



INDDEX

INTERNATIONAL DEGREE DESIGN EXCHANGE

VIRTUAL 2021

UNLIMITED CREATIVITY
TOWARDS THE NEW PARADIGM

E-BOOK

INTERNATIONAL DEGREE DESIGN EXCHANGE (INDEX)

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TABLE OF CONTENT



INTRODUCTION

SPEECH BY RECTOR, UNIVERSITI TEKNOLOGI MARA PERAK BRANCH, MALAYSIA

SPEECH BY RECTOR, UNIVERSITAS PEMBANGUNAN JAYA, INDONESIA

SPEECH BY HEAD, CENTER OF STUDES FACULTY OF ART & DESIGN
UNIVERSITI TEKNOLOGI MARA, PERAK BRANCH, MALAYSIA

SPEECH BY AICAD PRESIDENT

INDUSTRY TALK

DEA ARDYA

ARCH. MANSOOR A.K DURRANI

USAMAH ZAID BIN YASIN

SESSION 1	1
SESSION 2	4
SESSION 3	64
SESSION 4	140

INTRODUCTION



SPEECH BY RECTOR UNIVERSITI TEKNOLOGI MARA PERAK BRANCH, MALAYSIA



PROFESSOR SR DR MD YUSOF HAMID

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 180 participants from 4 countries, Malaysia, Indonesia, Pakistan and also Bangladesh in this program.

Ladies and Gentlemen,

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.

Ladies and gentlemen,

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. Unfortunately, for this year INDDEx had to be conducted online due to the pandemic. In its nature INDDEx should be held physically as it will provide opportunities to the students to experience holding exhibitions abroad.

Once again, I would like to congratulate the organizers of AICAD under the faculty of Art and Design, UiTM Perak, 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 led by Assoc. Prof. Dr. Muhamad Abdul Aziz Ab Gani who has worked hard to make this program a success

SPEECH BY RECTOR, UNIVERSITAS PEMBANGUNAN JAYA, INDONESIA



LEENAWATY LIMANTARA, PH.D

We solve world challenges through designs, and design is synonymous with creativity!

At every corner of the world, conversations are about the digital revolution and how its many impacts have challenged every entity across every sector of every economy, large or small. Technological advancements brought changes to the works we do and the life we're living today, both intensely and immensely.

Furthermore, the prospect of transformation must be faced, and it means a lot more than just buying new digital equipment or upgrading IT Infrastructures.

Consider the typical design when the computer has yet existed. They were crafts, masterpieces of the owners. Then came the computer and the Internet. They democratized designs; they transform and make designs accessible to everyone, for personal or commercial use.

From a more relevant point to the current pandemic situation, as protecting the facial region is crucial for the prevention of Covid-19, various design options of face protection tools are found easily available, from the functional face mask to the most fashionable face shield. You have also seen more and more high-tech body temperature checkers with interesting designs are using in public facilities.

In conclusion, today we solve world's challenges through designs. In every step of the birth of a design always involves creativity; therefore, design is synonymous to creativity. Then we must agree that creativity is key to move forward and to face what challenges the new era, the new paradigm will bring.

In respect to all the above, INDDEx is where Designs and Creativity are highly valued; and through all the experiences from the previous exchange activities conducted, INDDEx has served its purpose in shaping many students with International quality and qualification to champion the borderless competitive industry, and cultivate a stronger cooperation between universities.

Thank you.

**SPEECH BY
HEAD, CENTER OF STUDIES
FACULTY OF ART & DESIGN
UNIVERSITI TEKNOLOGI MARA,
PERAK BRANCH, MALAYSIA**

DR ZAINUDDIN MD NOR



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, as the head of studies, Faculty of Art and Design, would like to express my congratulations to the organizing committee of AICAD and the INDDEx who have helped the Faculty 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.

SPEECH BY AICAD PRESIDENT



ASSOCIATE PROFESSOR DR MUHAMAD ABDUL AZIZ AB GANI

Alhamdulillah all praise be to GOD who has allowed this event to take place. For your information, all INDDX 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, INDDX has been offering and providing the platform since 2018.

The first INDDX 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, INDDX 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, INDDX is not only open to students from UiTM but to also several local universities to send their students as representatives in INDDX 2020 which was scheduled to be held in Nagoya, Japan. However, it had to be canceled due to covid 19 pandemic. And now, 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. I sincerely hope that INDDX 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, UiTM Cawangan Melaka, UiTM Cawangan Kedah, UiTM Shah Alam, Universiti Malaysia Kelantan, Malaysia, Universitas Pembangunan Jaya, Indonesia, Universitas Sebelas Maret, Indonesia, Universitas Widyatama, Indonesia, Institut Seni Budaya Indonesia (ISBI) Bandung, Indonesia, Universitas Multimedia Nusantara, Indonesia, Bahaudin Zakariya University, Pakistan serta Jatiya Kabi Kazi Nazrul Islam University, Bangladesh for the support in this program.

INDUSTRY TALK

Dea Ardya

Arch. Mansoor A.K Durrani

Usamah Zaid bin Yasin





INDONESIA



bobobox



Dea Ardya

HOLISTIC APPROACH OF DESIGN

Design is not only about beauty or pretty looks, is not only about product with sophisticated and cutting edge technology, is not only about product with high end and premium materials. Design

is more than that. Design is a holistic process. Dealing with tangible and intangible aspects, from what we can touch, we can see, we can use, until what we can experience it. This is the new direction of Design nowadays.

Something that students need to understand, regardless of their study programme. The role of Design in Bobobox span from the design of the space, the design of the details of the sleeping unit, the customer's journey, until the business model. This is undoubtedly requires coordination and the capability to understand others perspectives

INDUSTRY TALK



PAKISTAN



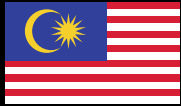
Arch. Mansoor A.K Durrani **UNIVERSITY & INDUSTRY** **COLLABORATION**

Architecture is a design process of unseen spaces, forms and engineering, whereas the construction Industry helps to achieve this plan professionally. Construction industry & Architecture has a reciprocal collaborative support for each other, as construction is a paradigm for direct sustainability of economy and indirectly for our socio-economic culture.

The objective of making such collaboration is to provide a bridge between students and industry, for a better understanding of our future needs and to motivate students during their study. Industries may also find new research topics by students for innovation in production. Such collaborations may improve student's exposure, awareness and promote industrial productivity.

This hybrid approach of combining university education & construction industry may lead to a better comprehension of architecture, engineering, construction and also to anticipate our future requirements to have a better and sustainable living.

INDUSTRY TALK



MALAYSIA



Usamah Zaid bin Yasin **UNIVERSITY & INDUSTRY** **COLLABORATION**

The animation industry is ever evolving. Whether it's the audience, the platform or the content itself; nothing stays constant. What's fresh today, may no longer be the day after. In order to survive, there is no choice but to innovate.

The collaboration is necessary for providing not just the students, but more importantly, the educators, with the right exposure and understanding of what is needed by such a demanding industry.

Furthermore, the need for research in both technologies and aesthetics has never been more vital, especially in a country like Malaysia where the animation field is relatively young.

And while the veterans might not always perceive it as such, the bigger puzzle piece to achieving breakthroughs often lies in the hands of our future generations.

INDUSTRY TALK



SESSION 1



ROOM 1

MULTAN COLLEGE OF ART, BZU, PAKISTAN





INSIDE OUT

INSIDE OUT



NAME: Naima Nadeem

INSTITUTION: Multan college of Art's

INTRODUCTION

As we all know that due to Covid_19 We are Suffering From Many different problems. Such as Health Issues, Economical, Industrial as well as Educational Issues. So, Basically in this rough and tough time. From my Painting. I decided to awake people, So that They could Find the positive Way to consume there time while Staying at home.

ISSUE / PROBLEM

- > While before starting this painting first problem which, I have to face is to sort out the best position for my objects.
- > Secondly to make a precise drawing.
- > At last it was tough for me to paint a rusted chain which was covering the books.

AIM AND OBJECTIVE

- > Global Impact Of COVID-19 On Education system.
- > Impact Of Education On Society.

METHOD / DESIGN PROCESS & PROTOTYPE

METHOD

- > Under painting in Acrylics
- > Oil painting



PROCESS

- > Drawing
- > Blocking In
- > Choosing one area
- > Developing one area
- > Developing the other objects
- > Making it complex
- > Adding elements





IMPACT OF COVID-19 IN PAKISTAN

IMPACT OF COVID-19 IN PAKISTAN



NAME: Jasmin Ditta

INSTITUTION: Bahauddin Zakaria Universityz · Multan

INTRODUCTION

COVID-19 has not only adversely affected physical health but it also affected mental health and social behavior of people. In this project, i have described the psychological issues and the attitude of people towards this epidemic. I have specially elaborated the depression, precautionary behavior and non-serious behavior of pakistani citizens.

ISSUE / PROBLEM

COVID-19 triggered a very negative impact on social, psychological and mental health of the people. So precautionary behavior was adopted at that time by many people, who played a vital role in fight against coronavirus, and took the virus seriously. But soon, the picture became just opposite. The third wave of coronavirus showed up to be quiet lethal, but people took it non seriously. In the result, there has a sharp risen in the number of coronavirus cases, and the reason of this sudden hike is just the violation of Sops.

AIM AND OBJECTIVE

To create awareness about sops among general public and to enhance knowledge and improve the behavior of public about COVID-19

METHOD / DESIGN PROCESS & PROTOTYPE

The methodology or the research process of this project is based on my personal observations, personal experiences and case studies. And for the execution of the paintings, i took references from my surroundings.





INTERIOR OF WALLED CITY OF MULTAN



Name: HIRA IMTIAZ

Institution: MULTAN COLLEGE OF ARTS (BZU)

INTRODUCTION

Walled city of Multan rich in Archeology, History, and Traditional culture, which goes back to Bronze Age. Multan is densely populated with narrow streets, old style houses build close to each other. Open sanitary system, woody door's windows and arches.

ISSUE / PROBLEM

The problem Statement is that due to renovation of building we destroy our buildings that is our essence. We do not pay attention to reserve it.

The ignorance may cause the destruction of our historical background and our Culture. In the the Pakistan there is no plateforme to preserve and represent our essence infront of the world.

AIM AND OBJECTIVE

My aim to represent the history and beauty of Multan.

The objective of this project to give exposure and focus to recognise of interior of Multan and care if it.

METHOD / DESIGN PROCESS & PROTOTYPE

Series of paintings with palette knife technique represent the interior of walled city Multan





SESSION 2



ROOM 2

UNIVERSITAS PEMBANGUNAN JAYA (UPJ), INDONESIA



ROOM 3

UNIVERSITAS SEBELAS MARET (UNS), INDONESIA



ROOM 4

UNIVERSITAS WIDYATAMA, INDONESIA



ROOM 5

INSTITUT SENI BUDAYA INDONESIA (ISBI) BANDUNG, INDONESIA



ROOM 6

UNIVERSITAS PEMBANGUNAN JAYA (UPJ), INDONESIA



ROOM 7

UNIVERSITAS MULTIMEDIA NUSANTARA
UNIVERSITAS PEMBANGUNAN JAYA (UPJ), INDONESIA





KEBAYUR ART CENTER



NAME: CINDY MEGA UTAMI

INSTITUTION: UNIVERSITAS PEMBANGUNAN JAYA

INTRODUCTION

Culture is the identity of a country. In order to continue to preserve the culture, the region and building of the "Kebayur Art Center" were deliberately designed to provide education and art center, especially traditional Betawi Culture. Where is the original culture in the Kebayoran Lama, Jakarta, Indonesia.

ISSUE / PROBLEM

Problem Statement with this is that in Jakarta there are still many people on Kebayoran who don't know their own culture, therefore "Kebayur Art Center" was created to introduce traditional Betawi culture. As for Betawi artists or traditional art they can have a place to introduce traditional Betawi culture to the visitors.

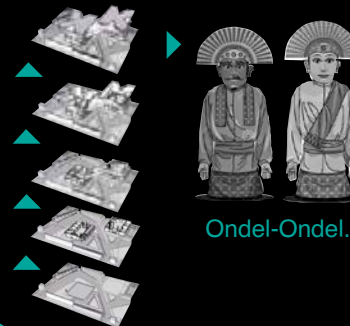


AIM AND OBJECTIVE

The aims of my project design is to Introduction and conserve of traditional Betawi Culture. This is to be able to learn Betawi Culture which is the original culture of Kebayoran Lama, Jakarta, Indonesia. And if those teenager of people come and learn to "Kebayur Art Center" it can help on preserving culture.

METHOD / DESIGN PROCESS & PROTOTYPE

1. Analysis Data.
2. Problem Statement.
3. Program space and mass composition idea.



Ondel-Ondel.

The shapes of mass composition is inspired by the shapes of ondel ondel which is the mascot of the city Jakarta, Indonesia.

4. Prototype



Building will be designed with the shape of the ondel-ondel parts, namely the legs, body, and head (crown).

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VIRTUAL 2021

UNLIMITED CREATIVITY
TOWARDS THE NEW PARADIGM



NAME : Meysia Kurniawan

INSTITUTION : Universitas Pembangunan Jaya

INTRODUCTION

Lebak Bulus Tower is a connector to its surrounding area, which is to the residential area, offices, MRT, and etc. The type of this building is a mix used building (apartment, retail, public area) and it's located in DKI Jakarta.

ISSUE / PROBLEM

Preserving
Local Culture
Activity

Connecting
Urban
Area

Accomodating
Street
Vendors

Public space
& Green
Area in City



URBAN CONNECTOR - LEBAK BULUS TOWER

AIM AND OBJECTIVE

To design a contextual mix used building by providing public space, green space, retail, and apartment.



User Target :office employees, tourist, and local communities.



METHOD / DESIGN PROCESS & PROTOTYPE

Existing Analysis &
Data Accumulation

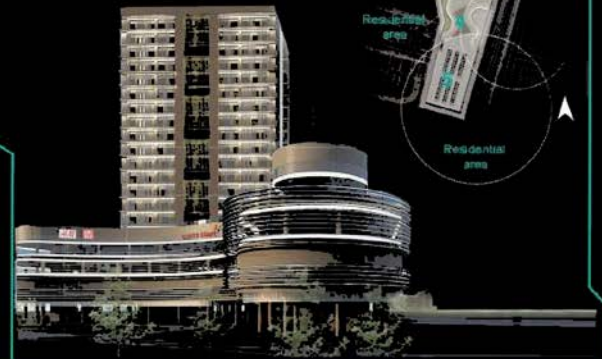
Design Concept

Site Programming

Design Development

Legenda:

1. Main Building
2. Public Area
3. Interactive Toilet
4. Interactive Plaza & Graffiti wall
5. Outdoor food Plaza
6. Entrance
7. Loading dock
8. Retail drop off
9. Apartment drop off
10. Outdoor Parking area



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VIRTUAL 2021

UNLIMITED CREATIVITY
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Name: NAHDHEA NUR MAHMADA SAIF
Institution: PEMBANGUNAN JAYA UNIVERSITY

INTRODUCTION

As air pollution increases, people must get used to using vehicles that are more sustainable. This building was built as an encouragement to the community to use bicycles in an acceptable and fun way.

ISSUE / PROBLEM



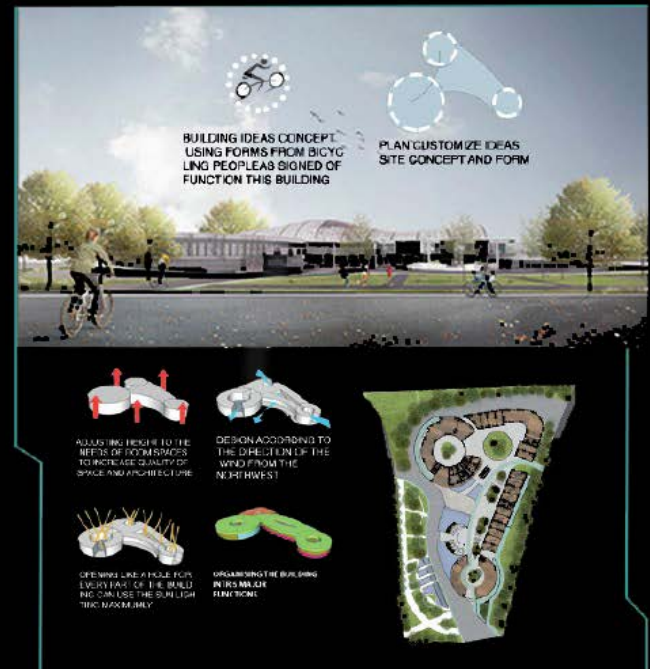
Private transportation is still the main choice in accommodating the mobility of people in Indonesia. Instead, air pollution is increasing and the earth's condition is getting worse. The location of the surrounding site is arid, hot and has minimal vegetation

B CENTER BICYCLE TRANSIT CENTER

AIM AND OBJECTIVE

B center is a bicycle center which is a transit point for cyclists. With various facilities for cyclists and also area to plays, this building seeks to be a sustainable solution, so that people slowly leave motorized vehicles and replace them with more sustainable modes of transportation but in a fun way.

METHOD / DESIGN PROCESS & PROTOTYPE



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VIRTUAL 2021

UNLIMITED CREATIVITY
TOWARDS THE NEW PARADIGM



NAME: Habi Burrahman

INSTITUTION: Pembangunan Jaya University

INTRODUCTION

An attractive commercial area with organizations, local activities and commuters placed as a flexible area to increase connectivity with surrounding areas and places that are directly integrated with the TOD area

ISSUE / PROBLEM

The Cipete area is surrounded by middle and upper middle class residential areas. Residential areas are also the dominant zone in this area. the main road becomes a magnet for companies and also shopping places. Along the main road on the side of the road there are offices and shop houses. Mass Rapid Transit (MRT Jakarta) is the main key in this area because the MRT can accommodate various users.

CIPETE NEIGHBOUR-HUB

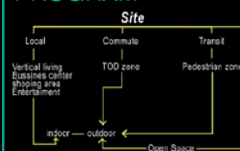
AIM AND OBJECTIVE

Cipete commercial area was created to accommodate local and commuter activities, placed as a flexible area to improve accessibility and regional connectivity.

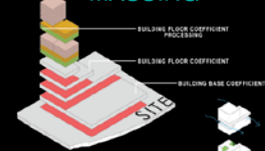
The strategies and plans made will connecting various communities, local or wider area to create a regional identity that connected and provide convenience for users

METHOD / DESIGN PROCESS & PROTOTYPE

PROGRAM

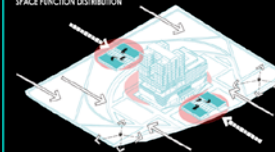


MASSING



PROGRAM

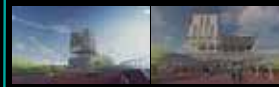
COMPACT BUILDING
SPACE FUNCTION DISTRIBUTION



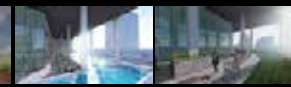
MASSING



EKSTERIOR



INTERIOR



INDDEX

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VIRTUAL 2021

UNLIMITED CREATIVITY
TOWARDS THE NEW PARADIGM

LEBAK BULUS GREEN PARK



Name : MUHAMMAD HANIF HUSYAIRI
Institution: PEMBANGUNAN JAYA UNIVERSITY

AIM AND OBJECTIVE



The current development in Indonesia often causes a gap utilization. I want this building fulfill everyone needs form child to worker in this community.

Because of that, I want this building give the impression of inclusive & humble

This building is a transitional space to accommodate mass & public. It an organization & this building will become a green public space that is beneficial for the surrounding environment.

Why this spot, I chose an axis line that divides the site to connect workers and the surrounding community to meet at one point.

INTRODUCTION

This Building located in lebak Bulus Jakarta Indonesia Lebak bulus known as a transit and residential area for worker who works in Central Jakarta & Tb Simatupang

METHOD / DESIGN PROCESS & PROTOTYPE

Not just the convenience factor. People's interest in walking is influenced by the elements in the circulation. By including elements of attraction such as voids, mezzanines, retails and street vendors along the way. I hope this walk will be fun and memorable.

The use of wood and concrete exposed material as a symbol of simplicity and warmth and gives an inclusive and humble impression. & the use of a semi-transparent facade using perforated metal material which also functions to neutralize heat because the building faces east.

ISSUE / PROBLEM



With that condition this area always crowded & Pedestrians in this area filled with Indonesian street food or called PKL & become a place to drop off public transport passengers and an illegal parking lots because the access to the parking lot for the MRT is quite far. And It cause a traffic jam in this area. Lebak Bulus it is also a densely populated area that doesn't have friendly public space for all people



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CANDRAMAWA LEBAK BULUS

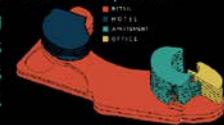


name: ADINDA RAMADHIA R.S

Institution: UNIVERSITAS PEMBANGUNAN JAYA

AIM AND OBJECTIVE

With those issues, high-rise buildings are designed to harmonize human needs and nature as an inseparable nature. With this issue, high-rise buildings are designed to harmonize human needs and nature as an inseparable. The function of the building involves public spaces such as retail and hotels, to privacy spaces such as office and apartments.



INTRODUCTION

CANDRAMAWA is a high-rise building concept that describes balance between nature and buildings in the middle of the density of the city. This concept is to answer economic and environmental issues that occur especially in the Lebak Bulus area, South Jakarta. This concept also shows the harmony between human activities, space, and the environment.

ISSUE / PROBLEM

more than 53 thousand people in Lebak Bulus are included in the poverty line with the condition unemployment. However, with the MRT & several other public transportation congestion points, causing a lot of invitations for newcomers to transit in this area.

Therefore, the community began to build the economy with several small businesses so as to make this area busy.



METHOD / DESIGN PROCESS & PROTOTYPE

The shape of the building which is the result of this exploration uses polycarbonate material, so that it can enter sunlight indirectly into the building and is environmentally friendly. In each function, green open space becomes a spot for interaction in accordance with the concept to be realized.



