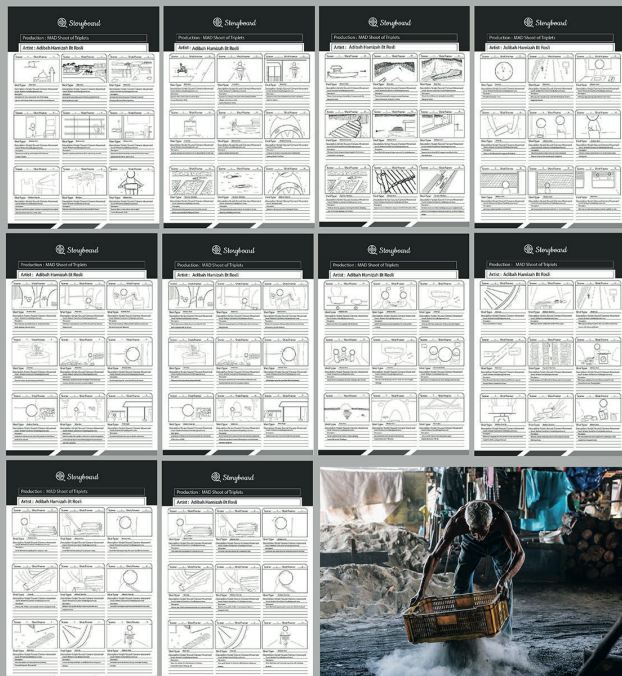
Project Scope

The scope of the study area which is Kuala Sepetang, Taiping because of its strategic location and also this Charcoal factory is the oldest charcoal factory in Malaysia.

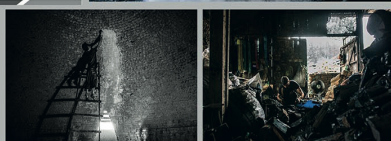
The scope is focus on general public especially young people around the aged of 20 - 60.

This project is also to introduced to the community the importance of charcoal and coal mine in Kuala Spetang. In addition to knows the daily lives of the charcoal factory workers.

STORYBOARD



FOOTAGE/REFERENCE



POSTER





DEGREE SHOWCASE

Name : Anis Ayu Fatimah binti Ahmad Kamil

Department : Multimedia Creative

University : Universiti Sultan Azlan Shah (USAS)

Project Title : Tupperware Packaging

Background

Tupperware is well-known as the kitchen and household products, also it is particularly known for its line of plastic containers for food storage and preparation. In 2008, due to its success in developing the brand's name in China, India, and Indonesia, Tupperware received awards for "Most Favored Brand by Women" and "Company with the Best Corporate Face".

Objective

The main objective is to improve the current brand logo into a modern and natural look.

Methodology

- 01 Analyse
- 02 Ideate
- 03 Design
- 04 Prototype



Media Planning

The new logo and packaging prototypes are made to engage younger generations who prefer modern aesthetics.

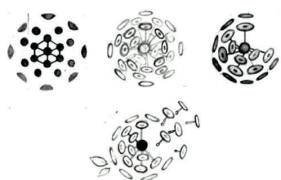
Design Concept

The whole concept is to personalised the characteristic of a dandelion. Dandelion is a symbol of freedom, unity and growth, which can be related to Tupperware Brand.

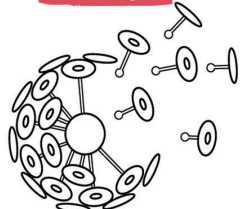
Design Process

Three designs of packaging are made for different purposes of household products. The products are mainly focus on multiple sizes of containers and mugs. Plus, the materials of the packaging are meant to be waterproof. All in all, the main point of the packaging creation is to ease the customers, while at the same time, attract them to purchase the products.