SHAPE EXPLORING

LANDSCAPE

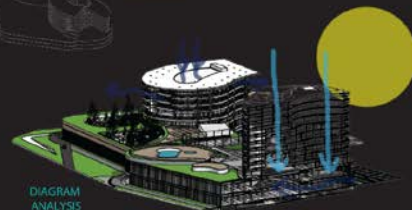
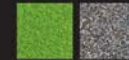


DIAGRAM ANALYSIS

MATERIAL

ANALYSIS

INDD EX

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VIRTUAL 2021

UNLIMITED CREATIVITY
TOWARDS THE NEW PARADIGM

THRU MARKET



Name: BAYU TRI ROYANDI

Institution: PEMBANGUNAN JAYA UNIVERSITY

INTRODUCTION

Covid-19 is changing people's behavior and habits on several aspects, particularly in "shopping" people's become prefer to trade without getting off from his vehicle.

ISSUE / PROBLEM

On site, the problem is not only about changing people's behavior and habits, but there also many issue. For example, the new habits of people's make merchant on site started take over the streets to sell something and the impact of traffic jams is unavoidable. There is also a problem of poor air quality, because the green area around the site is very small so the green are is not capable to absorb pollution in the air.

AIM AND OBJECTIVE

To respond the changing people's habits while shopping and merchant take over the streets, drive thru market becomes a necessary solution of these problems. But this solution also expected to be a solution for air quality issue and TOD issue, because on site people's has no place for transit from train to another public transportation.

METHOD / DESIGN PROCESS & PROTOTYPE

SITE: JLN.KRAMAT NO.3, RT.03/RW.01, KEBAYORAN LAMA UTARA



PROGRAMMING

MASSING



EXTERIOR



INTERIOR / DRIVE THRU



EXTERIOR



LIVING FACADE



name: Handika Supardan
Institution: Pembangunan Jaya University

INTRODUCTION

The Cipete Raya environment is a dense environment and there are many human activities. Such as work, entertainment, as a place to live, and public transportation

ISSUE / PROBLEM

The environment of Cipete Raya was previously dominated by Betawi culture, but due to the development of the era, Betawi culture was slowly eliminated. The Covid-19 pandemic also encourages the creation of mixed-use buildings to narrow user mobility. Beside that, the lack of green land in Cipete Raya makes the air hotter and dirty.

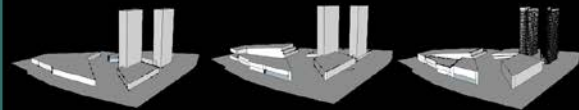
TRIANGLE SPACE

AIM AND OBJECTIVE

The environment shapes society itself. That's why, by making this mixed use building aims to create an effective and healthy environment that can give a good impact to the people.

METHOD / DESIGN PROCESS & PROTOTYPE

Building function: apartment, sport center, commercial, and art center.



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TOWARDS THE NEW PARADIGM

NODUS INTRA STUDI



MUHAMMAD
NABIEL
RAHARDO

Name : Muhammad Nabiel Rahardjo
Institution : Universitas Pembangunan Jaya

INTRODUCTION

We cannot deny that COVID-19 pandemic has lead our live to a disruption. this is a facility to accomodate the change in the way of live toward disruption in term of how COVID-19 has brought a change in the way of studying.

ISSUE / PROBLEM

As pandemic hit us like a truck, learning session has been changed to online method. ever since then many problem surfaced that made this so called study from home has forced some of the unlucky one to put their study session to a complete halt.

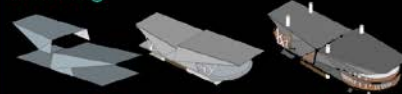


AIM AND OBJECTIVE

Bridging the gap between the conventional school method and online method, thus everyone feel the same quality of education during this pandemic situation.

METHOD / DESIGN PROCESS & PROTOTYPE

Massing



Taking the shape of a wings to symbolize the evermoving development of education. The four pillar that represent a strong foundation and stability to support the evermoving development of education.



- Zoning
1. Learning Zone
 2. Inner Commercial Zone
 3. Lobby & Gallery
 4. Hidden Forest
 5. Plaza
 6. UTILITARIAN
 7. Vehicle Parking



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TOWARDS THE NEW PARADIGM

THE ALTER LAND LEBAK BULUS



Name: Raden Muhammad Rizki Hadikusumo
Institution: Pembangunan Jaya University

INTRODUCTION

The Alter Land is form with word "alter" means alternative, and "Land" means a green solution. The design is made for people needs living, retail, exhibition, and park, also it involve every kind people to use this site. Especially with the issue street vendor needs a right place to sell their products. With a rightful place for street vendor it could help people from somewhere else and in it place to receive a benefits.

ISSUE / PROBLEM

Lebak Bulus has a lot of space for living and more. The worst thing is Lebak Bulus is overcrowded area which mean needs more space for more activity, and Lebak Bulus has a low green space area, which this area needs more attention to nature. For tropical nation it is a problem. To solve this situation, a building needs a performance that possibly support environment and people. Green space is a typical solution for this kind problem.

AIM AND OBJECTIVE

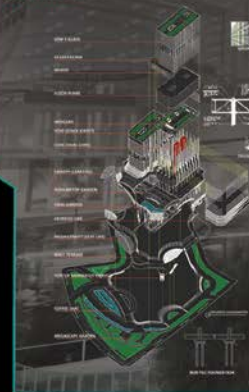
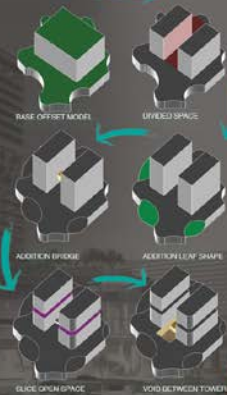
With low green space area and unorganized street vendor, a design must include empowerment in it's site. This "Alter Land" concept's provide more green space to allow more nature enviromental, and include a space for street vendor to keep vend around the area with a green space area to keep away from polution and provide an great air quality.



METHOD / DESIGN PROCESS & PROTOTYPE

The massing composition is derived from the transformation of the site, and is in accordance with the Alter Land concept, namely "changing the land" by maintaining the shape of the plot by performing a site offset process. The mix use building is created by twin towers to maximize apartment, office and retail activities.

MASSING SCHEME



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TOWARDS THE NEW PARADIGM



RAKA NARADI PRADANA
UNIVERSITAS PEMBANGUNAN JAYA

INTRODUCTION

Folding is bending flat surfaces over on themselves so that one part of it covers another, creating a more compact shape. Like paper, folding is also a way to condense space. Like wormholes of space, theorized to be a meeting point for two surfaces, origami is designed to mimic that.

ISSUE / PROBLEM



From a tangled dense residential mess to transportation hub in the last few years, new problems arise, mainly on access to the hub itself, with buildings in the way of direct access to the hub.

ORIGAMI

AIM AND OBJECTIVE

This design is aimed to “open up the curtains” that is the urbanscape or the urban jungle that Lebak Bulus is. Freeing space for the community to have open air activities and ease travel between hotspots to the hub. This mixed-use development hopes to also increase the quality of Lebak Bulus, and help with housing for ever increasing population.

METHOD / DESIGN PROCESS & PROTOTYPE

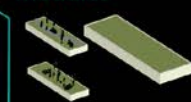


Programming



Voronoi diagrams are used for terrain mapping and 3D modeling alike, this can be considered as “the origami of reality”. In this design, Voronoi diagram created digitally, is used as a grid to guide in constructing the plan, program, and facade.

Modules



The use of modules is inspired by modular origami, the modules are then stacked crosswise to create a space underneath, used for public transit. On top of the modules are open spaces for tenant private use.



Stack to
create pass
through space



Stack



Mirror



CIPETE CITY CENTER

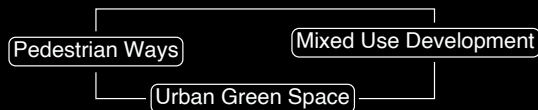


NAME : SYAKIL AHMAD
INSTITUTION : PEMBANGUNAN JAYA UNIVERSITY

INTRODUCTION

Cipete, located in South Jakarta was designed as a Transit-Oriented Development (TOD) area. With Cipete Raya MRT Station, it gets even busier these days. Unfortunately, the facilities placement is not ideal yet.

ISSUE / PROBLEM



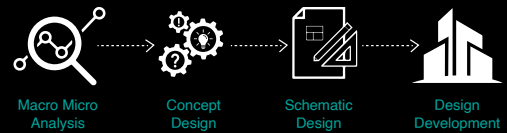
Lack of Urban Green Space and the disorganized pedestrian ways in this TOD area becomes the main issue on this project. Mixed-Use TOD area has to have a well-organized facilities and functions.

AIM AND OBJECTIVE

Cipete City Center, a Mixed-Use area with 'Open Hybrid' concept (an open space area as a central of several functions), aims to give a different experience for commuters which is able to hold a role as a residence, workplace, shopping, and entertainment center.



METHOD / DESIGN PROCESS & PROTOTYPE





MOTION GRAPHIC ANIMATION HOW THE COVID-19 VACCINE WORKS AS A PUBLIC HEALTH EDUCATION



Motion Graphic Animation
How The Covid-19 Vaccine Works
As a Public Health Education

NAME: ANNAS NURROCHIM HAMIDI
INSTITUTION: UNIVERSITAS SEBELAS MARET

INTRODUCTION

An animated motion graphic video as a health education media that contains an explanation of how the Covid-19 vaccine works on the human body to the Indonesian people in the city of Surakarta

ISSUE / PROBLEM

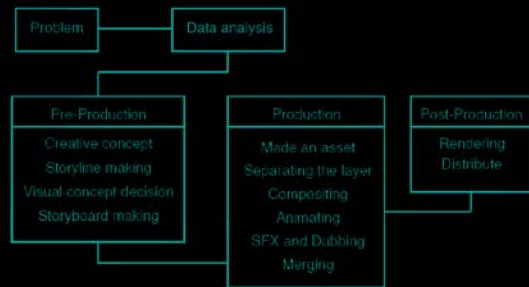
During the Covid-19 pandemic situation In Indonesia, The government has taken several action to minimalize the covid-19 spreads, one of this action is the vaccination program.

But, the problem is there are still people who doesn't want to get vaccinated, either they are afraid with the efectivity and security towards Covid-19 vaccine or doesn't trust how does the vaccine works.

AIM AND OBJECTIVE

Trying to educate people who don't want to be vaccinated and find out if motion graphic animation can influence people to understand the message they want to convey

METHOD / DESIGN PROCESS & PROTOTYPE



Screen Preview



Link : https://youtu.be/h6wO_XpEH0



THE INTERFACE DESIGN OF THE APPLICATION FOR ORDERING GROOMING AND PET HOTEL SERVICES



NAME: Chairunnisa Aditama

INSTITUTION: Universitas Sebelas Maret

INTRODUCTION

Paw Paw App is an android-based mobile application that functions as a medium for ordering animal grooming and pet hotel services. This design is limited to the appearance of the application interface from the user side. The final result of this design is the prototype of an application that can interact with users.

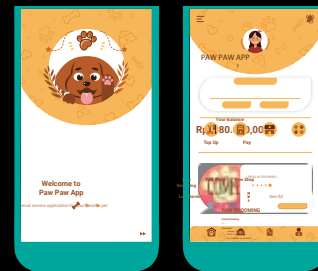
ISSUE / PROBLEM

During this Covid-19 pandemic, the pet shop business experienced a significant increase, but this was not in line with the quality of service provided by the pet shop. Many factors prevent customers from getting pet shop services, such as not having time and vehicles to go to the pet shop, pet shops are vulnerable to the spread of covid-19, lack of detailed information regarding prices and service quotas.

AIM AND OBJECTIVE

This interface design aims to provide grooming and pet hotel services without having to come directly to the pet shop, which is enough to access the Paw Paw App application. This design is one of the efforts to improve maximum service to pet shop customer satisfaction.

METHOD / DESIGN PROCESS & PROTOTYPE



Name : Paw Paw App
Media : Application Mobile Android (.apk)
Operating System : Android
Typography : Roboto dan ARCO
Realization : Mobile Application Prototype
Visualization : CorelDraw X7 & Adobe XD
Link Prototype : <http://bit.ly/PawPawApps>



EXPLORATION OF THE SHAPE OF THE OCTOPUS IN THE MANUFACTURE OF CERAMIC VASES WITH PRINTING TECHNIQUES



CHARACTERISTICS WILL APPEAR FIVE DARE

TO EXPLORE AND BEAUTY WILL ACCOMPANY

NAME: FAJAR KHOMARUDIN

INSTITUTION: FINE ART DEPARTMENT OF UNIVERSITAS SEBELAS MARET

INTRODUCTION

Ceramic art is an object made of clay that goes through a high combustion process, in its manufacture. Ceramic art has 5 techniques. One of which is the printing technique. Looking at the creations and the level of difficulty, of course ceramic art must be preserved, because it's one of the most valuable ancestral heritages.

ISSUE / PROBLEM

Ceramic art has a high level of difficulty in the process, one of the easy techniques in making it's the printing technique. The printing technique itself has two ways namely cast printing and solid printing. This technique is often used in large companies and in workshops, problems that often arise in the manufacture are usually caused by an untidy mold so that after being printed it must go through the final shaping process.

AIM AND OBJECTIVE

To introduce ceramic art which is quite difficult but there is another easy way. Preserving ceramic art in the millennial era. Visualize flower vases with unique combinations. Provide motivation for the harmony of complementary group.

METHOD / DESIGN PROCESS & PROTOTYPE

Flower vase with variations in the shape of an octopus. Octopus itself is one of the intelligent animals, quite adept at solving problems. Not only capable of changing colors, such as "they found a way to escape from tightly sealed jars".

The complementary coloring means that the octopus is able to change colors like other animals.





THE "WIKUMA" BOARD GAME CONTRIVANCE AS CULINARY TOURISM PROMOTION MEDIA IN MAGELANG REGION



NAME: Hendo Andi Wicahyo

INSTITUTION: Universitas Sebelas Maret

INTRODUCTION

WIKUMA is an educational board game about knowledge of traditional Indonesian foods, besides that this media is also used to promote culinary tourism of Magelang City. This game was created for teenagers over 13 years old and can be played by up to 4 people for 30 minutes.

ISSUE / PROBLEM

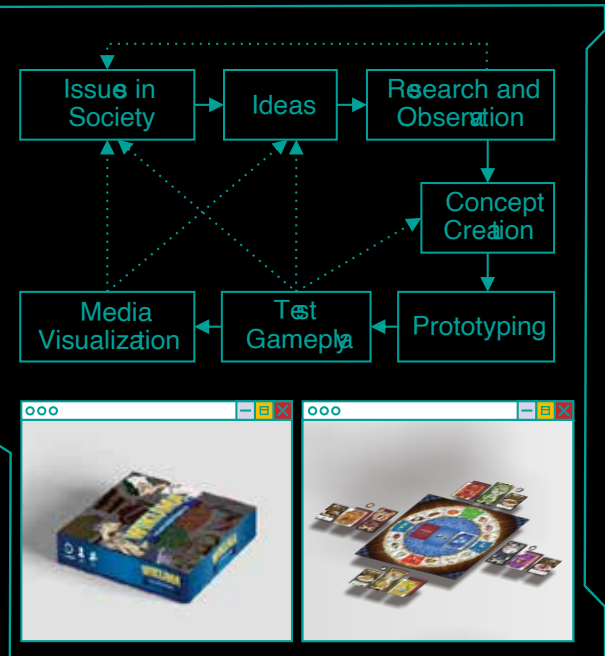
The current era of digital games makes physical games less desirable, and the development of food from outside makes food from Indonesia starting to disappear, especially in the Magelang area.

There are so many traditional foods in Magelang and have good potential, but they don't get the public's attention when compared to other tourism sectors.

AIM AND OBJECTIVE

To answer the problem, a traditional Magelang food board game was created. This game can be used for promotional media to the public. WIKUMA board game can also be used as an educational media for teenagers and can also be a medium to interact between players so they are not addicted to digital games.

METHOD / DESIGN PROCESS & PROTOTYPE



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TOWARDS THE NEW PARADIGM

SONGKO RECCA AS AN INTERIOR DESIGN CONCEPT OF BUGIS TRADITIONAL MUSEUM

AIM AND OBJECTIVE

The purpose of this museum is to provide an educational forum about Bugis tribe to the whole community and to popularize Bugis tribe again among the people of South Sulawesi. As Indonesians know, the youth tend to be ignorant and not proud of their own culture. It shows in the lack of knowledge of the youth towards their own culture, also in their behavior on the social media such as twitter where Indonesia trending topics often dominated by foreign culture. It's proven that they know and love foreign culture than their own. Moreover, in Bone there is no museum that present Bugis tribe culture completely. The available museum is still separated and scattered in several location, so it's difficult to get full information about the history and culture of Bugis tribe. This could lead to the loss of data about the Bugis tribe.



NAME : MUH. ELMO PRAYOGI
INSTITUTION : SEBELAS MARET UNIVERSITY

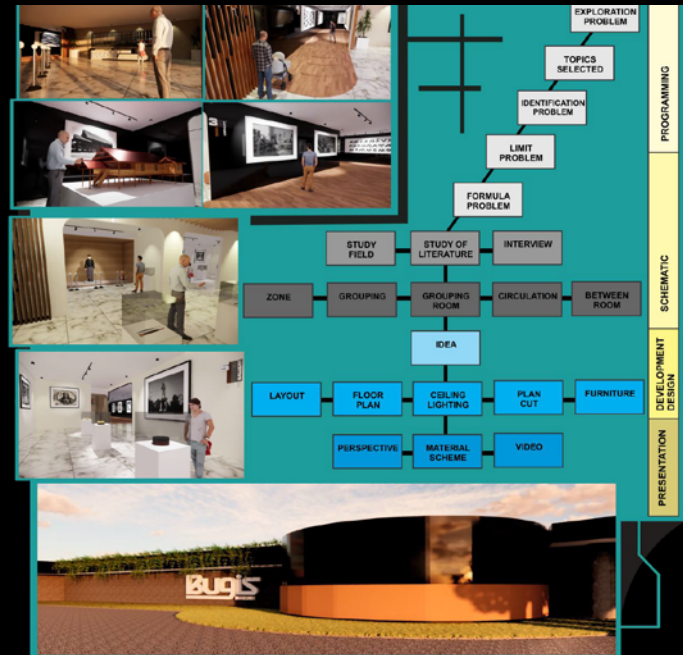
INTRODUCTION

This museum is designed to provide information related to Indonesian cultural wealth, in this case is Bugis tribe culture. There are so many cultural potential that can be extracted from Bugis tribe, one of them is Songkok Recca. Songkok Recca is chosen to be the main idea concept of the interior design museum, visually and philosophically combined with modern style in order to attract the youth to come to the museum and make it as a destination to gather and exist on social media. Things that is highlighted from the museum is it's modern style but also rich with cultural values of the Bugis Tribe.

ISSUE / PROBLEM

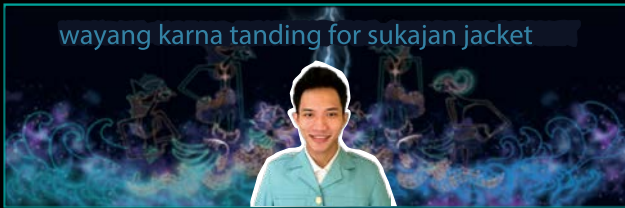
In this museum there are things that become very interesting when we discuss culture issues in Indonesia, it is unfortunate that the discussion studied is not to discuss cultural developments or innovations, but is now more preoccupied with the issue of the decline of regional cultures in this country. It is unfortunate and ironic that Indonesia, which was once known as a country of a million arts and cultures, is now struggling to maintain its culture, which is increasingly experiencing decline, decline and is in danger of extinction.

METHOD / DESIGN PROCESS & PROTOTYPE





VISUALIZATION OF TEXTILE MOTIFS FROM THE PUPPET STORY OF WAYANG KARNA TANDING FOR SUKAJAN JACKET



wayang karna tanding for sukajan jacket

NAME: Rifan Freza Purnama
INSTITUTION: Universitas Sebelas Maret

AIM AND OBJECTIVE

For this reason, it is necessary to update the wayang in visualizing it. Currently the younger generation really likes the Sukajan jacket for the update combines the Sukajan jacket with the puppet. In this project, we chose a story from wayang "Karna Tandhing", because the story was very familiar to the public.

INTRODUCTION

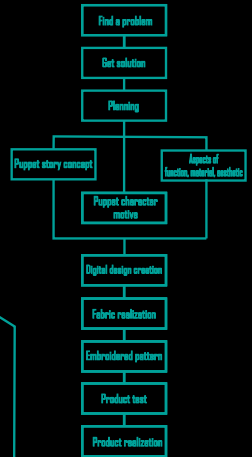
The combination of the Sukajan Jacket and wayang motif from the story "Karna Tandhing" is the latest breakthrough in the fashion world. With the combination of new colors and shapes from the wayang visualization, it is hoped that the younger generation can appreciate and wear the jacket.

ISSUE / PROBLEM

The younger generation in Indonesia today is starting to leave wayang. wayang is part of Indonesia in the form of the cultural heritage of the archipelago which is also part of the world cultural heritage that has been recognized by UNESCO so that it must be preserved. We should be proud of this as the younger generation.

METHOD / DESIGN PROCESS & PROTOTYPE

The technique used in visualizing wayang is the line art technique combined with embroidery and digital printing. In addition, the selection of colors used is neon colors. This was chosen because it is a trend in 2021 and has many fans.



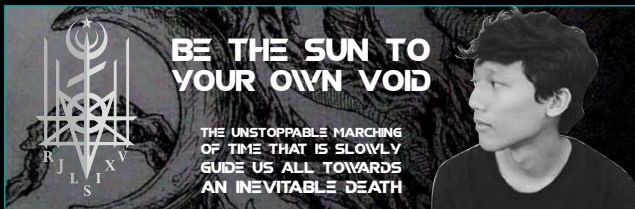
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UNLIMITED CREATIVITY
TOWARDS THE NEW PARADISEM

IMAGINARY FRIEND



NAME: RIZAL ADI DHARMAWAN

INSTITUTION: FINE ART DEPARTMENT OF
UNIVERSITAS SEBELAS MARET

INTRODUCTION

The impact of the various imaginary friend that affect to children. Some of them are positive and some of them are negative. Visualizing the variety of imaginary friend. Imaginary friend is a friend created by imagination of anything that present to our desire.

ISSUE / PROBLEM

Some parents are not care enough to this kind of thing. Their kids might be possessed by their own imagination or even worse their imaginary friend. Kids need affection, interaction, and friends to talk to. Accompany their kids while they are on their imagination is necessary.

AIM AND OBJECTIVE

To visualize the various form of imaginary friend and to maximize my blackwork painting skill. To give slightly some information about Imaginary Friend. To show how the impact affects to kids and give some implied clues to parents on what they have to do to protect their kids.

METHOD / DESIGN PROCESS & PROTOTYPE

An experience of my friend about his life with his imaginary friend as a kid and how it affected to his life. A little research on the internet as addition.

A little girl as the main character of this project with various form of imaginary friend doing what kids usually do in normal life.





THE CREATION OF STITCH RESIST TEXTILE WITH TEA EXTRACT DYE MIXED WITH NAPTHOL



THE CREATION OF STITCH RESIST TEXTILE WITH TEA EXTRACT DYE MIXED WITH NAPTHOL

NAME: SAFIRA ANI

INSTITUTION: UNIVERSITAS SEBELAS MARET

INTRODUCTION

The series of textiles are a result of exploration and innovation. Textile dyes are usually divided to two categories; synthetic and natural dye. This project focuses on the possibilities of new methods of textile dye, making use of natural wastes.

ISSUE / PROBLEM

Textile waste is one of the biggest pollutants in the whole world, that includes the synthetic dye that pollutes the water. In addition, natural wastes such as fruit seed or plant leftovers are rarely taken advantage of despite its dye properties. And so, the main issue is the amount of waste that is caused by the textile industry.

AIM AND OBJECTIVE

To try to maintain the main problem, these stitch resist textiles takes natural ingredients for advantage and collaborating it with the synthetic dye which is naphthol to help lessen the water pollution. According to Sewan Susanto's research, it is found that tea extract contains chromospore which can replace diazo salt that is usually combined with naphthol to dye batik textiles. .

METHOD / DESIGN PROCESS & PROTOTYPE

The process itself starts off with observation, experimentation, production and analysis. The process mainly consists of color experimentations to indicate the amount of combinations that can be used to make variations of textile. The method of stitch resist is then used to enhance the craftsmanship of the textile.





THE DEVELOPMENT OF PRODUCT DESIGN BASED ON THE CULTURAL POTENTIAL IN SMES IN SUKOHARJO REGENCY THROUGH THE USE OF WOOD WASTE



NAME: TIARA ASRA MADINAH
INSTITUTION: SEBELAS MARET UNIVERSITY

INTRODUCTION

Utilization of wood waste from the rest of furniture processing in Sukoharjo SMEs into toy products, by adapting Sukoharjo's traditional art for design ideas

ISSUE / PROBLEM

MSME craftsmen in Bulakan Village, Sukoharjo haven't optimally utilized wood waste from furniture processing, it is still considered a material that no longer useful and has no selling value.

Many people are not familiar with the traditional art of Kebo Kinul from Sukoharjo, because nowadays this art is also rarely shown

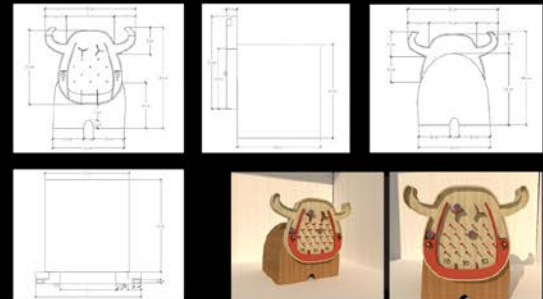
AIM AND OBJECTIVE

To reprocess wood waste in Bulakan Village MSMEs into a product that has economic value, such as a wood-based craft product. By taking the folk art of Sukoharjo named 'Kebo Kinul' as the design development. So that art continues to exist, it is wise to introduce it to early childhood, one of which is using educational tools such as toy products.

METHOD / DESIGN PROCESS & PROTOTYPE

This product is adapted from the buffalo symbol on the costumes of the dancers. They wear costumes made of straw with a horn on the head as a symbol of the buffalo

This product mainly functions as a piggy bank, with interactive games added in the buffalo's head when inserting coins.





INTERIOR PRODUCT DESIGN DEVELOPMENT WITH THE UTILIZATION OF THE ECENG GONDOK WASTE AS A SUBSTITUTE FOR PLASTIC MATERIALS IN SMES IN SEMARANG



NAME: Viviazahra Handi
INSTITUTION: Sebelas Maret University

INTRODUCTION

Indonesia has many potential crafts supported by natural resources and human resources with qualified skill. There are 17.603 SMEs in Semarang region and some of them were specialized in craft or furniture product.

ISSUE / PROBLEM

Caused by the lack of design product variations, It makes the SMEs unable to meet the current market needs. So, it makes the economic impact of the craftsmen and changing productions method by using synthetic materials from natural materials. Whereas in Semarang, eceng gondok grows a lot which is even considered as a weed because it can damage the aquatic environment especially during the rainy seasons.

AIM AND OBJECTIVE

To develop alternative new products by creating new product variations with eceng gondok waste instead using synthetic materials and bring the SMES target market to the next level.

also making people aware of how the eceng gondok can be so potential in economic aspect, the community aspect, as well as the environment aspect.

METHOD / DESIGN PROCESS & PROTOTYPE

By using eceng gondok waste as the main material. I try to develop some alternative new product with existing production method which are based on SWOT analysis, product opportunities, empathy research and semantic of the visual and function. Here the prototype, inspired by cupcake's visual which came up with a few changes, but still looks aesthetic and functional just with eceng gondok waste.





MOTION GRAPHIC DESIGN THE HISTORY OF BANDUNG IN EARLY REVOLUTION AS MEDIA HISTORY FOR ADOLESCENTS



NAME: Alvin Saputra

INSTITUTION: Widyatama University

AIM AND OBJECTIVE

The motion graphics for the history of Bandung at the beginning of the revolution from 1945 to 1946 were made as a medium for introducing history to teenagers. The results of the design become a means of information and education for teenagers in modern times to know the important values in history.

INTRODUCTION

This motion graphic story is adapted from a book entitled "Bandung Awal Revolusi 1945-1946" by John RW Smail. Then it is explained with a storyline that explains the events of the Bandung revolution in which there are interesting stories in each period.

METHOD / DESIGN PROCESS & PROTOTYPE

The analytical method used is to use 5W + 1H and conduct an interview survey with a questionnaire.

In the design step of the manufacturing process in made through several stages, namely pre-production, production and post-production. including in pre-production making ideas and story concepts after that to the production stage where stock image creation, animation and compositing, rendering stage 1, editing and rendering stage 2

ISSUE / PROBLEM

The city of Bandung is a historic city and played a major role in the independence of Indonesia where in the revolutionary period the city of Bandung was a period where there was a detailed description of the social situation and changes that occurred during the revolution. In this modern era where the era of globalization is not controlled so that there is a reduction in youth's interest in history.





ANIMATION DESIGN OF HISTORY LEARNING MATERIAL AT MIDDLE SCHOOL



**ANIMASI
MATERI SEJARAH
DI SMP**

NAME: DICKI DHARMAWAN
INSTITUTION: WIDYATAMA UNIVERSITY

INTRODUCTION

History is one of general studies at school that contains information about events, stories, and incidents in the past. by knowing the history, we can learn from that experience before to live better in the future. The general method to learn history is to read the book.

ISSUE / PROBLEM

Unfortunately, in this era of technology and internet people tend to love an instant and easy thing rather than the conventional one. because of that, the reading interest of Indonesian children is extremely low. therefor, the author want to use that technology as advantages to increase the reading interest.

AIM AND OBJECTIVE

This animation is created to increase the reading interest of Indonesian children especially the middle schooler. by using the combination of visual, audio, and storytelling hopefully can be easily understood, and make the watcher interested at the material.

METHOD / DESIGN PROCESS & PROTOTYPE

Designing process was done in several stages. started by research stage that contains observation and literature reviewing. then the action stage that contains preparation, references gathering, storyline, storyboard, illustrating, animating, recording, and the last stage is editing.





BRANDING STRATEGY DESIGN FOR UMKM BASO IGA MASRODLI



NAME: Renata Putri Sulistyaningrum, Rifa Agniviariis Taqiyah, Rinrin Ekanoputri

INSTITUTION: Widyatama University

INTRODUCTION

Branding is a way of knowing the identity of the company by giving perspective to others who see it. Knowing branding on the company we can learn how to design a better corporate branding and can know how to communicate the brand to different media advertising.

ISSUE / PROBLEM

Unfortunately, in a age like this branding in UMKM is common. However, in UMKM Baso Iga Masrodli there still has not been the branding to introduce and promote it into society. Because in these Iga UMKM, it has the potential to more successful or more advanced in the market. Hence, the designer wants to use gaps in the problem in the slant as an advantage to increase sales and value in society.

AIM AND OBJECTIVE

This branding is created to increase sales and marketing. In all circles especially in around bandung. By using various media advertising mainly social media, both for colour, patern, and font that suit. so that consumers can easily understand both in terms of information and the value impression the want to convey.

METHOD / DESIGN PROCESS & PROTOTYPE

The method used in direct surveys and interviews with visitors to UMKM masrodli. at the stage of the process the design is done with several stages such as searching for the needed data form various references does a sketch in various marketing media editing and post-production.





MARKETPLACE ART APPLICATION USER INTERFACE (UI) DESIGN



NAME: Ripat Sopian
INSTITUTION: Widyatama University

INTRODUCTION

The design of this user interface is based on the fact that there are more and more artists in Indonesia every year, and they need a place to sell or market them so that they are right on target, so this artwork marketplace application design was made.

ISSUE / PROBLEM

Indonesia is a country where there is a lot of art and culture, many artists, whose backgrounds are art schools, hobbies and others create healthy competition, but of the many artists, many of them rely on their work to earn income, but because the cost and time is not small if marketing it offline, then it becomes a problem in itself, especially for newcomers

AIM AND OBJECTIVE

This user interface design is made for artists who want to market or sell their art that can be accessed anywhere via a smartphone or desktop which is expected to make it easier for them to sell or search for their art.

METHOD / DESIGN PROCESS & PROTOTYPE

The design process is carried out through several stages starting from observation and literature study, then using 5w + 1H, then starting from brainstorming, mindmapping, creating user personas.

then through the stages of pre-production, production and post-production, in which there are stages make rough sketches, wireframes, designs and prototypes





BRAND IDENTITY DESIGN FOR MINDLOCK BAND PROMOTION MEDIA



NAME: SENA SAHBANI

INSTITUTION: WIDYATAMA UNIVERSITY

INTRODUCTION

In today's era, visuals become an important point for all aspects. One of them is the logo, being a face that is able to introduce the aspect you want to highlight. Including a band, bands need to have a logo in order to introduce their faces to enliven the music industry.

ISSUE / PROBLEM

Mindlock Band is a hardcore genre band that just formed in 2019. Even so, this band does not yet have a clear brand, so music lovers find it difficult to find information if they want to know more about this band. This is also reinforced by the management, because if they want to make their next single or album, they don't have a definite visual style and logo for the music group so that the public's reach of Mindlock Band information is still limited.

AIM AND OBJECTIVE

The end result of designing this brand identity is to provide a visual development of Mindlock Band's face and provide convenience to prospective listeners, so that they are right on target and have a good impression from a visual perspective that is able to represent the lyrics and taste of their musical works.

METHOD / DESIGN PROCESS & PROTOTYPE

The design results obtained are one logo for the Mindlock Band and five pieces of artwork which will later enter the mockup stage for promotional purposes. Including spreading ideology, printed or digital media for marketing, and merchandise about the band.





CONCEPTUAL ART BOOK DESIGN ADAPTION FROM THE NOVEL ^THE HIGH MOUNTAIN OF PORTUGAL^ BY YANN MARTEL



FRISKA FEBRIYANTI

NAME: FRISKA FEBRIYANTI WIJAYA
INSTITUTION: WIDYATAMA UNIVERSITY

INTRODUCTION

Concept art is a visual representation which tells a story. This work is being adapted from The High Mountains of Portugal novel by Yann Martel as a concept art, which tells about three persons from different time periods, each with their own search.

ISSUE / PROBLEM

Today, conceptual art in the world has been very developed and has become an important part in making animation work in particular, such as comics, video games, films and many more.

However, in Indonesia, the development of conceptual art is still lacking. There are only a few works of conceptual art that have been produced.

AIM AND OBJECTIVE

The purpose of this conceptual art book design is for the readers to get visualization and for designers to get new inspiration to create and explore ideas using this work as visual assistance and also pre-production asset if the novel is going to be adapted or being made as other conceptual art books.

METHOD / DESIGN PROCESS & PROTOTYPE

To describe situations, places, and events in the story, I also make some illustration. My whole concept art uses secondary colors in vintage style. The visuals are made based on the facts in the story and the enrichment of meaning.

This concept art explanation, elements development, reason and purpose of each visual, and depiction of atmosphere and mood that support the essence of the story.





SAULINA



NAME: Bella Christilia Angelita

INSTITUTION: Institut Seni Budaya Indonesia Bandung

INTRODUCTION

Women's freedom that is increasingly rampant makes most women forget their culture, as is the case with the concept of *Boru ni raja* in the Batak tribe. *Boru ni raja* is the ideal concept of Batak women that affects all aspects of Toba Batak women's lives.

ISSUE / PROBLEM

Cultural values in the millennial generation of Batak are increasingly being eroded so that Batak women are less familiar with and live the values in the concept of *Boru ni raja* and respect ulos. These two cultural artifacts are used as fashion works (ready to wear deluxe) that have aesthetic value in terms of form and content.

AIM AND OBJECTIVE

To revitalize both tangible Batak cultural artifacts (ulos sadum) and intangible (*boru ni raja*) and bring back the existence of ulos sadum also reintroduce the essence of moral values in the concept of *Boru ni raja* through fashion.

METHOD / DESIGN PROCESS & PROTOTYPE

SAULINA collection is developed to promote Batak heritage (ulos sadum and *Boru ni raja*) through fashion.

The creation method of this work is according to Gustami's theory which consists of exploration, design, and embodiment. The process of making this collection includes making moodboards, sketches and alternatives, exploration of techniques, concepts and materials.





name: Katharina Felicia Puspita
Institution: Institut Seni Budaya Indonesia
(ISBI) Bandung

INTRODUCTION

Arcane means mysterious or secret. The title is a representation of the ready to wear deluxe fashion collection that i created. This project focused on the application of wadasan motif with the trapunto technique. Wadasan motif is a motif that comes from Cirebon, Indonesia. The word wadasan itself comes from the Cirebon language, namely wadas to refer to coral reef.

ISSUE / PROBLEM

The problem statement is generally, the wadasan motif is applied to batik, painting, carving with nuances that are still traditional. Meanwhile, this motif has the potential to be developed and applied to ready to wear deluxe, because the object has symbolic/philosophical meaning. Therefore, i created ready to wear deluxe by applying the wadasan motif with a moden nuances.

ARCANE

AIM AND OBJECTIVE

The aim of my project is to provide added value as a media for socializing the preservation of Cirebon cultural artifacts through fashion that is adapted in current trend. The objective of this project is to increase the fashion treasury in terms of type, shape, style and creativity as an alternative choice for the general public.

METHOD / DESIGN PROCESS & PROTOTYPE

The method used in this project are pre image (such as source of ideas and concept), image abstract (design), image concrete (production). The design process involves creating moodboard inspiration, moodboard style, moodboard target market, and line collection. In this project, production process has a few steps, that is make a trapunto technique, body measurement, pattern making, fabric cutting, applique technique, and the last step is finishing. This collection used urban style with assymetrical cut, has X-line and A-line silhouettes that made using organza fabric, brokat, and mix cotton.





THE MYSTERY OFF THE SEA



name: Selvi Rusvi Antika

Institution: Indonesian Institute of Cultural Arts, Bandung

AIM AND OBJECTIVE

- Reintroducing duayu's story
- As an appreciation batik has been approved by UNESCO as a Humanitarian Heritage For Oral and Intigible Culture
- Enrich the batik motif

INTRODUCTION

Duayu is a short story experienced by Pasirah Abdul Haris. but unfortunately, this story has started to disappear in the lapse of time, many do not know the duayu story even though it has been appointed as a monument

ISSUE / PROBLEM

Duayu is an ancient folk tale told by elders and historians in South Bengkulu from generation to generation. This story is directly related to Duayu's territory which is now knows as Prince Duayu Street. But nowadays not many know the story of duayu

METHOD / DESIGN PROCESS & PROTOTYPE

The creation of this work will use a written batik technique consisting of the klowong, dye, nembok, and lorod processes





KIPAHARE



Name: Shafanissa Ganefiani
Institution: Institut Seni Budaya Indonesia Bandung

INTRODUCTION

Pakujajar (Kipahare) pattern is a typical Sukabumi batik pattern which became one of the milestones of the Sukabumi batik pattern in 2008. The pattern of this batik is inspired by pakujajar plant from the origin history of Sukabumi City.

ISSUE / PROBLEM

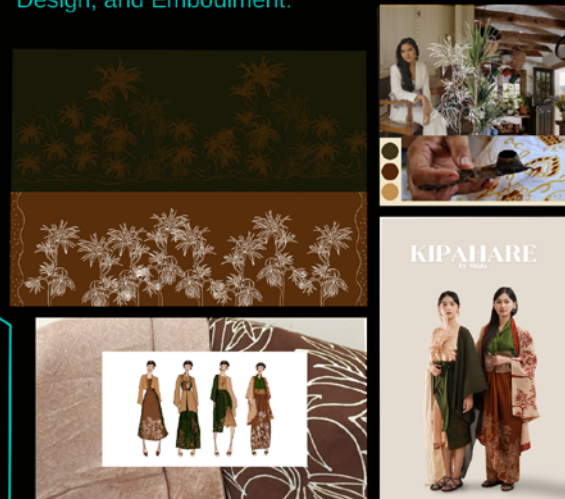
Pakujajar batik pattern hasn't been developed by Sukabumi artisan so that it can not adapt to fashion trends. According to this condition, the creator developed the Pakujajar batik pattern which was applied to ready-to-wear deluxe with a look: the new beginning trend 21/22 by Indonesia Trend Forecasting.

AIM AND OBJECTIVE

The objective of this project is for Sukabumi batik with the pakujajar pattern to enter the world of fashion industry in order to grow continuously, solidly becoming one of the icons of Sukabumi.

METHOD / DESIGN PROCESS & PROTOTYPE

The method in the creation of this project consist of three stages, namely Exploration, Design, and Embodiment.





UNUCUAL : THE CREATION OF READY TO WEAR DELUXE WITH THE APPLICATION OF CUAL BANGKA BELITUNG INSPIRED FROM YIN GALEMA FOLKLORE



NAME: Vinnilya

INSTITUTION: Indonesian Institute Of Cultural Arts, Bandung

INTRODUCTION

UNUCUAL collection is developed to promote yin galema folklore as intangible heritage and Traditional Cual fabric as tangible heritage through fashion.

ISSUE / PROBLEM

Traditional Cual Fabric from Bangka Belitung has not been widely glimpsed by previous designers to be applied to clothing and the yin galema folklore that teaches tolerance for cultural acculturation has never been the inspiration for the creation of a rtw deluxe.

AIM AND OBJECTIVE

To enrich the function of traditional Cual fabric from Bangka Belitung and contribute the value of tolerance to cultural acculturation through fashion.

METHOD / DESIGN PROCESS & PROTOTYPE

The creation method used is according to Soedarsono's theory which consists of exploration, improvisation and formation





DESIGN ILLUSTRATIONS OF HOW TO USE FACIAL SKIN PRODUCTS FOR TEENAGERS ON E-BOOK MEDIA



name : Anggia Ayumi
Institution : Pembangunan Jaya University

INTRODUCTION

To educate teenage girls in Indonesia on how to choose and use a right skin care product that suitable for their age.

ISSUE / PROBLEM

There's been a lot of skincare product variations with a lot of information about skincare on the internet, but some of them can lead to a false information, especially for teenagers. The purpose of this project is to educate teenage girls the right way to take care of their skin.

AIM AND OBJECTIVE

This project aiming teenage girls in Indonesia age 12 - 17 years old. By using E-Book as an object, can make this project be reached easily by the teenagers. They can read it anywhere and anytime on their phone.

METHOD / DESIGN PROCESS & PROTOTYPE

The concept got inspired by a local beauty brand that also aiming teenage girls in Indonesia around the same age as this project, the illustration is simple but also exciting to look at so teenagers won't get bored by reading it and easy to learn.





DESIGNING DIGITAL APPLICATION-BASED EDUCATIONAL GAMES ABOUT CHEMICAL ELEMENTS ON THE PERIODIC TABLE



name: Kartika Nur Fauziyah

Institution: Pembangunan Jaya University

INTRODUCTION

An educational game-based learning in digital apps is an interesting way to offer students a smartphone game that can help them to improve their skills in mastering the material and learning motivation.

ISSUE / PROBLEM

Many students have experienced a difficulty in memorizing chemical elements on periodic table which eventually affect the student's enthusiasm. Because it difficult to define each elements as some of them are sound similar to each others.

AIM AND OBJECTIVE

Making an educational game-based learning that can be use as an alternative learning media.

To help student to improve their skill and increase their motivation in learning chemical elements.

METHOD / DESIGN PROCESS & PROTOTYPE



Designing an educational game-based learning in digital application using a chemical elements on the periodic table as a problem that must be solved by player to finish the game.



PROMOTIONAL DESIGN RUMAH TUA BAND



name: Evani Raflian Aziz
Institution: Universitas Pembangunan Jaya

INTRODUCTION

Rumah Tua is a band from Jakarta that established since 2016 and has four personnel. Raising Social Issues in the community.

ISSUE / PROBLEM

Lack of attention from music connoisseurs to the Rumah Tua band. Difficulty in conveying the message of a song is also a problem because the Rumah Tua Band still tied to their own idealism.

AIM AND OBJECTIVE

The purpose of designing this promotional media is to look for lack of promotions and interests consumers against the Rumah Tua band that will be used as a research target for the creation of attractive and effective promotions to seek attention of music lovers.

METHOD / DESIGN PROCESS & PROTOTYPE

Pre Design - Design - Post Design
Visual analysis is performed by performing observation of Instagram social media Rumah Tua band due to change visual concepts of published content. Kelompok Penerbang Roket social media also joined as well as in the process of visual analysis for comparison.





USER INTERFACE DESIGN FOR TASK MANAGEMENT APP FOR HIGH SCHOOL STUDENT



Name : Muhammad Usry Yusran
Institution : Universitas Pembangunan Jaya

INTRODUCTION

Task management and time management are often the main problems in human life. In supporting all work activities, a tool is needed to make the need to manage tasks and time flexible.