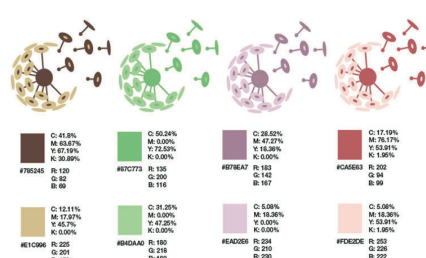
Sketch



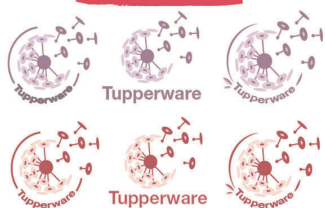
Tracing



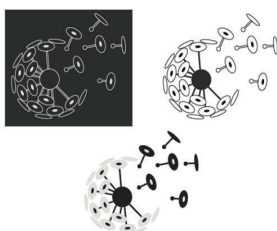
Colour



Logo Variations



Outline



Final Logo



Packaging Layouts





DEGREE SHOWCASE

Name : Mohamad Hafiz Bin Rashid

University : Universiti Sultan Azlan Shah(USAS)

Department : Multimedia Creative

Project Title : Multimedia Interactive Application (MyInfaq)

Introduction / Background

Infaq comes from a word that means producing something (wealth) for something, the amount of voluntary expenditure is not specified and time.

According to Monzer Kahf, the Infaq Institution is one of the main pillars of the system Islamic economy and Islam as a religion / belief and way of life. Literally, Infaq is the Arabic word for expense.

Objective/ Methodology

Provide payment services infaq online through this application.

Make it easy for users to understand functions found in the application this myinfaq.

Users can view and search goods more easily with the presence systematic arrangement.

Problem statement

Poverty rate country increased.

Universal society gets tempias after the Covid-19 epidemic, especially to the community who lost their jobs.

Lack of knowledge and awareness of infaq.

Project Scope

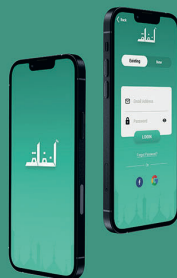
Focusing on target groups involves groups of asnaf who need help in terms of necessities.

This application focuses on the community that aged 18 years and above and able to use the application.

Logo



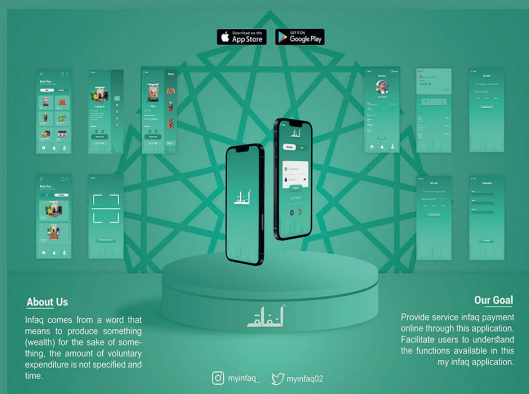
Mockup



Poster



Interface



INDDEx wish to record their grateful thanks to

YBHG. PROF. DR MOHAMAD HARIRI ABDULLAH

Deputy Vice Chancellor
Industry, Community & Alumni Network
Universiti Teknologi MARA, Malaysia

PROF. TS. SR DR MD YUSOF HAMID, PMP, AMP

Exercising the duties of the Rector
Universiti Teknologi MARA , Perak Branch

MOHAMMAD ASHRAFUZZAMAN

CEO, Hamba Games
Dhaka, Bangladesh

DR ANDANG ISKANDAR

Founder / Managing Director
Humanika Creative Design
Cikutra - Bandung , Indonesia

ASSOC. PROF. DR MAHADIR LADISMA @ AWIS

Director Of Community Network Centre,
Office Of Industry, Community And Alumni Network (Ican),
Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia

TUAN MOHD SYUKRI BIN AZAARI AMP.

Yang Dipertua
Perak Tengah District Council

UNIVERSITI TEKNOLOGI MARA PERAK BRANCH COLLEGE OF CREATIVE ARTS UITM PERAK

UITM SHAH ALAM CAMPUS COLLEGE OF CREATIVE ARTS

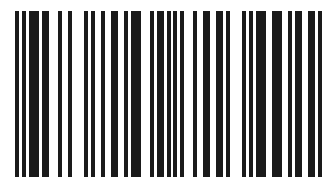
GESTURZ

PRIVATE AND NATIONAL ART GALLERIES

Participating degree students, International & Local Industry
Representatives, media, INDDEx 2022 committee from UiTM Perak, UMK, Quest
University, ISBI Bandung, UPJ, UNS, UMN, Telkom University Indonesia also
individuals involved in this INDDEx 2022



e ISBN 978-629-97134-0-1



9 7 8 6 2 9 9 7 1 3 4 0 1

Supported by :



College of
Creative Art Studies