ISSUE / PROBLEM

Problems faced by high school students in task management and time management. and also the use of technology that has not been maximized in supporting productivity in teaching and learning activities in high school students.

AIM AND OBJECTIVE

To design a task management application user interface that can be used by users to help organize and manage tasks or jobs so that they are well organized, using a smartphone. and to be used as material for further research on UI/UX in the field of visual communication design science.

METHOD / DESIGN PROCESS & PROTOTYPE

User interface design that is used as an overview of the application workflow or prototype that will be made into a real or programmed application.





INSECT POP UP BOOK DESIGN TO IMPROVE CHILDREN'S NATURAL INTELLIGENCE



name: Ratu Salsabila Wulandari
Institution: Pembangunan Jaya University

INTRODUCTION

Naturalist intelligence is one of eight types of multiple intelligences that can help development of children in recognizing the nature around them. This intelligence can be gained by going outside and examine the nature environment.

ISSUE / PROBLEM

However, the natural conditions that are difficult to predict and the fear of somewhat might hurt children when going outside become a concern for parents to let their children go outside.

AIM AND OBJECTIVE

There is many type of interactive media can be used, one of which is pop-up book. The 3D shapes in pop-up books can be more easily captured by children.

METHOD / DESIGN PROCESS & PROTOTYPE

In designing interactive media in the form of a pop-up book, it is necessary to collect data to develop a mature and appropriate design concept. The approach of beautiful insect objects that are often encountered such as butterflies, beetles, ladybugs, and a grasshopper.





DESIGNING POP-UP BOOK ILLUSTRATIONS ABOUT PUNAKAWAN PUPPET CHARACTERS AS AN INTRODUCTION MEDIA FOR EARLY CHILDHOOD



name:Tamara Anisa Putri
Institution:Universitas Pembangunan Jaya

INTRODUCTION

Wayang is a traditional puppet show that uses shadow as its main play/attractions on a white cloth named kelir

ISSUE / PROBLEM

Wayang is popular for show and telling noble values that are good for the development process of early childhood. But, unfortunately, nowadays, many children are not very familiar with wayang. Even many children have never watched Wayang.

AIM AND OBJECTIVE

Pop up book 'Kisah Punakawan' tells a story using pop up objects. The characters are made with cartoon style to maximize children as the target audience, in order to help them recognizing the characteristics of each character, and understanding the the given story.

METHOD / DESIGN PROCESS & PROTOTYPE

Visual study was done by doing an interview to an informan, then developing every characteristics from each characters in Punakawan using Visual Cartoon approach.





Name : Nabila Safiaah Dewanggi
Institution : Pembangunan Jaya University

INTRODUCTION

A visual book who introduce about three magic words for children from 5-7 years old. A unique thing, it have a touch and feel texture that can stimulating the children. This book use board, and round corner, so that's strong, and safe book.

ISSUE / PROBLEM

character reduction in the teenager generation, one of which is in communication, so that character education for teenager needs to be optimized. Where the character of manners is a basic social skill that everyone must have. So, parents must teach their children from kids about the three magic words with safe and stimulating media for children.

VISUAL BOOK INTRODUCE ABOUT THREE MAGIC WORDS FOR CHILDREN 5-7 YEARS OLD

AIM AND OBJECTIVE

This book is made for children to have good habits when communicating with everyone. This book was created to be an alternative medium for parents in recognizing the three magic words, which is safe, durable, and safe.

METHOD / DESIGN PROCESS & PROTOTYPE

3 step, design approach, design brief and determine book components. The design approach stage is thinking about concepts, mind mapping and brainstorming to get key words and ideas as a reference. Then at the design brief step, designing the content (playful font, cartoon illustration, colorful, touch and feel texture), and determining the title of the book. At the last step, the author determines the size of the book, materials (board), binding techniques (hardboard) in printing the book.





ENCYCLOPEDIA DESIGN OF SLEEP ACTIVITY



NAME: Julia

INSTITUTION: Multimedia Nusantara University

INTRODUCTION

The current concept of health is Triumvirate of Health. That is because when we sleep, the body will start to self-recover to increase metabolism, memory, motoric and cognitive performance until alertness.

ISSUE / PROBLEM

Indonesian citizens still have the understanding that sleep is some kind of form of laziness not as a need. Especially during the pandemic, people's sleep schedules are messier than usual. That is because the body is less active than usual and the lack of exposure to sunlight. Thus it will end up with circadian system problems.

AIM AND OBJECTIVE

The public can acknowledge more and maintain their sleep health especially during Covid-19 pandemic. This is done by designing an encyclopedia about sleep activity that informative and practical in an interactive way.

METHOD / DESIGN PROCESS & PROTOTYPE

The designing process are according to Landa's design method and other data collections method such as interviews, questionnaires, and existing studies.

The big idea of this book design is 'Enigmatic Spirit' with 'Jurnalism Investigation' as a visual concept. This book comes with gimmick and a set of items to support the interactive mini games. There are also marketing tools like poster, banner, social media, and merchandise.





DESIGNING AN ILLUSTRATED BOOK AS A MEDIUM FOR REPRESENTING CHILDREN WITH CURLY HAIR AGED 6-9



NAME: Nadya Anindhita R.W.

INSTITUTION: Universitas Multimedia Nusantara

INTRODUCTION

Natural hair movement and how they are positively perceived in the media is getting more recognition nowadays and is growing strong especially in this digital era where people can access information freely in any kinds of media platforms.

ISSUE / PROBLEM

Children only receive a small amount of exposure about this said movement. Although the audience proclaimed that currently nowadays they feel more appreciated by having their natural hair due to the wide expansion of numerous beauty campaigns and beauty influencers celebrating their natural hair in social network services, children may not be affected by the movement due to the differences of techniques on how to deliver the movement to them.

AIM AND OBJECTIVE

To represent curly hair in a media where children are familiar with, so the target audience can also feel embraced by the existing movement. By creating a picture book for children where they can be exposed more to inclusivity, it may broaden the horizon of this movement to younger audiences.

METHOD / DESIGN PROCESS & PROTOTYPE

The process in constructing this picture book is based on the methods given by Ursell, and data retrieving methods such as sampling through questionnaire, interviewing each topic experts, and researching pre-existing studies. From the method, the writer then proceeded to discover the big idea of the book which is 'to Include and to Grow' where in this context, the writer chose to shun on another way to represent and to embrace curly hair other than giving praises and compliments on how beautiful their hair are. The story would revolve around the main character's journey on finding her self-acceptance through embracing other aspects of the main character other than the main character's hair.





BOOK DESIGN OF INDONESIA'S HISTORIC MOMENTS AT THE OLYMPICS



Name : Vania Jocelyn Wiranata
Institution : Universitas Multimedia Nusantara

INTRODUCTION

Sports is a tool of diplomacy, a tool for unifying the nation, and a national asset. One of the biggest multi-contingent and multisports events is the Olympic. Indonesia's achievements in the Olympics can be a benchmark for the journey of national sports.

ISSUE / PROBLEM

Based on an interview with the editor and sports journalist of IDN Times, it was found that Indonesia's documentation culture is still very weak. In addition, media access is still limited.

The target segmentation is young people aged 17-24 years in Indonesia who are interested in information, like to read, and have high curiosity.

AIM AND OBJECTIVE

The solution is a book as an information medium that contains Indonesia's historic moments at the Olympics. This book can be a medium for inspiration, planting the seeds of nationalism and national pride. Book offers the function of documentation physically.

METHOD / DESIGN PROCESS & PROTOTYPE

The design method used refers to Andrew Haslam in his book called "Book Designs". It contains 3 steps in designing a book: preparation, documentation, and component identification. From here, the big idea is Gelora n' glory. Gelora means excitement and glory represents historic moments and triumph. This book is equipped with memorabilia adapted from each moment to add to the experience for the reader.





#DIFFERENTISUNIQUE SHOW YOUR OWN BEAUTY



NAME: ADE, MARCELLA, NINDITYA, MALIK
INSTITUTION: UNIVERSITAS PEMBANGUNAN JAYA

INTRODUCTION

The #DifferentIsUnique campaign with the tagline "Show Your Own Beauty" is a campaign plan for BLP Beauty from Indonesia. The key message of this campaign is that we want to say that all women are beautiful and unique with all that they have.

ISSUE / PROBLEM

The ideas behind the campaign background is based on data showing that as many as 84% of women in Indonesia are currently still not confident in their appearance.

This is because of the beauty standards in Indonesia, who thought a woman was beautiful should have white skin, a skinny body, and shiny black hair. In addition, beauty can't be seen only from physical appearance, but also from inner beauty.

AIM AND OBJECTIVE

To educate and increase women's self-confidence and get rid of beauty standards that exist in Indonesian society.

To know and convince the Indonesian people that diversity is a unique beauty and each has its own characteristics, so that they can look beautiful in their own version and be more confident than before.

METHOD / DESIGN PROCESS & PROTOTYPE

For the design of our campaign, we use color tones that match with BLP Beauty and present the faces of various Indonesian women. In addition, we choose an Instagram template for our billboard design. Because Instagram is one of the most widely used social media in Indonesia with a percentage of 79%.





SKINVESTMENT : A SKINCARE GAME CHANGER!



NAME: ANNISA, AURYNA, RIFDA, SORAYA, VIRA
INSTITUTION: UNIVERSITAS PEMBANGUNAN JAYA

INTRODUCTION

Skinvestment comes from the words skin and investment which means investing in skincare products that are guaranteed to maintain healthy skin. The Skinvestment campaign can help people by educating and providing direction or awareness to wider communities so that they understand and paid more attention to the effects and impacts of using skincare products incorrectly.

ISSUE / PROBLEM

Based on the results of the survey, women who uses poor quality skincare said that 86% of women in Indonesia still uses skincare products that are not guaranteed by the National Food and Drug Agency, so it is important for women in Indonesia to get education related to choosing quality skincare products.

AIM AND OBJECTIVE

We hope that people will be wiser in choosing safe beauty products and this campaign can be implemented in their daily life to achieve healthier skin. In addition, we want the public to no longer feel worried about choosing a skincare product

METHOD / DESIGN PROCESS & PROTOTYPE

For the process we are making a promotional campaign through a billboard in the hopes of captivating the attention of the audience. In the billboard itself there will be an attractive offer sentence that can answer some frequently asked question regarding skincare. Furthermore, the infographic also offers information regarding skincare ingredients that are safe for facial skin health and also the list of function of each skincare ingredients, where the information is catered personally for the consumer's needs, namely wanting to know which ingredients are effective for use on facial skin.





NAME: DEVANIA, NABILA, APRILLIA, PRISCA, ANNITA
INSTITUTION: UNIVERSITAS PEMBANGUNAN JAYA

INTRODUCTION

The campaign “I Believe In Me #ToTheMaxLevel” is a campaign plan for Coca-Cola Brand. The key point of the message is skill isn’t enough to reach your success, you also need confidence.

ISSUE / PROBLEM

The issue that we brought is about the unconfident that affected to successness. We also do a small research to know about audiences confidence & from 53 respondense, 98,1% said that confidence is one of the key to reach the successness. According ti them, the reasons why they feel unconfident are because they feel not capable enough to do their job, they still feel unsure about their self and no one support” them.

I BELEVE IN ME #TOTHEMAXLEVEL

AIM AND OBJECTIVE

The aim of this campaign is increases Indonesian - millenials motivation to be more confident in their abilities. So they able to do a good thing. The objective of this campaign is in one year ahead, Indonesian millenials people will have more confidence in themselves to do anything that they want to achieve and to reach their successness.

METHOD / DESIGN PROCESS & PROTOTYPE

Through these visuals, we delivered the confident is the key to reach successness message. We used the Coca Cola color which is red. We did the publications through the posters, brochure and many more.





NAME: Ardiansyah HB, Archie AZ, Budy A, Saiful HB, Syamakh I.
INSTITUTION: Pembangunan Jaya University

INTRODUCTION

#EndVironment is an abbreviation from two words "End" and "Environment" which has meaning that we should be aware of what we did to the environment. If we can't take care of this beautiful earth seriously, we would ended up and create a disaster for our earth and ourself too.

ISSUE / PROBLEM

Buying new clothes where as we have the other same useful clothes is our bad behavior that has a huge effect for our planets. Our concern is, the fact that fashion industry is one of the most wasteful industries in the world. Globally, fashion industry could produce 13 million tons of textile waste each year and 95% of it could be reused or recycled.

#ENVIRONMENT WE BUILT DIFFERENT

AIM AND OBJECTIVE

The aim of this campaign is we wanted to educate and persuade people to use less fast-fashion or outfits you don't really need to save and prevent the danger in environment, that is also could support the mission of Earth Major to provides the people to explore their identity through sustainable fashion and make an impact for a better environment.

METHOD / DESIGN PROCESS & PROTOTYPE

To promote and expand our campaign, we prepared some of campaign promotions materials that will be promoted on social media, billboard, email and so on. The promotion materials are Poster, Billboard, News Letter, News Advertorial, Broschure, Magazine, News Release, Fact Sheet, Biography, Quotes from Media, PSA Poster, and PSA Video Campaign. We also planned for collaborating with some of famous online media in Indonesia.





HIDDEN HEROES



NAME: ADITYA, KAFKA, IFTIKAREEN, TAZKIYA, FAUZI, ALRIAN
INSTITUTION: UNIVERSITAS PEMBANGUNAN JAYA

INTRODUCTION

#HiddenHeroes is based on the background of people who care about the environment. And they do this consciously without expecting approval from others.

ISSUE / PROBLEM

Environmental problems are a very important problem for our lives. There are still many of us who do not care about the existing environmental problems. and there are still many who have not been able to appreciate people who care about the environment.

AIM AND OBJECTIVE

With the #HiddenHeroes campaign, we hope to inspire many people to appreciate the little things they do to save the environment and hopefully it can motivate them to actively participate in environmental care activities.

METHOD / DESIGN PROCESS & PROTOTYPE

We are using AIDCA method on this project. AIDCA is a marketing formula that can be used as material for analysis and reference in advertising planning. As prototype we elaborate the posters and billboards from this campaign.



Poster



Billboard (Indonesia)



#AKARBUMI
#BIJAKBERPLASTIK



NAME: Lina, Namira, Hardy, Dida, Farhan, Danu
INSTITUTION: Universitas Pembangunan Jaya

INTRODUCTION

We HOPE.ID chose AQUA as the right brand for our campaign titled #AkarBUMI. It is because AQUA also wants to embrace the community to be more concerned about environmental problems by reducing the use of plastic waste.

ISSUE / PROBLEM

Indonesia is the second country after china that creates the most plastic waste. This issue is important to be raised into a campaign because there are still some Indonesian people who do not care about the use of plastic waste which can cause environmental problems.

AIM AND OBJECTIVE

To determine and to ensure it is hoped that in the next two years more people will be aware or concerned about the use of plastic waste. Where in the future we hope that many people recycle plastic waste.

METHOD / DESIGN PROCESS & PROTOTYPE

Billboard (brochure dummy mockup) according to data from Nielsen which more than two thirds or about 67% of consumers spend 4 hours 33 minutes outdoors on weekdays.

Specifically of On the billboard we will use or display a dummy brochure containing information about the AQUA Brand itself and information related to the campaign carried out by us (hope.id).





LET'S RIDE : FEEL SAFE WITH US



NAME: Adisya, Alfiya, Daniel, Fabian, Iqbal, Randy

INSTITUTION: Universitas Pembangunan Jaya

INTRODUCTION

Let's Ride! Present to provide a sense of comfort and trust in people who want to use online transportation. This campaign was formed from public unrest because during the Covid-19 pandemic many people are afraid to use online transportation. Therefore, Let's Ride! Present to provide a sense of comfort and trust in the community.

ISSUE / PROBLEM

Based on data from WHO (World Health Organization), people who are exposed to Covid-19 rise every day. Therefore, Let's Ride urges the public not to be afraid to use online transportation services during the Covid-19 pandemic because we have strictly followed health protocols aimed at breaking the chain of Covid-19 spread in Indonesia.

AIM AND OBJECTIVE

We hope let's ride invites people to return to use online transportation during the Covid-19 pandemic, so that no more people are afraid to use online transportation because of the lack of health protocols. This campaign can provide a sense of comfort to people who use online transportation during the Covid-19 pandemic. This campaign will always provide information related to health protocols conducted by Gojek Drivers and passengers, as well as what things to do before using online transportation to make people feel safe and comfortable.

METHOD / DESIGN PROCESS & PROTOTYPE

In this campaign, Let's Ride made a promotion through Billboard in hope that in the future consumers will see that this campaign is owned by the Gojek brand and focuses on the transportation aspects of Gojek, especially GoRide and GoCar that implement health protocols because your health is part of our priority. Ride anytime with us without worries is to invite consumers to use Gojek anytime and anywhere without any worries while traveling especially during the Covid-19 pandemic. This concept will attract the attention of consumers to find complete information related to billboard visuals.





DEVELOPMENT OF ELECTRONIC MOTORCYCLE AS AN ALTERNATIVE PUBLIC TRANSPORTATION FOR FOOD DELIVERY



NAME: Aditya Prasetyo Nugroho

INSTITUTION: Universitas Pembangunan Jaya

INTRODUCTION

The online transportation of food shipments has become one of the requirements in activity, consumers don't have to go to buy food. Besides, the small businessman would be helped by not having to use the private fleet as his delivery.

ISSUE / PROBLEM

The biggest impact of air pollution at this time is one of global warming caused by over-exploited oil-powered vehicles. Motorbikes are the most widely used vehicles in Indonesia's urban area. However, excessive use of motor vehicles will lead to increased air pollution such as carbon monoxide (CO) and hydrocarbons (HC) that are extracted from motor combustion gases that affect human health and the surrounding environment.

AIM AND OBJECTIVE

Handle air pollution cases in Indonesia by inducing the public to switch electric motors. This product makes it easy for the driver to work optimally. Besides, this product is also aimed at advancing the domestic automotive industry to be able to compete in global buttons with modern designs.

METHOD / DESIGN PROCESS & PROTOTYPE





COCONUT COIR WASTE PLANTER BOX AS A NEW LIFESTYLE TREND IN THE PANDEMIC PERIOD



NAME: ADRIL HIDAYAH RAMADHAN
INSTITUTION: UNIVERSITAS PEMBANGUNAN JAYA

INTRODUCTION

Indonesia is the largest coconut producing country in the world with a production area of 3.78 million hectares and a total production of 2.58 million tons. Coconut is a plant that every part is useful, But with benefits which is very large, it is still found waste that is made from coconut. The Covid-19 pandemic has caused new lifestyles occur in society during the this pandemic

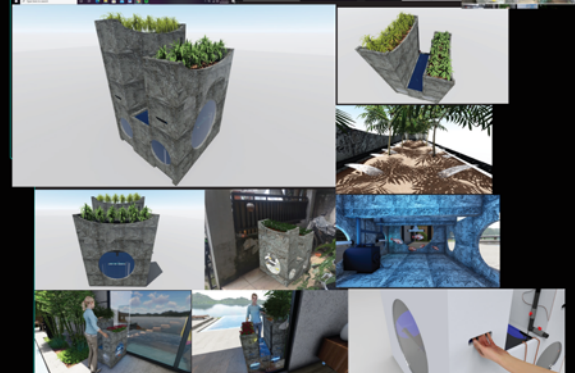
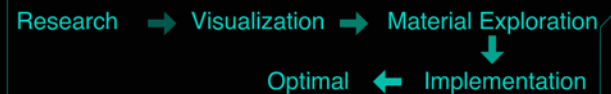
ISSUE / PROBLEM

Coconut waste in Indonesia cannot be considered trivial considering that Indonesia is a country with largest supplier of coconut and also from the fruit section coconut that only uses meat and water only while the coir and shell are lacking utilized and based on interviews with coconut fruit traders that this coir and shell will be thrown away or used as material for combustion that will eventually have the potential produce air pollice.

AIM AND OBJECTIVE

Aims to utilize coconut waste which are still commonly found in the environment around and to meet the new lifestyle during this pandemic. Have a system Aquaponics and Vernacular design style is very fits the theme of this research, namely with reused waste and concepts naturally applied.

METHOD / DESIGN PROCESS & PROTOTYPE





NAME: FRISTY PRAMESTI

INSTITUTION: PEMBANGUNAN JAYA UNIVERSITY

INTRODUCTION

People want to have a nice home atmosphere. Thus, for those who don't have enough place to plant a plant, they use pots to plant it. Therefore, the author wants to make ceramic products as the plant media care to maintain plants automatically.

ISSUE / PROBLEM

Not all people have time to take care of their plants.
Not all people have a proper place or space to plant their plants.

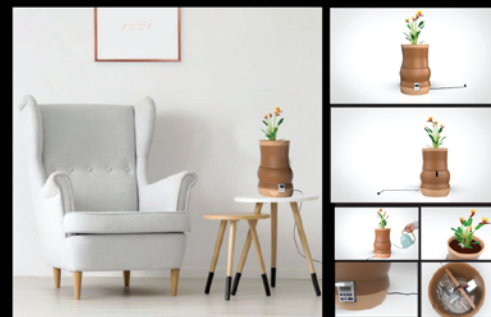
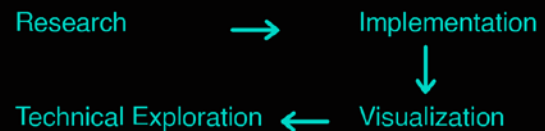
- How to plant a plant in an insufficient space/place?
- How to facilitate plant media care to suit urban people characteristics?

TROPICAL ORNAMENTAL PLANT MEDIA CARE DESIGN WITH SELF WATERING SYSTEM

AIM AND OBJECTIVE

Designing an automated plant media care to make it easier for urban people to take care of their plants, can be controlled and monitored by Plant Note from their phone. Giving a solution to take care of their plants in a practical way. And helping users to take care of their plants appropriately.

METHOD / DESIGN PROCESS & PROTOTYPE





NAME: GIAN GUSTIN

INSTITUTION: PEMBANGUNAN JAYA UNIVERSITY

INTRODUCTION

Natural disasters themselves can occur due to natural processes or as a result of human activities often destroy nature. Indonesian archipelagic country is a country that is prone to natural disasters.

ISSUE / PROBLEM

Natural disasters are one of the natural phenomena that threaten direct human life, especially in Indonesia, which is a country that natural disasters often occur. Humans are only able to recognize the symptoms early and predict the occurrence, because it does a lot of damage especially on communication networks and this has an impact on officers who carry out rescues to the location, making it difficult to communicate at the site of a natural disaster.

DEVELOPMENT OF MULTIFUNCTIONAL VEHICLE DESIGN AS EMERGENCY COMMUNICATION & EVACUATION OF VICTIMS NATURAL DISASTERS

AIM AND OBJECTIVE

This study aims to help victims of natural disasters and establish a communication network at the disaster site. This needs to be remembered because Indonesia is a country that often occurs in natural disasters.

METHOD / DESIGN PROCESS & PROTOTYPE





NAME: Nyimas Azaria Soraya
INSTITUTION: Pembangunan Jaya University

INTRODUCTION

In Indonesia there are many marble industries, one of which is in the East Java Province. The East Java is the best marble yield in Indonesia located in the South Tulungagung. It's supported by the abundance of raw marble. Many industries certainly cause a lot of waste from the production process.

ISSUE / PROBLEM

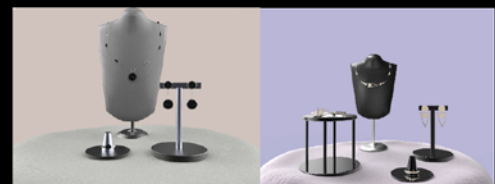
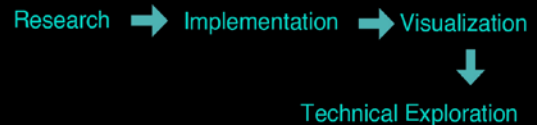
The biggest impact of marble today is the occurrence of river pollution, other impacts is what the locals feel of the dust generated from accumulation of waste because not all industries have a place adequate waste disposal. In addition, in the world of fashion, trends will be always changing and evolving to keep up with the industry fast fashion. To follow the fashion industry market, a product must have innovation in an effort to keep up with its growth.

FASHION PRODUCT DESIGN USING MARBLE WASTE

AIM AND OBJECTIVE

This study aims to utilize the use of marble waste unused so that it can produce products that have value function and selling point. In addition, this product also aims as an innovation in the fashion world to support the rapid development of the fashion industry.

METHOD / DESIGN PROCESS & PROTOTYPE





NAME: Muhammad Asshiddiqi
INSTITUTION: Pembangunan Jaya University

INTRODUCTION

Natural disasters are tragedies caused by nature that have a detrimental impact on disaster victims. The loss suffered was the loss of communications networks and the loss of many victims.

ISSUE / PROBLEM

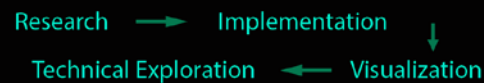
The level of natural disasters in Indonesia is very high and has resulted in a very high level of natural disasters. A lot of damage, especially on the communications network, which in the end it's a difficult communication in the region. Disaster affects the entire region. The officers' performance was a rescue in the disaster zone, besides that. The number of wounded is also a matter of concern. Especially to the karavans who still have hope of life.

DISASTER RESPONSE

AIM AND OBJECTIVE

This research aims to restore communications networks in the region disaster and help victims of disaster. It's necessary is done in view of the many natural disasters that have occurred in Indonesia and A lot of damage, especially to the tissue and a lot of victims who were. Wounded by a disaster. With the vehicle facility. I'm sorry. Like this, it is expected to ease the burden the people have been through. Disaster response is especially in communication and first aid. The wounded victim.

METHOD / DESIGN PROCESS & PROTOTYPE





DESIGN AND DEVELOPMENT OF RETRO STYLE FURNITURE SETS FOR RELAXING WITH THE APPLICATION OF PVC RUBBER USING INDONESIAN WEAVING TECHNIQUES



NAME: Ridha Rahmani Sumiratmadja
INSTITUTION: Pembangunan Jaya University

INTRODUCTION

Retro style still has a place special in the hearts of some people. In addition, it is important to introduce Indonesian culture in this era. This furniture sets for relaxing using PVC rubber used in lounge chairs in the 70-90s and woven using Indonesian weaving technique from Mbojo from Bima, Sumbawa, NTB.

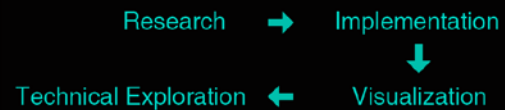
ISSUE / PROBLEM

During modern lifestyle nowadays, The problem faced is how retro-style furniture can still be of interest to the public by producing new innovations. Besides that, we need new media for Indonesian weaving because of the minimal role of Indonesian weaving in Indonesian non-fashion products.

AIM AND OBJECTIVE

This study aims to reintroduce retro furniture that is difficult to find currently, especially furniture that uses PVC rubber. Then preserve Indonesian weaving with different media so create new innovations by making retro style products use PVC rubber and the application of Indonesian weaving while introducing Indonesian culture to society.

METHOD / DESIGN PROCESS & PROTOTYPE





NAME: SHALLI MAULIDEA

INSTITUTION: PEMBANGUNAN JAYA UNIVERSITY

INTRODUCTION

This modular chair has been adjusted based on the needs and functions of the product. That is minimizing visitors sitting not complying with health protocols.

ISSUE / PROBLEM

The Covid-19 pandemic in Indonesia has not yet ended, the economy in Indonesia is not yet stable. Several business sectors in Indonesia have declined due to the Covid-19 pandemic, various efforts have been made by the government ranging from lockdowns to temporary closures of places of entertainment, worship and even workplaces. However, if this is continuously implemented, it is certain that Indonesia will experience an economic crisis.

MODULAR FURNITURE AT THE AIRPORT AS A PREVENTION OF COVID 19 TO IMPROVE TOURISM IN INDONESIA

AIM AND OBJECTIVE

It is hoped that if airport visitors are orderly with regulations, tourism in Indonesia will continue to be reopened and there will be no more transmission of Covid-19 in public places such as airports.

METHOD / DESIGN PROCESS & PROTOTYPE





NAME: NIXY AULIA IDRIS

INSTITUTION: PEMBANGUNAN JAYA UNIVERSITY

INTRODUCTION

Multifunctional furniture for kids that has a toy to help the child fine motor skills. It also has a function as a chair for kids around 2 - 5 years old. Moreover, in the body part of the chair can be use as a storage for the kids to place the toys.

ISSUE / PROBLEM

Growth and development in children is very important thing for parents to pay attention to. However, with the technology that is developing makes children become very attached to gadgets, many parents didn't realize the dangers of gadgets that impact on the growth and development of the child. Meanwhile, with the number of births has an impact on the limitations of residential land.

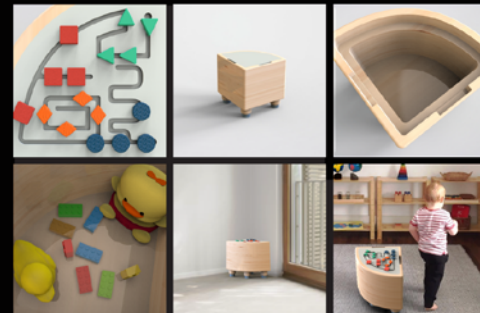
A MULTIFUNCTION FURNITURE DESIGN FOR STIMULATING A CHILD'S MOTOR SKILLS

AIM AND OBJECTIVE

One of the breakthrough products that can reduce the problem through product offerings that have more than one function and provide enough interaction to help children grow. By having a shape that has been designed to make the product can be placed at the corner of the room.

METHOD / DESIGN PROCESS & PROTOTYPE

Research → Implementation
Technical Exploration ← Visualization





SESSION 3



ROOM 1
UNIVERSITI TEKNOLOGI MARA, MELAKA, MALAYSIA



ROOM 2
UNIVERSITI TEKNOLOGI MARA, PERAK, MALAYSIA



ROOM 3
UNIVERSITI TEKNOLOGI MARA, PERAK, MALAYSIA



ROOM 4
UNIVERSITI TEKNOLOGI MARA, PERAK, MALAYSIA



ROOM 5
UNIVERSITY TECHNOLOGY MARA (UITM) MALAYSIA



ROOM 6
UNIVERSITI TEKNOLOGI MARA, PERAK, MALAYSIA



ROOM 7
UNIVERSITI MALAYSIA KELANTAN (UMK), MALAYSIA





MALAYSIA FOLKLORE COLLECTOR CARD



NAME: **MUHAMMAD FARIS BIN MOHD ARIS**
INSTITUTION: **UITM ALOR GAJAH, MELAKA**

INTRODUCTION

FOLK LORE CAN BE CATEGORIZED AS FOLK MUSIC OR SONG, BARDIC TALES, ANIMAL FABLES, GHOST STORIES, EPIC, FAIRY TALES, SYMBLOC LORE AND MYTH.

ISSUE / PROBLEM

THE CONCEPT OF MALAY CHILDREN YOUTH LITERATURE IS STILL LOOSE AND NOT COMPLETE. THEREFORE, THE MALAY FOLKLORE HAS BEEN FORGOTTEN AND IGNORED.

AIM AND OBJECTIVE

1. TO PROMOTE FOLKLORE USING CARD AND COMBINE WITH E-BOOK USING QR CODE.
2. TO CREATE PEOPLE AWARENESS TOWARDS MALAYSIA FOLKLORE

METHOD / DESIGN PROCESS & PROTOTYPE

1. QUANTITATIVE METHOD
SURVEY 50 PEOPLE THROUGH GOOGLE FORM
2. APPLIED RESEARCH
- DEVELOPED LAYOUT CARD DESIGN
- DEVELOPED ILLUSTRATION BOOK BASED ON FOLK LORE CARD





NAME: Muhammad Rafiqin bin Mazlan

INSTITUTION: Universiti Teknologi MARA, Melaka, Malaysia

INTRODUCTION

Women were one of the most essential foundations of national growth in all aspects, not only social, political, and economic. Women in Malaysia, like women in other nations, confront a variety of obstacles in many fields of employment.

ISSUE / PROBLEM

Nowadays, many young generation especially women has less concern about the successful Malaysian Women whom they can inspired from. Due to the prevalence of a patriarchal society notably as represented in portray heroines idealised more for their beauty and passivity than knowledge and courage, women whose contributions may have been overlooked or dismissed.

POWER WITHIN WOMEN

AIM AND OBJECTIVE

1. To shows that successful Malaysia women can be the factor to empower girls from younger generation.
2. 3. To shows about successful Malaysia women in graphic illustration.

METHOD / DESIGN PROCESS & PROTOTYPE





THE USE OF GRAPHIC ILLUSTRATION TO EDUCATE MALAYSIA'S HEALTHY FOOD AMONG CHILDREN



NAME: SULAIMAN DAUD BIN KAMALUDIN
INSTITUTION: UTM MELAKA KAMPUS ALOR GAJAH

INTRODUCTION

The proper and adequate mixing of nutritional nutrients is the key to having a healthy lifestyle. Therefore, it is important to educate all Malaysians especially children from the beginning about what they eat at once to produce a healthy generation.

ISSUE / PROBLEM

Obesity to be like a global epidemic that has spread to both adults and children and it shows an increase worldwide at a very alarming rate (Sorof & Daniels, 2002). Therefore, the use of graphic illustration could be the way to educate Malaysia healthy food among children. Also, introduced Malaysia have a healthy food itself that existed and they not realise the nutrition in every dishes is have balanced diet for their body.

AIM AND OBJECTIVE

1. To create and design an infographic design regarding the types of Malaysian foods that contain healthy nutrients.
2. To promote the types of Malaysia Healthy Food through graphic illustrations to all Malaysians especially children.

METHOD / DESIGN PROCESS & PROTOTYPE

Make a booklet infographic about Malaysia's healthy food to educate and promote to all layers of Malaysia's community.

Booklet infographic design



Mockup for the booklet and side project





GAME: HEROIC WARRIORS IN THE LAND OF MALAYA



NAME: NURSHAEERA BINTI SHAHRIN

INSTITUTION: UITM KAMPUS ALOR GAJAH, CAWANGAN MELAKA

INTRODUCTION

Video games are a source of evolution and production that is widely consumed, attracting the attention of academics from several fields. Video games play an important role in educating certain generations more effectively in certain topics, especially by learning either historical or English languages.

ISSUE / PROBLEM

The young generations have less concern about the Malaysian history tale, especially their origin history.

The young generations are unaware and lack of knowledge of Malaysian history tale, which can be improved by increasing their knowledge of the history tale in addition to revealing the uniqueness gained in each character to be displayed.

AIM AND OBJECTIVE

1. To investigate that Malaysian history tale can increase the knowledge through the 2D video game among the young generations.
2. To create a 2D pixel game related to the historical tale in Malaysia.

METHOD / DESIGN PROCESS & PROTOTYPE

It was conducted by supporting the basic methods of data collection, which is literature research and questionnaires (Cohen Kappa).

Character I have been chosen are they have contributed to the history in Malaysia. Background of each character is a reflection of their place of origin.



Merong Mahawangsa from Kedah, Malaysia

Hang Tuah from Melaka, Malaysia



INDDEX

INTERNATIONAL DEGREE DESIGN EXCHANGE

VIRTUAL 2021

UNLIMITED CREATIVITY
TOWARDS THE NEW PARADISEM



NAME: NUR HASANAH BINTI ABDUL RAZAK

INSTITUTION: UNIVERSITI TEKNOLOGI MARA CAWANGAN
MELAKA, KAMPUS ALOR GAJAH

INTRODUCTION

The title that I have chosen for the final year project as you already know on the screen is the body shaming awareness campaign that focuses on the title undoubted your talent no matter what size you are.

The campaign focuses on the target market aged 18 to 25 years old, including both sexes, namely men and women. The aim of this campaign is to encourage people to stand up and highlight their talent no matter what size they are.

ISSUE / PROBLEM

After doing research, in fact many people lack self confidence in themselves especially in highlighting their talents.

Because of the fear of criticism and negative comments, they always seem to have nothing of any talent and are often oppressed and made the subject of ridicule. In fact all human beings have extraordinary talents within them.

BODY SHAMING AWARENESS CAMPAIGN UNDOUBTED YOUR TALENT NO MATTER WHAT SIZE YOU ARE

AIM AND OBJECTIVE

AIM OF THE CAMPAIGN

- The aim of this campaign is to encourage people to stand up and highlight their talent no matter what size they are.

OBJECTIVE

- To encourage people to highlight their talent
- To educate people to appreciating their extraordinary talent

METHOD / DESIGN PROCESS & PROTOTYPE

How to make this campaign a success is by using this four medium that has been selected to promote the campaign.

The first is Youtube Ads
The second is Magazine Ads
The third is Social Media Ads
The fourth is the Website



INDDEx

INTERNATIONAL DEGREE DESIGN EXCHANGE

VIRTUAL 2021

UNLIMITED CREATIVITY
TOWARDS THE NEW PARADIGM

KCOMBRANG

ETLINGERA ELATIOR



NAME: AINA & AJIYA SOFEA BINTI TRUFIK

INSTITUTION: UITM PERAK KAMPUS SERI ISKANDAR

INTRODUCTION

Based on the information from previous exercise, now that the student will be focusing on creating an interpretation of design language vocabulary for the final project the subject of inspiration is as the same as the first project which is bunga kantan as the theme of this subject is 'spice up your life' the idea for this project is from the four inflorescence step because it is the most attractive part of bunga kantan. there is four phenological stages which is peduncle elongation, inflorescence emergence, flowering and senescence. the concept of this project is basically the inflorescence step itself.

ISSUE / PROBLEM

Bunga kantan, kcombrang or etlingera elatior (scientific name) is a flower species from asia usually used as spices and well known in the dishes called laksa and laksam. there is four important element in the design which is the first one is the bottom part it may look small but it take a big part of the model. this part is inspired by the peduncle elongation for the first 20 days peduncle elongation has actively take place with 55% increase in the first 20 days of growth. the second important element is the inner part of the model which is made from crochet technique it is inspired by inflorescence emergence. this stage start to form 30 days of emergence from shoot. the third element is the outer shape that I take from the flowering step. this stage start at the day 50-55 the spiral shape is taken from the flower shape itself and the coloured paper is a symbol of the outer leaf from the flowering stage. and the last step is inspired by the senescence step which is the last step this step is when the first ring of true flower opened. drying on the outermost of involucral bracts was found and that's create the inspiration for the wavy part of the outer layer of my model.

AIM AND OBJECTIVE

The objectives of this project is to compose 3D model based on the characteristic of the 'bunga kantan'; also get the chance to prove my understanding on design vocabulary and study on characteristic accentuation from various form of arts and architecture.

Besides, this 3D model is a prove of the beautiful inflorescence step of unga kantan that a lot of people done really aware of it

METHOD / DESIGN PROCESS & PROTOTYPE

This is how my mock up model look like



The final look



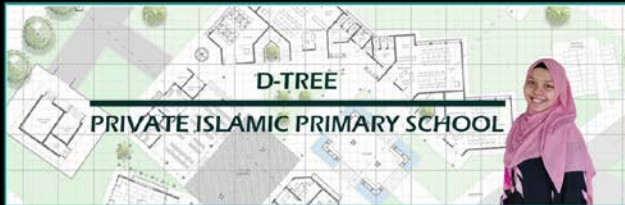
INDDEX

INTERNATIONAL DEGREE DESIGN EXCHANGE

VIRTUAL 2021

UNLIMITED CREATIVITY
TOWARDS THE NEW PARADISEM

PRIVATE ISLAMIC PRIMARY SCHOOL



NAME: IQLIMA DAMIA BINTI RAZAROUS

INSTITUTION: UITM PERAK KAMPUS SERI ISKANDAR

INTRODUCTION

This project required to design a private primary school that focus on academic and Islamic education to the children age 7 till 12 years old. Each classes is design to fit 20 primary students and a teacher.

ISSUE / PROBLEM

Most of the children are scare with unfamiliar environment that they are faces at school. This new environment and far from their home, make the children feel unstable. Moreover, the children nowadays have lack of social skill due to the exposed of gadget at their early age. This will lead them to become too passive , feel bored and unmotivated to go to the school.

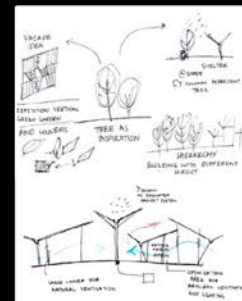
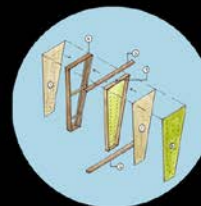
AIM AND OBJECTIVE

To design a functional school for children including provide convenience to the disable children, thus the children can social with one another without feeling left out.

To design a school that integrate with the nature, thus create a welcoming environment to the children

METHOD / DESIGN PROCESS & PROTOTYPE

The idea for this private Islamic primary school is "embrace", which means a school that feel safe like home, give positive vibes and mostly feel welcoming. The tree become a metaphore to achieve this idea, where nature can bring peace. Moreover, tree become a symbolic, where the children need to develop for better. Tree are keep growing and stronger, same goes with the children.





PRIVATE ISLAMIC PRIMARY SCHOOL



AL-HIDAYAH PRIVATE ISLAMIC
PRIMARY SCHOOL

NAME: SITI NORAMIRA BINTI AZHAR

INSTITUTION : UITM PERAK KAMPUS SERI ISKANDAR

INTRODUCTION

Primary school is typically a first stage of compulsory education for the kids around 6-12 years old. From playing to studying, this actually a big transition that will create a complete surprise to the kids.

ISSUE / PROBLEM

Majority of the kids from primary school are- lack of social skill. Moreover, kids around 7 until 12 years old have a sense to go around and explore their surrounding and they also have a strong sense to go playing, but when they enter school, a big transition happen, which is they have to focus on their while they have a right to play around. All of this issues will lead to developing social communication disorder and the learning process will be boring

AIM AND OBJECTIVE

To design a private islamic primary school that emphasis both playing and studying so that the learning process will be more effective and it would not be boring.

To create a less stress enviroment for student to study and enjoy the process of learning.

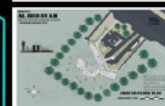
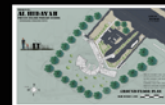
METHOD / DESIGN PROCESS & PROTOTYPE

Al Hidayah is a private primary school designated with a concept of "attraction to play". The design is to create a fun environment for the kids to learn while they can play around.

center courtyard- as a place for the kids to gather around and interact with others

indoor and outdoor slides- as a device for the students to travel to another space in the school

green surrounding- to create a tranquil environment for students





PRIVATE ISLAMIC PRIMARY SCHOOL



NAME: NUR SYAZWANIE BINTI ROSMAN

INSTITUTION: UNIVERSITY TECHNOLOGY MARA,
PERAK, MALAYSIA

AIM AND OBJECTIVE

My idea of this school project are to promote school design that interact with the nature and learning area which is in the green area that should be regarded as a place where learning occurs and provide environments that allows interaction between students and their instructors. This will allow students and their instructors to work together.

INTRODUCTION

Required to design a privately function school that provide fundamental islamic education to primary students. This school is for students years 1 to 6. The idea for the school is to connect the place of learning with nature

METHOD / DESIGN PROCESS & PROTOTYPE

The methodology of design that I applied bare concrete and attached with fin wall concrete for the façade treatment. For the fin wall, I designed with the soft color painted wall that suitable with the environment of primary school where students will love the design. The design that break away from the mould of standard school design organization is mini garden playground that allowing students to play and climb with friends safely while incorporate nature ingredients because students from aged 1 to 3 love to play even though they going to school for study. This idea can make the students less stressed and happy to come to school.

ISSUE / PROBLEM

Sometimes, students from primary schools lack the skills to socialize and work together during the learning process. They just know to play with their friends and usually will lose focus in study which mainly students from year 1 to year 3. Then, most of the student from primary schools less exposed to nature that surround them





KUANTAN YACHT CLUB



NAME: IZZAH AININ SOFIYA BINTI ROSLI
 INSTITUTION: UITM PERAK KAMPUS SERI ISKANDAR

INTRODUCTION

The Kuantan Yacht Club is a modern architecture building built to blend into the landscaping to enhance the uniqueness of the Kuantan River. It is designed to eliminate the barrier between the building and the surrounding. The yacht club provides water sports facilities for water sports and sailing activities and is specifically built for users to enjoy activities at the yacht club.

ISSUE / PROBLEM

Youth involvement in sailing is necessary for the continuation of the yacht club. Yacht clubs slowly dying nowadays due to a lack of youth engagement in sailing. They have less exposure to the benefit of sailing sports. Meanwhile, in Kuantan, the sailing training centre is far from Kuantan city and a less desirable educational place. Kuantan river is one of the attractive places to be visited in Pahang. During the Covid-19 pandemic, there is a large drop number of visitors visiting the Kuantan.

AIM AND OBJECTIVE

To encourage youth involvement in sailing sports and promote local contributions in water sports.

To design a yacht club as the main attraction in the Kuantan River and invite people to visit Kuantan.

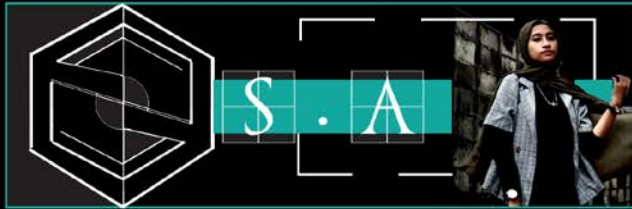
METHOD / DESIGN PROCESS & PROTOTYPE

Rejuvenate is the concept of the Kuantan Yacht Club. The design is to give more energy to the yacht club to support youth involvement in sailing and water sports besides becoming the main attraction in the Kuantan River. Kuantan Yacht Club has ample sailing and water sports facilities and equipment. It also features social spaces to bring tourists and locals to the yacht club.





ALTURA YACHT CLUB



NAME: Shyelanie Binti Adenan

INSTITUTION: UITM Seri Iskandar

AIM AND OBJECTIVE

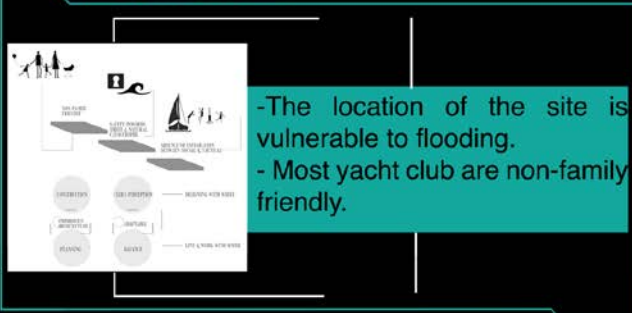
A WATER CENTRIC APPROACH

In which flood risk management + adaptation to climate change = to allow buildings and cities to live and work with

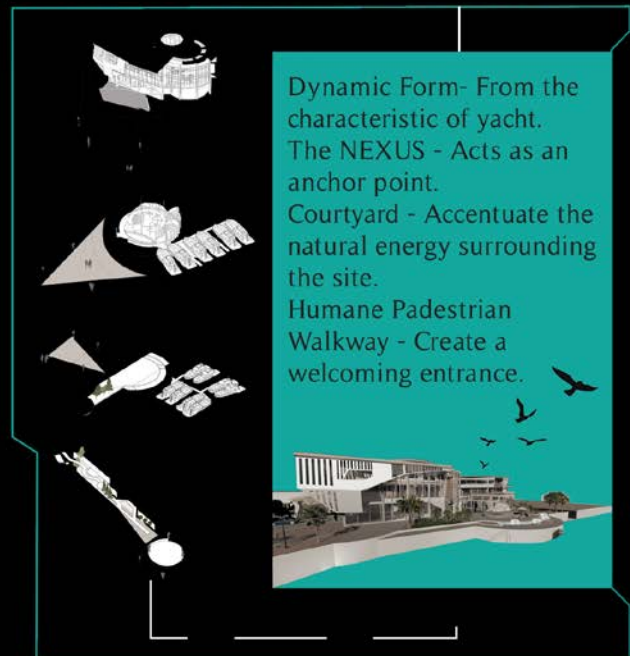
INTRODUCTION

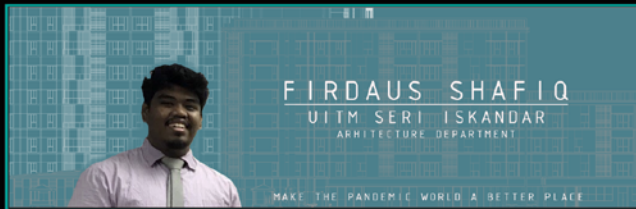
Medium complexity building that represents public architecture. The project is to design a Yacht Club in Kuantan, Pahang which will serve as a sport tourism centre that focuses on sea sport and also provide social and recreational activities.

ISSUE / PROBLEM



METHOD / DESIGN PROCESS & PROTOTYPE





NAME: MUHAMAD FIRDAUS SHAFIQ BIN ABD HALIM
INSTITUTION: UITM PERAK KAMPUS SERI ISKANDAR

INTRODUCTION

Housing in the pandemic era played an important role in human development as life continues to adapt indoors. The scheme focuses on solving the human adaptability in their home for better living.

ISSUE / PROBLEM

The main issue arises when there are a lack of spaces in an affordable housing to function as a working/studying area that forces us to sacrifice certain area in the house for that specific function.

On the macro side, mental illness spiked as current housing scheme in Malaysia rarely emphasises on wellness for middle income group, this could affect the community social behaviour negatively.

VERTICAL HOUSING (WORK FROM HOME)

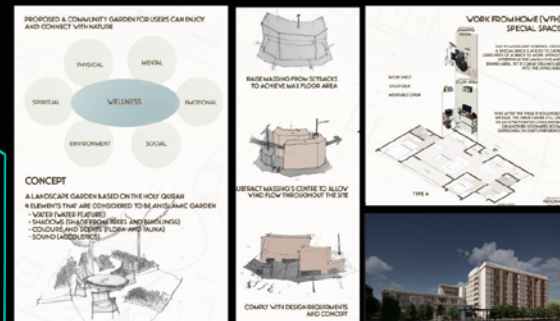
AIM AND OBJECTIVE

To propose a vertical housing scheme that provides spaces for 'work from home' and design units that meant users to feel like a home, not just a house.

To design a community area (park, lounge, etc.) as a coping mechanism for dwellers unwind after working at home and relax.

METHOD / DESIGN PROCESS & PROTOTYPE

Extracting the human perception for a 'home', that are family, comfort, safety, shelter, and freedom in property, the design of the housing units are to make sure these perceptions are achieved. At the same time optimising the site contexts for quality of spaces. Then, inspired from the gardens in heavens, a park is designed into the site rather than around the site, encouraging users to interact and connect with nature, blending the park into the main building.



INDDEX

INTERNATIONAL DEGREE DESIGN EXCHANGE

VIRTUAL 2021

UNLIMITED CREATIVITY
TOWARDS THE NEW PARADISEM

VERTICAL HOUSING (WORK FROM HOME)



NAME: MUAZ BIN AHMAD MARZUKHI

INSTITUTION: UiTM PERAK KAMPUS SERI ISKANDAR

INTRODUCTION

Laman Marina caters the medium income group of user that provides both unique high rised dwelling layout and facilities in ground. This residential allocates the necessary housing facilities under "affordable and comfortable" housing design scheme along with law and regulations. This particular design approaches the tropical regionalism in which it emphasises the importance of responding to our local climate and context of surrounding area.

ISSUE / PROBLEM

From the brief, we are required to provide "affordable" and "comfortable" vertical housing for medium class income group. Sadly, lot of issues has been identified regarding affordable vertical housing especially on the "comfortable" aspects. Often, the "affordable" aspect is achieved but the "comfortable" aspect is not achieved.

Substandard housing conditions is the term use to describe the situation faced by the low- and medium-income group on the unsatisfied condition of the low and medium cost vertical housing related with the "comfortable" aspects such as housing space quality, neighbourhood surrounding and environment.

AIM AND OBJECTIVE

The aim is to design an adequate vertical housing with a pleasant and virtuous housing condition with a quality internal housing space, harmonious neighbourhood surrounding and good environmental aspects which really can give good impact on the physical and mental state of the occupants.

By this, the concept of "Home Sweet Home" can be achieved and the issue can be resolved.

METHOD / DESIGN PROCESS & PROTOTYPE

Architectural design approaches were injected into the process in achieving the aim and objective of this project. The aspects of housing space, neighbourhood surrounding and environmental are being taken into consideration when designing the building.

A) Housing Space

- Space functionality
- Thermal comfort
- Privacy aspect

B) Neighbourhood Surrounding

- Community interaction space
- Provision of quality housing facilities

C) Environmental

- Tropical regionalism
- Green strategies
- Provision of nature integrated space





THE LIGHT OF MAKRI FAT



NAME: NURUL DEENA ALEEYA BINTI MOHD NORDIN
INSTITUTION: UiTM PERAK KAMPUS SERI ISKANDAR

INTRODUCTION

After a whole semester of learning the design language vocabulary, we are required to prove our understanding on it for our final project.

ISSUE / PROBLEM

The subject of our final project was chosen from the start of our semester, the theme was our local herbs. I decided to go with the herb 'Etlingera Elatior,' more known as 'Torch Ginger.' The reason I chose it as my subject of inspiration is because it is what give many traditional Malaysian dishes their powerful taste.

AIM AND OBJECTIVE

To guide us students on the initial part of the design process.

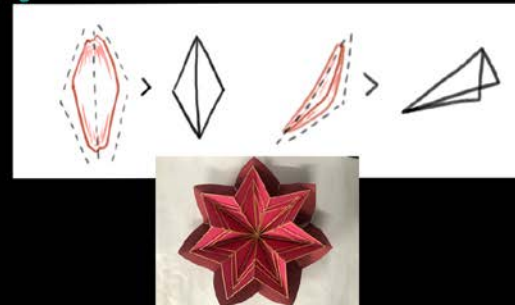
To make sure both the ideas and concept are at the satisfactory level before continue to the next process.

METHOD / DESIGN PROCESS & PROTOTYPE

As for the model, i chose to use the torch ginger's taste and its full blooming stage as inspiration. The reason being that it is known for its sharp taste.

The shape of the individual section was developed from the shape of its petal. The curved shape of the petals were sharpened to convey its taste.

The three layers that are bent inward indicates the outer layer of the bract. While the one that is bent downward indicates the outer layer of the bract that is dying.





THE AWARENESS OF COVID-19 PANDEMIC THROUGH ILLUSTRATION IMAGE ON MURAL AMONG SCHOOL STUDENT



NAME: Ain Nurrashidah Safura Binti Murtazadi
INSTITUTION: Universiti Teknologi Mara (UiTM), Perak

INTRODUCTION

COVID-19 infected individuals will develop mild to moderate respiratory disease and will recover without the need for special care. COVID-19 pandemic has affected the structure of Learning and Teaching through face to face method.

ISSUE / PROBLEM

The level of awareness for students regarding to COVID-19 epidemic are less concerned by them. some students do not comply with the Standard Operation Procedure (SOP) that has been made when they are in the school grounds. The complete information on COVID-19 prevention measures has been applied in the school area such as poster and flyers but some of students do not take this matter seriously.

AIM AND OBJECTIVE

- 1) To identify the awareness of students towards COVID-19.
- 2) To find out the practice of new norms that has been done by school student
- 3) To identify whether the student understand the meaning of mural message design for COVID-19 towards them.

METHOD / DESIGN PROCESS & PROTOTYPE

Make a study on local and international mural design



Doing three different mural designs



Provided a survey to school students to choose the final mural design



Make a design development based on the design selected by school students from the survey provided



Provided a survey for design development for school students to make choices.





NAME: Fatin Najihah Binti Ahmad Tarmizi

INSTITUTION: Universiti Reknologi MARA Malaysia, Perak

INTRODUCTION

MEALS ON TRUCK is to support and help connect customers to buy their favorites festival food in online during Covid-19 pandemic. This services can make it easier for everyone to survive without spreading any disease. The special tagline is 'Your Freshness and Crazyness Delivered at Your Doorstep'.

ISSUE / PROBLEM

To present proves that this Meals on Truck is able to improve the country's economy as many consider this food delivery service to be a career that does not provide many advantages.

Besides that, application systems that are limited in their use, low profile and unknown features and non-widespread marketing.

MEALS ON TRUCK, FOOD DELIVERY SERVICE IN COVID-19 PANDEMIC

AIM AND OBJECTIVE

- To upgrade the system and application design to be more attractive and easy.
- To prove of trust on customers as to influence this service.
- To work on marketing to be more successful.

METHOD / DESIGN PROCESS & PROTOTYPE

Tools :
Adobe
Illustrator

1. Ideation Brief
2. Brainstorm
3. Design the graphic
4. Review at the 20/40/98 percent
5. Present the final process





CELEBRATE AT HOME, PARTY DELIVERY SERVICE BY SECRET RECIPE CAKES & CAFE SDN. BHD



NAME: Mohamad Fareez Aidie Bin Abdullah
INSTITUTION: Universiti Teknologi MARA Malaysia, Perak Branch

INTRODUCTION

CELEBRATE AT HOME is an innovative service that delivers food packages for celebrations at home. It's easy to use; it offers the big diversity of meals typical of Secret Recipe; it provides quick delivery and adds innovations to all the customer journey from making an order to receiving a meal.

ISSUE / PROBLEM

Based on observation, SR does not focus on celebration delivery package during covid-19 pandemic. Beside that, SR lack of promotion and event and only according to the terms and conditions of the location. SR lack of food packaging for the appropriate type of food.

AIM AND OBJECTIVE

- To help communities having celebrations at home with us during this pandemic.
- To setup a delivery and party service at home or anywhere by secret recipe
- To create a brand identity for new delivery and party service

METHOD / DESIGN PROCESS & PROTOTYPE

Tools:
- Adobe Illustrator
- Adobe Photoshop

1. Creative Brive
2. Conduct Graphic Design Research

3. Brainstorm

4. Review at the 10/50/99 stage

5. Present the final product





STANDARD OPERATING PROCEDURE AMONG TEENAGERS USING T-SHIRT ILLUSTRATION DESIGN



NAME: MUHAMMAD ZULHANIF BIN MOHD ANDIARAS
INSTITUTION: UTM SERI ISKANDAR PERAK

INTRODUCTION

I am doing campaign about Standard Operating Procedure among Teenagers using T-shirt Illustration design as a medium to spread awareness among teenagers.

ISSUE / PROBLEM

Teen nowadays really had no idea about their situation and had really tough time when they need to stop going school and need to learn online. They can't make physical contact and hang with their peers and this will cause mental health disorder to them.
Teenagers nowadays not concerned about SOP during pandemic and did not practice it.

AIM AND OBJECTIVE

- To create awareness among teenagers about the important to always follows SOP in Pandemic Covid-19.
- To design Illustration T-shirt about 5 common SOP to being followed when goes outside in Pandemic Covid-19.

METHOD / DESIGN PROCESS & PROTOTYPE

Survey has been conducted to teenagers aged 13 to 23 years old about their preferences in drawing styles and theme to use on illustration t-shirt design.

There are various of questionnaire surveys with different sets of question that have been asked to target audience.

Sampling method used was non-probability with voluntary responses sampling.

This is the illustration t-shirt design that was made by teenagers's interest to attract teenagers to wear it while being outside.

The process started from research, collect data, sketches, digitalization and get feedback to improve and launch.





ALL NETWORK KONTEX INTERNATIONAL (ANKI) E-SPORT SERVICE



NAME: AMIR RAZIN BIN MOHD NASRI
INSTITUTION: UITM SERI ISKANDAR, PERAK

INTRODUCTION

ANKI stands for All Network Kontex International from the standpoint of viewers that like to enjoy the excitement of E-sport, Kontex International is service that was created for everything E-sport related.

ISSUE / PROBLEM

Establishing or creating a new service for Malaysian E-sport fans can be a challenge that are focusing on what sort of service they are looking for and how we can create an E-sport service that meet today's standards of service

AIM AND OBJECTIVE

Creating a platform that are well suited for E-sport Malaysian fans.

Creating a service that can include all type of viewers from Malaysian can enjoy the excitement of E-sport content.

METHOD / DESIGN PROCESS & PROTOTYPE

Design Process

Establishing the identity for the brand and creating a name that are well suited for the service as an E-sport service type.

Logo ideation, sketches and design that are well thought out for it being the most important part of describing the service of which it will be our main stand out point image.

Selecting the appropriate ways or method for advertising the new service to the public by using both physical and electronic ways.

Identify the best prospect that shows the service brand identity or corporate identity for the service - Merchandise, website, apps, brand design, etc.



REBRANDING OF POPCORN PRODUCT (POPKONGILA)



NAME: NAAZIRA AINI BINTI MOHAMAD RAMZI
INSTITUTION: UiTM SERI ISKANDAR, PERAK

INTRODUCTION

The "Popkongila" brand is being rebranded in terms of logo, finish, packaging, advertising design, and items that can enhance the brand identity in the market. This rebranding is one of the ways that allows the product to take place in sales as well as marketing, as the product has been improved so as to have attractive and effective commercial value.

ISSUE / PROBLEM

- 1) Having a packaging design and has no commercial value.
- 2) Lack of appeal in terms of promoting brand identity.
- 3) Lack of effective advertising and messaging platforms and media in brand identity

AIM AND OBJECTIVE

Aim : to renew the identity of the popkongila brand so that it is known and has its own values and privileges so that it is known by the public.

Objective : To improvise new brand identity in the market, to analyze the elements that attract the attention of the audience to know the brand identity of a product and to provide compelling social media platforms and items to make it more engaging.

METHOD / DESIGN PROCESS & PROTOTYPE

To perform visual analysis and quantitative data through a survey of 100 people according to age, namely youth and adults aged between 18 to 36 years. This is due to the factor which at this age has an attraction to something new and unique as well as the specialties exhibited on the products produced. It is clear that the elements and appeal of brand identity for these food products are very important and are accepted by this stage clearly and effectively.

Identify the best prospects who show effective services such as logos, packaging, posters, merchandise, web-sites, apps and more





ZENITH

GAMING AS A ROLE OF MANAGING MENTAL ILLNESS TRIGGERS DURING COVID-19 PANDEMIC



NAME: MUHAMMAD SHAFIQ BIN ABDUL SATAR
INSTITUTION: UiTM PERAK KAMPUS SERI ISKANDAR

INTRODUCTION

Gaming and mental health awareness during the COVID-19 pandemic. Video games can help people living with mental illness by providing a way to relax, connect with others and feel competent.

ISSUE / PROBLEM

Parents and adults tend to overlooked that gaming could help a mental illness patient cope with the isolation especially during the COVID-19 pandemic

Parents tend to misunderstand when their children like playing video games and when their children are addicted to it. They are too afraid of the fact that their children would be addicted and would result in a negative consequence.

AIM AND OBJECTIVE

To determine if the design of the awareness campaign is attractive and can impact the public to understand the message that is trying to be implied.

To ensure that with this awareness campaign the issue of "gaming are bad for health" will no longer be brought up

METHOD / DESIGN PROCESS & PROTOTYPE

Virtual gaming tournament and also a character illustration as a mascot. A character that symbolises mental illness

Specifically the most cases of mental illness during the pandemic. Which are : ADHD, anxiety and depression





^KEROPOK CAP JUARA^ PRODUCT REBRANDING



NAME: NATASYA AYUNI BINTI NOORZELAN
INSTITUTION: UITM SERI ISKANDAR, PERAK

INTRODUCTION

"Keropok Cap Juara" is also one of the snack products produced by small and medium industries in Kelantan, Malaysia. This product is an instant fish cracker product that has its own uniqueness. But these products also face problems in expanding their products to market.

ISSUE / PROBLEM

1. this product is not widespread in the market
2. there is no strong identity in the product
3. there is a lack of competitiveness in terms of promotional

AIM AND OBJECTIVE

AIM

To help this product be better known to the public and more strategic with various modifications

OBJECTIVE

to elevate local product brands as well as enhance and expand the local product market

METHOD / DESIGN PROCESS & PROTOTYPE

Make observation method between snack food products available in the market. This observation method is very helpful to researchers in terms of logo design, packaging design, and also how to promote the product in the market.

In this project, I have rebranded this product by improving the logo and packaging of the product. For the logo, I have made an update by changing the name and logo to Mr. Fisch. As for product packaging, I have reformed the packaging in terms of visual design in the brand strategy in order to be marketable in the market. And the type of packaging that I use is the type of stand pouch, can, and chip bag





AN EXPLORATION OF THE IMPORTANCE IN BRANDING SCOOPS DELIGHT



NAME: NOR SYAZWANI BINTI ZAINAL
INSTITUTION: UiTM SERI ISKANDAR, PERAK

INTRODUCTION

This project to study of how branding, corporate advertising, and graphic design are intertwined in the design process. With this exploration, I would like to explain about the understanding of the process of creating a new product with comprehensive design project.

ISSUE / PROBLEM

This project focusing on how the process of corporate advertising in branding works. A brand name is nothing more or less than sum of all the mental connections people have around it. This is because brands are a short and simple way of expressing or referring to something or offering. Consumers are more likely to buy brands with the names they recognize.

AIM AND OBJECTIVE

The main aim of this project is to identify the importance in branding Scoops Delight.

- To create a new desire for the product with consumer-friendly brand.
- To study how the process of corporate advertising in branding works.

METHOD / DESIGN PROCESS & PROTOTYPE

Design process is the series of decisions involved in delivering the promotional message to the perspective consumer. It is the process of directing the advertising message to the target audience by using the appropriate channel at the proper time and place.

- 1) Identifying customers & prospects.
- 2) Valuation of customers/prospects.
- 3) Creating and delivering message.
- 4) Budgeting, allocation, and evaluation.





BRAND AND VISUAL IDENTITY DESIGN FOR KARHOO EXPRESS SDN. BHD



name: Noor Suhaila Binti Mohd Zian
Institution: UTM SERI ISKANDAR PERAK

INTRODUCTION

The company was established on 25 March 2011 in Malaysia under the name Karhoo Express SDN. BHD. Karhoo Express courier service has a superfast delivery time of 1-3 hours and fast same day delivery in Klang Valley. Karhoo Express is only located in one state, namely in Subang Jaya, Selangor and also only one branch and has existed for 10 years.

ISSUE / PROBLEM

Inform the audience about the brand and the services offered.

Create products design plans for visual identity.

Identify the target audience that uses Karhoo Express.

AIM AND OBJECTIVE

1. The first objective is expanding the brand and services offered by Karhoo Express.
2. The second objective is making a visual identity is the strength of a brand.
3. Third objective is making the Karhoo Express brand the fastest and most customer-friendly delivery service.

METHOD / DESIGN PROCESS & PROTOTYPE

LOGO



ITEM DESIGN



The design of Karhoo Express is based on the Selangor state emblem and speed symbol. Karhoo Express logo uses three types of font i.e. the word Karhoo uses two types of fonts such as letters K has been designed and combined with speed symbol. The font for 'arhoo' is "Dodger Condensed Italic" so fon. Next, the font for the word "express" is the 'Eras Demi ITC' font, this font looks concise and fits the word karhoo.

The design of the items all use the Selangor state emblem using a black and yellow color theme.



MOKTI'S ICE CREAM



NAME: NOOR ASHIKIN BINTI ABDULLAH
INSTITUTION: UiTM SERI ISKANDAR PERAK

INTRODUCTION

Mokti's Ice Cream is an Ice Cream coated with Gula Apong. Mokti's brand is the first brand in peninsular Malaysia to use Gula Apong as a unique ingredient in the product. Gula Apong is a traditional food ingredient in Sarawak.

ISSUE / PROBLEM

Product identities are unclear and confusing.
Does not have an order system that facilitates customers
Unattractive use of packaging.

AIM AND OBJECTIVE

Create an ordering platform to facilitate customers

Mokti's Ice Cream Rebranding product aims to attract many customers.

To make it easier for the audience to recognize the product.

METHOD / DESIGN PROCESS & PROTOTYPE

Design Process

Form a brand identity and

Logo, sketch and design ideas

well thought out because that is the most important the main part describes the product to be marketed the main picture to impress the customer

Suitable method for

advertise this Product to the public with

using physical methods and Through social media by

advertising facebook ads and instagram ads,

state the uniqueness of the product and also create a

website, application billboard brand design, Merch-

andise. etc.



REBRANDING OF ARNOLD CYCLING CAFE



NAME: NUR AISHAH BINTI IBRAHIM

INSTITUTION: UITM PERAK KAMPUS SERI ISKANDAR.

INTRODUCTION

This branding includes various changes especially in terms of logo, packaging, shape, brand, writing, color, and illustration. With the existence of this branding, Arnold Cycling Cafe packaging will be the face of the concept of cycling and coffee.

ISSUE / PROBLEM

- Logo
- Target Market (Cafe only opened in two placed which is in Penang & Kota Bharu).
- Less promotion in Media sosial.
- Using Grab express which many do not know.
- Packaging cup simple

AIM AND OBJECTIVE

- To identify the effectiveness of rebrand product.
- To create new identity for Arnold Cycling Cafe

METHOD / DESIGN PROCESS & PROTOTYPE

Corporate identity item such as logo, plastic bag, paper bag and cup.



Logo



Plastic Bag



Paper Bag



Cup





NAME: Full name here

INSTITUTION: Your institution here

INTRODUCTION

Kuala Kangsar Golf Club is the old-school golf club that faced some struggles nowadays and need to be more expose to the society as they are the one an only club golf that offer lowest fees for this luxury sport

ISSUE / PROBLEM

This sport club doesnt have strong corporate identity that is a must for a company to be seen by the people and doesnt have any social media neither website to boost their appearance for the outsider to notify their business and need some marketing development to make sure their sustainable business in nowadays marketing style.

REPROMOTE KUALA KANGSAR GOLF CLUB

AIM AND OBJECTIVE

- Make a proper strong corporate identity to ensure their existence for new look and better appearance.
- Create all kind of social media that have a lot of users also develop a website to get much audience for marketing plan.
- Come out with variety of marketing strategies.

METHOD / DESIGN PROCESS & PROTOTYPE

Tools:
-Adobe
Illustrator
-Adobe
Photoshop

1. Creative Brive
2. Conduct Graphic Design Research
3. Brainstrom
4. Review
5. Present the Final Product





REBRANDING ON SENTUH WELLNESS ON DEMAND SPAS



NAME: NORHAZILA BINTI MUSTHAFA

INSTITUTION: UiTM SERI ISKANDAR

INTRODUCTION

Sentuh Wellness on Demand Spas is a home spa service. Sentuh Wellness on Demand Spas has been rebranded in the categories of logos, packaging, staff attire, vehicle, marketing, and advertising. By rebranding, the service will be better known to the community and advanced to a higher level.

ISSUE / PROBLEM

1. Lack on marketing and advertising
2. Less corporate identity items
3. Business do not have a consistent on corporate identity

AIM AND OBJECTIVE

Aim - To make Sentuh Wellness on Demand Spas more attractive in corporate identity and more recognize by the community.

Objective - To determine the effectiveness of rebranding the corporate identity on Sentuh Wellness on Demand Spas and making sure the new items that have been rebranding can attract the community to use these services.

METHOD / DESIGN PROCESS & PROTOTYPE

This study is based on quantitative method. The instrument used for this study is to obtain the data. The survey is target on general in term of teenagers, adult and elderly. My scope and limitation is cover on Kuala Lumpur area. This process started to defined the steps needed to tackle each project. This is the design process of the corporate identity items that have been rebranding.





CREATING A NEW TEAM IN ONLINE GAME (ESPORT)



NAME: NUR FAZLINA BINTI MOHAMAD
INSTITUTION: UTM SERI ISKANDAR

INTRODUCTION

Trifire means a team that is violent (fire) and enthusiastic. In this team trifire we will show some items and media that are appropriate in the theme of esports team gaming. The slogan of all games, all seasons is to describe the emergence of a new team that is enthusiastic.

ISSUE / PROBLEM

Issues that want to focus on the use of logos that are appropriate to the esports theme. An established team must have a useful strategy.

1. A common problem is the selection of colors and layouts that are less in line with the theme.
2. Apart from that, the selection of media and items that are less appropriate is also an issue that needs to be highlighted. The best way is references related to the theme.

AIM AND OBJECTIVE

1. To study the effectiveness of a new team in esports.
2. To study the effectiveness of the types of media and items in the newly established team.

METHOD / DESIGN PROCESS & PROTOTYPE



1. Create a website. The goal is fun for outsiders to access related to the online games team that they want to get info on. This website aims to obtain accurate and effective information.

In this website a lot of useful info such as tournament dates. Existing group members in the group.



2. Items and merchandise. These are the items in the team. In terms of design, the design idea is according to the team's theme.

The items produced can be used as gifts. Or as a sign of appreciation to those who do not stop giving encouragement.





REBRANDING OF SYUKOR BURGER BRAND



NAME: NUR NAFEESSHA NASYWA BT. MOHD SHAHAMIRUDDIN

INSTITUTION: UITM SERI ISKANDAR PERAK

INTRODUCTION

Syukor burger was a new business platform. A franchise business have more than 400 stalls. This business is to help people to increase their income through SB business and is a good platform to help people who affected because of this pandemic situations.

ISSUE / PROBLEM

1. The consistency to present corporate identity.
2. Lack of marketing.
3. To improvised logo to be more effective for burger brand.

AIM AND OBJECTIVE

Aim:- To create a new concept for Syukor Burger to be more attractive brand for food and beverage category to people who loves fast food.

Objective:- To be a franchise business that successfully dominates food and beverage in fast food.

METHOD / DESIGN PROCESS & PROTOTYPE

Survey has been collected to respondents for all target audience at aged (18-30 -Primary), (31-50 - Secondary), and (5-17 Tertiary). This survey will focus on packaging design and new logo design. Due to this survey result show the colour and design apply for food packaging is look more fresh and trendy, while for logo design each element shows the identity of this brand because the special of this burger is their big & thick patty (115g), premium bread (5 inches thick) and homemade ingredients.





REBRANDING BORO COCONUT COOKIES PRODUCT



NAME: NURATIQA BINTI SHAFIE
INSTITUTION: UiTM SERI ISKANDAR

INTRODUCTION

Every products need a good packaging. Product packaging was originally designed to secure the goods and keep it clean. Besides, visual on packaging play a crucial part in every sales and an outstanding visual of packaging can mostly get more marketing than another mainstream visual.

ISSUE / PROBLEM

- 1)Packaging design of traditional cookies does not speak value and image of the brand
- 2)The packaging design for IKS traditional cookies have confounding in design issues compare than other famous brand in malaysian market
- 3)Issues on functionality of the pacakging

AIM AND OBJECTIVE

The aim of the packaging is to attract people to buy. Packaging features attractiveness is able to enhance attention of consumer to buy the product .

Objective to make sure the new design packaging attract and affect more the consumers buying decision and to emphasize the brand identity

METHOD / DESIGN PROCESS & PROTOTYPE

This study is based on quantitative method. The instrument used for this study to obtain the data. Its target being general in terms of children, adults and the elderly in Malaysia. Due to COVID-19 pandemic, my scope area limitation will cover the town of Gerik,Perak and not all states in Malaysia. this is the design process of packging and logo to solve a variety of problems. The process started to define the steps needed to tackle each project, and remember to hold to all of your ideas and sketches throughout the process





REBRANDING ON CORPORATE IDENTITY OF HOT BURGER MALAYSIA



NAME: NURULHUDA BINTI MUANI
INSTITUTION: UiTM SERI ISKANDAR PERAK

INTRODUCTION

The Hot Burger Malaysia brand is being rebranded in terms of logo, packaging, self-uniform, vehicle, and ad marketing design. This rebranding is being carried out since this brand can generate interest and progress to a higher level.

ISSUE / PROBLEM

1. Businesses do not have a consistent corporate identity
2. Corporate identity for hot burger are not competitive with famous
3. Lack of understanding in corporate identity purposes

AIM AND OBJECTIVE

Aim: To make the Hot Burger Malaysia brand have a more attractive and well-known corporate identity in the community.

Objective: To determine the impact of rebranding on HBM corporate identity, to improve and determine impact HBM's corporate identity branding

METHOD / DESIGN PROCESS & PROTOTYPE

To perform visual analysis and quantitative data through a survey of 30 adults aged 21 to 26 years. This is due to the fact that at that age, they favor fast food like burgers. For acceptable colors and elements for food product branding, a visual analysis approach was used. This is because HBM's corporate identity brand requires branding as fast food.





REBRANDING OF CONTAINER KEBAB



NAME: NUR IZZAH ATIRAH BINTI MOHD FAHRUDDIN
INSTITUTION: UITM SERI ISKANDAR PERAK

INTRODUCTION

Container Kebab company started in Malaysia towards the end of 2018. This company started in a small room and team is no more than 4 people. Container Kebab now have 14 outlets in 4 cities and growing in Malaysia. Container Kebab is part of the Baba Rafi group which operates the largest kebab chain in the world

ISSUE / PROBLEM

1. Lack based on promotion and event
2. The style of packaging
3. The identity of brand (logo) for the company is not strong enough

AIM AND OBJECTIVE

Aim :- To create a new logo and and brand of identity in more creative ways to capable firm in food and beverage industry
Objective :- Try to create new taste in Middle East food in Malaysia culture

METHOD / DESIGN PROCESS & PROTOTYPE

The survey that have been collected from the respondents are from the two category of target audience which is primary target (20 - 40 years old) and secondary target (9 - 30 years old and 41 - 70 years old). The survey that have been run is to know about the result of choices about new logo and the new packaging. The logo and the packaging was design using Adobe Illustrator. The logo is symbolism by the combination of fire, kebab and grill pan. The meaning of the logo is to represent the product that the company offer to their customer. The packaging design show about the ingredients and the cooking utensils.





REBRANDING OF IKOBANA COURIER DELIVERY SERVICES



NAME: RAIHAN BINTI MUTHAZAM

INSTITUTION: UITM PERAK KAMPUS SERI ISKANDAR

INTRODUCTION

Rebranding is the expansion of changing the corporate image of a new organization. This is a market strategy to provide names, logos, packaging, staff clothing, type of transportation, colors and illustrations for Ikobana companies service.

ISSUE / PROBLEM

- Logo
- Target Market (Focus around the state of Selangor)
- Lack of promotion on social media
- Companies that many people don't know
- Corporate identities that are difficult to identify

AIM AND OBJECTIVE

- To identify Ikobana corporate rebranding design items
- Make the Ikobana brand a more reliable courier and delivery service with the services offered

METHOD / DESIGN PROCESS & PROTOTYPE

Corporate identity items such as logos, transportation and staff attire





CHILDREN ILLUSTRATION BOOK CHARACTER DESIGN FOR COVID 19 AWARENESS CAMPAIGN



NAME: ROSANITA BINTI MOHD ZAIN

INSTITUTION: UTM SERIISKANDAR, PERAK

INTRODUCTION

COVID-19 started from one city of China in December 2019, we know that children are not the face of this pandemic. But they risk being among its biggest victims, as children's lives are nonetheless being changed in profound ways. Due to the extreme disease outbreak, we have to give a suitable medium through illustration book.

ISSUE / PROBLEM

Lack of children awareness towards covid19
Lack of proper covid 19 awareness medias for children

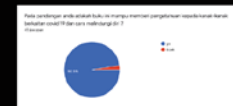
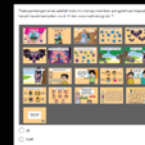
AIM AND OBJECTIVE

To help children and kids ages around 6 to 10 years old to understand how to protect their self from COVID 19.

To provide them knowledge that is relevant to them through creative ways using various of character design .

METHOD / DESIGN PROCESS & PROTOTYPE

Questionnaire survey



Prototype



Character design



Illustration book



REBRANDING OF SOBELLA PRODUCT



NAME: NUR NAFISAH BINTI YUSUF

INSTITUTION: UTM SERI ISKANDAR, PERAK.

INTRODUCTION

Rebranding is the process of changing a company image, whether it's in terms of its logo, name, symbol, or all of these things. Brands that produce product quantity and adopt the concept of brand exclusivity.

ISSUE / PROBLEM

1. Product packaging is similar to other products.
2. Does not have lipmatte color diversity.
3. Lipmatte production by edition and very limited, It will not reopen.

AIM AND OBJECTIVE

Aim: To help this Sobella product to better known to the public and more strategic with various modification.

Objective: To provide them with inclusive information and comprehensive knowledge related to the latest product set. Create new ideas with the right strategies in this brand.

METHOD / DESIGN PROCESS & PROTOTYPE

Introduce and promote this product on social media. The visual identity of the brand is now in line with the marketing activities that can be done. Look for value propositions the benefits of a company's product or service will be delivered, experienced, and earned.





THE AWARENESS OF WEARING FACE MASK TO CHILDREN



NAME: SITI NURAZLINAWATI BINTI SAIMI
INSTITUTION: UTM SERI ISKANDAR, PERAK

INTRODUCTION

COVID-19 is known can be severe, and some cases can lead to death. The way the disease is that it spreads from person to person. The purpose of this study is about the importance of the use of face mask on children.

ISSUE / PROBLEM

Most parents today do not care about the safety of their children. Where they take their children to public or crowded places without wearing face masks on their child.

Next, parents who are too obedient to the wishes of their children who do not want to wear it.

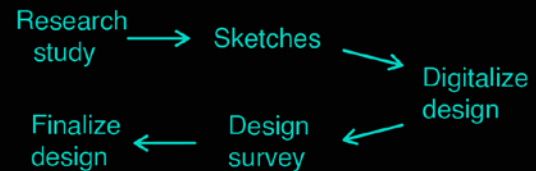
AIM AND OBJECTIVE

To make parents or guardians aware of the importance of children's safety.

To identify one of the illustration design elements on face masks most loved by children.

METHOD / DESIGN PROCESS & PROTOTYPE

This project focuses on awareness of face mask among children aged 5-11 years old. The beginning step of the project is the sketches. For the digital illustration, it was done in software called Paint Tool Sai and Photoshop CS6.





THE ROLE OF TRANSIT ADVERTISING IN TRACKING COVID-19 PANDEMIC IN COMMUNITY



name: Syarifah Aliah Sofiya Bt Sayed Aris
Institution: UiTM Ser Iskandar, Perak

INTRODUCTION

Lorem Ipsum/ Helvetica/ 10 pt

ISSUE / PROBLEM

The problem requires that passengers are often using public transport to avoid traffic to get in time on their location daily. Some of the passengers don't follow the SOP.

AIM AND OBJECTIVE

Aim to help people to remind themselves to follow SOP with the help of transit ads,
Objective to prevent COVID-19 spreading on passengers

METHOD / DESIGN PROCESS & PROTOTYPE

My method design on my project is to make sure that COVID-19 passengers who are at the public transport area are aware of the importance of following the SOP by controlling their behavior.



CHILDREN'S AWARENESS TOWARDS COVID-19 THROUGH ILLUSTRATION STORYBOOK



NAME: TUAN PUTRI RAIDAH BINTI TUAN ROSEDI
INSTITUTION: UiTM SERI ISKANDAR

INTRODUCTION

Due to the extreme disease outbreak, education is one of the most impacted systems in our lives. Children may get increasingly anxious and scared as a result of missing their friends without knowing the real cause of the issue.

ISSUE / PROBLEM

Some children could not understand this pandemic and wondering what happen since the schools are closed and they had to stay at home.

They have to follow rules that applied to them without knowing the reasons and putting them into quarantine.

They are having hard times as they could not spend their childhood very well while wondering this situation and could not escape themselves.

AIM AND OBJECTIVE

Aim - Produce an illustrations storybook that can help children aged around 7 to 10 years old to understand this situation of pandemic

Objective - Provide children information that appropriate to them using visual presentation to assist them in discovering and gaining more information regarding COVID 19

METHOD / DESIGN PROCESS & PROTOTYPE

Survey has been conducted to children aged 7 to 10 years old about their preferences in drawing styles and use of outlines and colours for character design in illustration storybook.

There are four section of questionnaire surveys with different sets of question that have been asked to target audience.

Sampling method used was non-probability with voluntary responses sampling.

This is the illustration storybook that was made by children's preferences to attract children in reading book and gain information from it.

The process started from research, collect data, sketches, digitalization and get feedback to improve and launch.





TANDA KASIH : AN APPRECIATION CAMPAIGN FOR HEALTHCARE WORKERS IN COLLABORATION WITH CADBURY



NAME: NUR HANNAN BINTI ANUAR

INSTITUTION: UNIVERSITI TEKNOLOGI MARA, MALAYSIA

INTRODUCTION

Tanda Kasih is a collaboration campaign with a popular chocolate brand, Cadbury. This appreciation campaign will be coming along with a gift box that can be bought by any Malaysians to keep it for themselves to show support for this campaign, they can also give it to healthcare workers.

ISSUE / PROBLEM

According to new findings, the COVID-19 pandemic is a threat to not only physical but also mental health in the our society. Based on data collected from our local researchers, half of our healthcare workers are suffering from burnout and mental health symptoms due to overworking. This campaign is one of the method to lessen their burden mentally even for a while.

AIM AND OBJECTIVE

This project aims to show appreciation towards healthcare workers who sacrificed everything in fighting this pandemic.

It's main objective is to be a temporary healer for healthcare workers who suffers from mental health symptoms and burnout syndrome.

METHOD / DESIGN PROCESS & PROTOTYPE





^SUSU SEGAR AND DADIH^ REBRANDING



name: SITI KHADIJAH BINTI SIDIK
Institution: UTM SERI KANDAR PERAK

INTRODUCTION

Freshco is a rebranding by milk product "Susu Segar dan Dadih". This product is a local product. Susu Segar and Dadih had been a introduce a milk flavours drinks and Dadih. This product also have a five flavour for milk drinks and one only for Dadih. The type of packaging for Susu Segar dan Dadih just have one only type.

ISSUE / PROBLEM

- The problem is low packaging design
- No interesting logo
- No have various packaging
- No have various size packaging.

AIM AND OBJECTIVE

The first objective is to identify the effectiveness of packaging design.

The second objective is rebranding a new packaging and logo of "Susu Segar dan Dadih".

METHOD / DESIGN PROCESS & PROTOTYPE

LOGO



PACKAGING



The design Freshco logo based on splash milk. Freshco logo was a combination of logotype and a little bit visual image. Freshco font was combine a splash milk using a curd.

The design for the milk drinks and curd is come from splash milk. This product have rebranding with two box milk drinks in 586ml and 300ml. The curd just has one type packaging only.





NAME: NUR AMNI AFINA BINTI MAKHTAR
INSTITUTION: UiTM MALAYSIA

INTRODUCTION

The White House Cafe is one of the most popular breakfast and located at Kota Bharu, Kelantan. The current owner is Mr Siow Boon Suan, 71. This brand has traditional food and started establish a long time ago. However, this brand has a many various food traditional such as Nasi Tumpang, Nasi Berlauk and many more.

ISSUE / PROBLEM

The problem statement in this final year project is the lack of corporate item. Beside that, the White House Cafe has a poor service, like inconsistent open hours, making a mistake in taking order and has a limited space at the cafe.

However, the White House Cafe also did not have official logo and the brand identity of the cafe.

REBRANDING OF WHITE HOUSE CAFE

AIM AND OBJECTIVE

The aim and objective to this final year project is to identify the effectiveness corporate item to the White House Cafe and to establish the brand identity of this White House Cafe to be the well known brand.

METHOD / DESIGN PROCESS & PROTOTYPE

The new main / priority corporate item of White House Cafe.



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VIRTUAL 2021

UNLIMITED CREATIVITY
TOWARDS THE NEW PARADIGM



Amiroi Roslan
October 5, 1998
Faculty of Art and Design

NAME: AHMAD AMIROL BIN ROSLAN
INSTITUTION: UITM SERI ISKANDAR

INTRODUCTION

My study is about depression. Depression is an emotional condition that can be seen through a very sad state of meaninglessness and guilt, withdrawal from others, inability to sleep, loss of appetite, and as well as pleasure in normal activities.

ISSUE / PROBLEM

Problems that will arise when experiencing depression vary according to a particular individual, the effects of this problem can be very serious if not referred to a specialist. In some cases it can lead to suicide

SAFE ME FROM MYSELF

AIM AND OBJECTIVE

- To analyze the images of depression through painting.
- To produced an artwork based on idea, style, context and originality of the images of depression in the art of painting

METHOD / DESIGN PROCESS & PROTOTYPE



Title: Save Me From My Self
Medium : Oil Paint
Size : 91cm x 76 cm
Year : 2021



THE PHENOMENON OF DEBT IN THE YOUNGER GENERATION IN MALAYSIA AS A THEME IN THE CREATION OF VISUAL ARTWORK



NAME: Azra Masturah binti Abdul Manan
INSTITUTION: UITM Perak Seri Iskandar

INTRODUCTION

Debt trap is a trap that ensnares a person when in debt willingly or compulsorily when going through an urgent situation. Sometimes there are also those who are in debt just to fulfill the desires of those who want to live luxuriously.

ISSUE / PROBLEM

How finances can be a crisis when they can't control the problem of debt. Life cycle changes begin to change when situations urge them to make some decisions in life-related choices. So I'm going to focus on the problem of debt that is plagued and turned into a creation in a work of art.

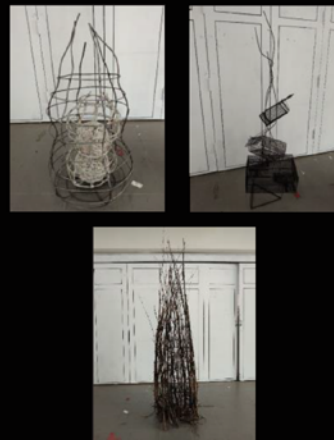
AIM AND OBJECTIVE

To analyze the issue of debt phenomenon in the younger generation in Malaysia

To produce work based on ideas, style, context, and originality.

METHOD / DESIGN PROCESS & PROTOTYPE

These are among the works of art that have been processed according to issues, ideas, and abstract styles.





ORCHID AS A SYMBOL OF MY LIFE STRUGGLE : A STUDIO PRINTMAKING INDIVIDUAL PRACTICE



Name: AMIRAH WAHIDAH BINTI RAHAMAT
Institution: UTM PERAK KAMPUS SERI ISKANDAR

INTRODUCTION

Malaysia is rich with beautiful and unique plants and flowers. This is due to its strategic geographical location and being on the equator. Orchids is famous for their uniqueness and beauty. It also has a representative meaning for each of them. Orchids can be used as a symbol of struggle due to certain characteristics.

ISSUE / PROBLEM

The emergence of covid-19 virus in Malaysia in 2020 has affected the entire Malaysian society. Students are among those affected during this pandemic. This is because, students' learning activities cannot be carried out as usual and they have to adapt to new norms by conducting online learning. This has indirectly had a huge impact on students to adapt to the situation.

AIM AND OBJECTIVE

To analyze orchids as a symbol of artists experiences through printmaking individual practice.

This artwork is made to motivate people to not lose hope no matter what happen.

METHOD / DESIGN PROCESS & PROTOTYPE





A REFLECTION ON EFFECT OF NATURAL DISASTERS THROUGH INTERPRETATION OF REALISM PAINTING



NAME: Azrin Azmi

INSTITUTION: University Technology MARA, Malaysia

AIM AND OBJECTIVE

My first is to study the related data of natural disaster based on the subject, object, form and content. While my second objective is to develop an artwork based on style, idea, context, and originality from the the perspective of realism painting

INTRODUCTION

I make a study about natural disasters. Natural disasters are the result of a hazard overwhelming highly vulnerable to community, often resulting mortality and morbidity.

ISSUE / PROBLEM

I intended to illustrate how horrible and and dangerous natural disasters is weather it is happening or after it happened. I would like to describe the grief ,shock, frustration and sadness experienced by the victims of the natural disasters that occurs.

METHOD / DESIGN PROCESS & PROTOTYPE



Title : After the quake
Medium : Oil paint on canvas
Size : 3.2x3.9 ft
Year : 2021



Title : After the quake ii
Medium : Oil paint on canvas
Size : 3.2x3.9 ft
Year : 2021

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TOWARDS THE NEW PARADISE

CELEBRATING MALAYSIAN LOCAL FOOD IN MALAYSIA SOCIETY THROUGH THE FORM OF PAINTING



NAME : FARIDATUL HUDA BINTI BAHARUDDIN
INSTITUTION : UITM PERAK KAMPUS SERI ISKANDAR

AIM AND OBJECTIVE

TO ANALYZE THE ISSUE ABOUT THE
CELEBRATING MALAYSIAN LOCAL FOOD.

TO PRODUCE AN ARTWORK BASED ON IDEA
AND STYLE THAT SUITABLE AND RELATED
TO THE CELEBRATING MALAYSIAN LOCAL FOOD.

INTRODUCTION

BEING IN A MULTIRACIAL COUNTRY, MALAYSIA HAS BEEN WELL POSITIONED AS A FOOD PARADISE. HOWEVER, IT IS DUE TO THE SYNERGISTIC EFFECT BROUGHT BY THE INTERMINGLING OF THE VARIOUS ETHNIC GROUPS. IN ADDITION, THE COUNTRY IS FURTHER ENRICHED BY CULINARY HERITAGE IT SHARES WITH NEIGHBORING COUNTRIES AND REGIONS.

ISSUE / PROBLEM

NOT MAINTAINING TRADITIONAL FOODS ACCORDING TO RACE IN MALAYSIA CAN LEAD TO RACIAL DIVISIONS. THIS ISSUE THAT CAN KILLING SOCIETY QUIETLY.

THESE RAPID CHANGES IN THE DEVELOPMENT OF FOOD SCIENCE AND TECHNOLOGY HAVE INDIRECTLY HAD A SIGNIFICANT IMPACT ON THE CHANGING CULTURE OF FOOD INTAKE IN SOCIETY.

METHOD / DESIGN PROCESS & PROTOTYPE

MALAYSIAN LOCAL FOOD AND BATIK DESIGN
AS SYMBOL OF TRADITION



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TOWARDS THE NEW PARADIGM

CHARACTERIZATION OF MARRIED WOMAN POTRAYED THROUGH PRINTMAKING



NAME: MUAHAMAD ASNAWI BIN MOHD ARIFFIN

INSTITUTION: UITM SERI ISKANDAR, PERAK

INTRODUCTION

This work is about the variety of a wife in the realm of marriage. This work traces from the song Ragaman, ragam is his wife's attitude told in the song Ragaman from Faizal Tahir in 2019. In marriage the man will find the wife's true attitude in the future. Through the studies found in the song, women always make men do not understand and cannot live peacefully. The woman doesn't actually understand herself but she asks the man to understand it. This is one of the biggest problems for men who need to learn and deal with wives. Sometimes women are not good at being straight, always sulking, quiet and greedy. The explanation in this song is to tell the story of a household that has a lot of coolness of the wife. The passion in terms of the way of completion is the task in which being a man has to be patient in the various obstacles that will be faced in the relationship. This work shows the story of a wife who really existed in the local community through printmaking and drawing.

ISSUE / PROBLEM

**CHARACTERIZATION OF MARRIED WOMAN
POTRAYED THROUGH PRINTMAKING**

AIM AND OBJECTIVE

To analyse the issues about the characterization of married woman portrayed through printmaking.

To produce an artwork based on idea and style about the characterization of married woman portrayed through printmaking.

METHOD / DESIGN PROCESS & PROTOTYPE



Ragaman Wanita Siri I
Lino Cut
Ink on paper
42 x 29.7 cm
2021



Pandangan Mu
Mix Media on
canvas
90 x 60 cm
2021



A POTRAY ABOUT GOOD DEEDS OF HUMAN TOWARDS STRAY CATS IN SERI ISKANDAR BASED ON PAINTING PRACTICE STUDIO



NAME: MUHAMAD SYUKRI BIN SAMSUDDIN
INSTITUTION: UITM PERAK KAMPUS SERI ISKANDAR

INTRODUCTION

Cats being classify as a pets that need to be cared for in terms of their living source to stay alive. Even though they are stray cats but still need to be cared by humans in terms of care for the necessities of life for cats.

ISSUE / PROBLEM

The lack of human concern for situations that being faced by the stray cats especially in relation to the issue of stray cats that are common everywhere in many places. Cats that do not have an owner can always be seen in inhabited areas and places where there are often humans.

Cats didn't get enough source of life based on food, shelter, safety, health and love. Most human lack in giving any attention towards this issues because it has nothing to do with them.

AIM AND OBJECTIVE

To analyse the issues about good deeds of humans toward stray cats in Seri Iskandar based on painting practice studio.

To produce an artwork based on idea and style about good deeds of humans toward stray cats in Seri Iskandar based on painting practice studio.

METHOD / DESIGN PROCESS & PROTOTYPE

Visualize the issues about humans and stray cats in painting, using Realism style and glazing technic. Medium that being used to produced the artwork is oil on canvas.



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TOWARDS THE NEW PARADISEM



Mohd Faez Fahmi

NAME: MUHAMMAD FAEZ FAHMI BIN MOHD FADRI

INSTITUTION: UITM KAMPUS SERI ISKANDAR,
PERAK, MALAYSIA

INTRODUCTION

VISUALIZING THE EFFECTS OF
PARENTS DIVORCE
ON CHILDREN IN THE ART OF PAINTING

ISSUE / PROBLEM

Divorce often happens everywhere because attitudes and responsibilities are not taken seriously and important. Divorce causes both parents to become estranged and indirectly the role in caring for children is increasingly marginalized and causes children's emotional instability. For example, children become emotionally stressed because they are always quarrelsome, difficult to focus in learning, easy to make decisions based on emotions and cause many unwanted things such as taking drugs, running away from home, free social interaction, and lazy in seeking knowledge. This is so, due to the collapse of family relationships due to parental divorce. That is one of the factors or effects of parental divorce on children.

EFFECTS OF PARENT DIVORCE ON CHILDRENS

AIM AND OBJECTIVE

To analyze the effect of parental divorce on children as a theme in producing a work.

Produce artwork based on style, ideas, context and originality

METHOD / DESIGN PROCESS & PROTOTYPE

Visualize the issues about the Effect of Parents Divorce On Children In The Art Of Painting, using Semi Abstract style and scumbling & impasto technique. Medium that being used to produced the artwork is oil and Acrylic on canvas.



Title : Life 1
Medium: Oil & Acrylic on
Canvas
Size: 4ft x 5ft
Year: 2021

Title : Life 2
Medium: Oil & Acrylic on
Canvas
Size: 4ft x 5ft
Year: 2021





THE CULTURE OF WOMEN TRADERS IN KELANTAN AS THE THEME IN THE CREATION OF PAINTING



NAME: Muhammad Azizul Hidayat Bin Ibrahim
INSTITUTION: Universiti Teknologi Mara, Malaysia

INTRODUCTION

In this last semester, i have made a study on the culture of women traders in Kelantan as the theme of the creation of a painting.

ISSUE / PROBLEM

With the uniqueness of the culture in Kelantan can be used as an issue to visualize in a work such as painting.

AIM AND OBJECTIVE

1. Analyze the uniqueness of the culture of women traders in Kelantan as a theme i producing artwork.
2. Produce artwork base on style, context and originality.

METHOD / DESIGN PROCESS & PROTOTYPE



Both of the these works are works produced with the theme of the culture of women traders in Kelantan produced on a canvas measuring 120x90cm and 90x60cm using oil paint entitled beautiful culture and uniqueness culture in 2021.



SURREALISM STYLE IN PAINTING : A REFLECTION OF MOVEMENT MAK YONG DANCE



NAME: MUHAMMAD HARIZ IDLAN BIN SOFIAN
INSTITUTION: UITM SERI ISKANDAR, PERAK

INTRODUCTION

Mak yong is a theater dance in Malaysia due to existence of a variety of modern dance arts in Malaysia such as ballet, breakdance, contemporary and etc. mak yong is whose cannot be determined but has been found in the east coast state of Malaysia.

ISSUE / PROBLEM

Based on the issue that has been selected by the researcher is about the reflection of mak yong dance movement based on studio practice study. The issue was chosen to tell how mak yong has been corrupted by culture due to technological advances that have caused the uniqueness of mak yong's dance art to fade.

AIM AND OBJECTIVE

*To analyze the issue of surrealism style in painting : a reflection of movement mak yong through painting.

*to produce work based on ideas and styles of surrealism style in painting : a reflection of movement dance through painting.

METHOD / DESIGN PROCESS & PROTOTYPE

Visualize the issue about the surrealism style in painting, using surrealism style and focusing to the movement of mak yong dance.





VISUALISATION OF LOCAL MUSIC REVOLUTION THROUGH PAINTING



NAME: MUHAMMAD NUR HASYRAFF BIN MAT JAMAL

INSTITUTION: UNIVERSITI TEKNOLOGI MARA

INTRODUCTION

The aim of this topic is to visualize the music revolution in Malaysia. Music is widely acknowledged to play an important role in most people's everyday lives and to perform a variety of social roles.

ISSUE / PROBLEM

1. Less acknowledgement of music revolution in Malaysia from the perspective of cubism painting,
2. a multi -racial society influenced the music revolution in Malaysia
3. lack of exploration of cubism technique

AIM AND OBJECTIVE

1. To study the related data of the visualization of music revolution in Malaysia based from the subject, object, form, and content.
2. To develop an artwork based on style, idea, context and originality from the perspective of painting.

METHOD / DESIGN PROCESS & PROTOTYPE

visualize the issues of local music revolution through painting, using cubism elements and a few painting technique. medium that being used to produced the artwork is Acrylic on canvas.





BEAUTY FLORA AND FAUNA THROUGH PAINTING



NAME: NOR AMIRA BINTI KAMARUDIN

INSTITUTION: UNIVERSITI TEKNOLOGI MARA

INTRODUCTION

The aim of this topic is to visualize the beauty flora and fauna through painting. This message is about a person's feelings towards her love for the environment, namely flora and fauna and also feelings of love and affection for the beauty of the flora and fauna.

ISSUE / PROBLEM

lack of the knowledge about beauty flora and fauna in painting.

AIM AND OBJECTIVE

- i. To analyze the issues about beauty flora and fauna through painting.
- ii. To produce an artwork based on idea and style context and originality of beauty flora and fauna through painting.

METHOD / DESIGN PROCESS & PROTOTYPE



Visualize the issue beauty flora and fauna through painting using realism techniques, medium that being used to produced an artwork is oil paint and acrylic on canvas.



LOVE AND SACRIFICE THEME IN VISUAL ART: AS A STUDIO BASE PRACTICE IN PRINTMAKING



NAME: Nur Adibah Mahfuzah Nabilah bt Mohd Mazlinuri
INSTITUTION: Universiti Teknologi MARA Seri Iskandar

INTRODUCTION

Harmonic in a relationship that brings the beloved's loves one together. Love and sacrifice bonding together but there's sometimes ups and down in a relationship.

ISSUE / PROBLEM

Every act of love and sacrifice that we have witnessed has always resulted in happiness. However, we rarely hear of a relationship ending in divorce. Never be hesitant to confront a breakup when it occurs. Separation in a relationship, on the other hand, does not mean the end of life. Take a close look at that parting for a lesson. Separation is a circumstance that requires personal attention. Your spouse requires a credible explanation as well as certainly regarding the separation you seek.

AIM AND OBJECTIVE

1. To analyse the issues of the concept
2. To produce an artwork based on idea and style at the importance of love and sacrifice

METHOD / DESIGN PROCESS & PROTOTYPE

Design related to the concept



Heart is the most important thing to human. There's a lot of emotion there.



THE EFFECT OF HUMAN GREEDINESS IN THE PURSUIT OF DEVELOPMENT IN PRINTMAKING



NAME: NOR AINI BINTI HASLIZAN

INSTITUTION: UTM PERAK KAMPUS SERI ISKANDAR

AIM AND OBJECTIVE

to create awareness to the public of the consequences of human actions on the environment that can destroy a habitat.: Analyze the issue of the effects of human gluttony in educating development in Malaysia

INTRODUCTION

Widespread pollution caused by human activity itself can have a negative impact on animal ecosystems. This causes a handful of wild animals in Malaysia to experience increasing extinction every year.

ISSUE / PROBLEM

Human awareness of the environment is increasingly not in itself. This causes wild animals to be habitatless due to marine pollution, forest fires, poaching, the sale of turtle eggs to eat, and the construction of modern developments that cause forests to be cut down.

METHOD / DESIGN PROCESS & PROTOTYPE

In this work hornbill hornbill as the main subject. this work also included the image of forest fires as the main cause of the extinction of these animals. This work uses four colour-different techniques and opaque color techniques.





THE BEAUTY OF FLORA AND FAUNA : STUDIO RESEARCH PRACTICE IN PRINTMAKING THROUGH ARTWORK



NAME: NUR AZIERA BINTI AB HALIM

INSTITUTION: UNIVERSITY OF TECHNOLOGY MARA (UITM)

AIM AND OBJECTIVE

- TO ANALYSE THE ISSUE ABOUT THE BEAUTY OF FLORA AND FAUNA
- TO PRODUCE AN ARTWORK ABOUT THE BEAUTY OF FLORA AND FAUNA

INTRODUCTION

I AM A FINE ART STUDENT IN MAJORING PRINTMAKING HAVE MAKE AN ARTWORK BASED IN THE ISSUE THE BEAUTY OF FLORA AND FAUNA.

METHOD / DESIGN PROCESS & PROTOTYPE

- ARTWORK CEATED BY USING REDUCTION LINOCUT TECHNIQUE
- THIS TECHNIQUE HAVE A FEW STEPS
 - PASTE THE LINOBOARD ON PLAYWOOD
 - TRANFERS IMAGE ON LINOBOARD
 - CARVE THE LINOBOARD MAKE THE TEXTURE
 - ROLL THE COLOUR ON LINOBOARD
 - APPLY THE COLOUR ON PAPER
 - USE THE SPATULA WOOD TO FLAT THE COLOUR
 - APPLY THE NEXT OF COLOUR
 - FINALLY, APPLY THE BLACK COLOUR AS KEYBLOCK

ISSUE / PROBLEM

THE ISSUE OF THE ENVIRONMENTAL CRISIS, SOME ASSOCIATE IT WITH PROBLEM OF THE EDUCATION SYSTEM AND THE SOCIAL SYSTEM OF SOCIETY, AND THERE ARE ALSO VIEWS THAT QUESTION IT FROM A PHILOSOPHICAL, TECHNICAL AND SCIENTIFIC POINT OF VIEW

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TOWARDS THE NEW PARADISEM



name: Nor Ismahani Binti Mohd Fozi
Institution: Uitm Seri Iskandar, Perak

INTRODUCTION

Divorce means to separate, give up, break the bond and so on. This issue is currently the concern of our society. Researchers also studied the reflection of a broken object with a female figure representing divorce in a marital relationship. Humans are made in pairs so that they can form family institutions in society

ISSUE / PROBLEM

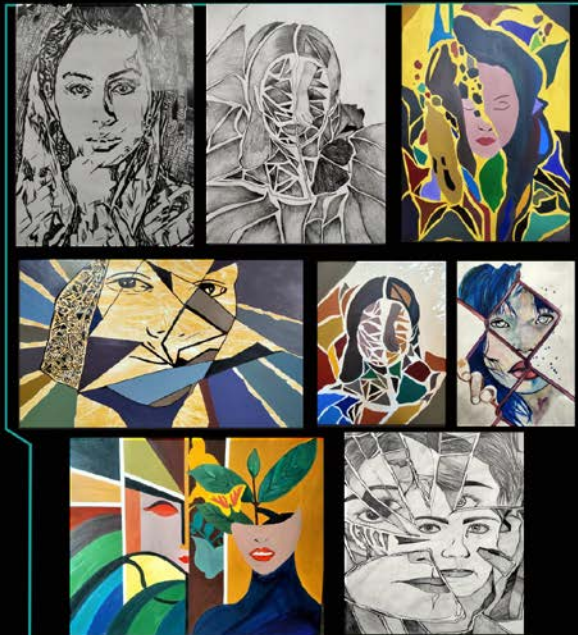
The problem is that the cause of divorce is the most common divorce problems right now is workload stress. In addition, the problem also due to misunderstanding between husband and wife. Women's emotions are often disturbed due to husbands not understanding and often putting every thing on the wife. This also causes the woman's emotions to be disturbed

THE BROKEN OBJECT WITH WOMEN FIGURE REPRESENT DIVORCE IN MARRIAGE

AIM AND OBJECTIVE

To focus on broken object and women figure and for objective is to analyze the issue and to visualize an artwork based on idea, style and context of a reflection of broken object with woman figure as represent divorce in marriage relationship through painting

METHOD / DESIGN PROCESS & PROTOTYPE





VISUALIZATION OF THE SEXUAL ABUSE BASED ON PAINTING STUDIO PRACTICE



Name: NUR DINI BINTI NORDIN

Institution: uITM CAWANGAN SERI ISKANDANDAR, PERAK

INTRODUCTION

THIS ARTWORK IS RELATED TO THE TITLE "VISUALIZATION OF THE SEXUAL ABUSE BASED ON PAINTING STUDIO PRACTICE". THIS STUDY IS RELATED TO THE EMOTIONS EFFECTED BY THE EFFECTS OF SEXUAL ABUSE.

ISSUE / PROBLEM

THE INCREASING NUMBER OF SEXUAL ABUSE CASES OCCURRING IN MALAYSIA, IT IS INCREASING DAY BY DAY. I FOUND THAT SEXUAL ABUSE CAN HAVE A PROFOUNDLY DEVASTATING EFFECT ON AN INDIVIDUAL. SOME PEOPLE APPEAR TO BE RELATIVELY ASYMPTOMATIC, WHILE OTHERS CAN BE IMPACTED GREATLY. SEXUAL ABUSE CAN IMPACT MANY OF THE NORMAL DEVELOPMENTAL PROCESS OF THE CHILDHOOD: TYPICALLY EXHIBITED BY EMOTIONAL OR BEHAVIORAL FEATURES THAT SHOW DISTRESS.

AIM AND OBJECTIVE

- i) TO ANALYSE THE ISSUES ABOUT THE VISUALIZATION OF THE EFFECT OF SEXUAL ABUSE.
- ii) TO PRODUCE AN ARTWORK BASED ON IDEA AND STYLE THE VISUALIZATION OF THE EFFECT OF SEXUAL ABUSE.

METHOD / DESIGN PROCESS & PROTOTYPE

THE ARTIST PRODUCED THIS PAINTING USING OIL PAINT ON THE CANVAS SIZING 2.5 FEET X 3.5 FEET. THE ARTIST USED GLAZING TECHNIQUE.





EXTINCTION OF EXOTIC ANIMAL AND PLANT SPECIES IN ULU MUDA, KEDAH



NAME: NUR FARAH HUSNA BINTI AZIMAT

INSTITUTION: UITM PERAK KAMPUS SERI ISKANDAR

INTRODUCTION

Describing the destruction that occurs to species of flora and fauna. Excerpts from this study will be made from visual artworks that use wet media as a discussion study by explaining the description of its physical form, analyzing the formalistic aspects as well as interpreting both aspects.

ISSUE / PROBLEM

Focuses on the effects of the extinction of exotic animal and plant species in Ulu Muda, Kedah. This study will discuss the effects of illegal forest exploration that occurred in Ulu Muda, Kedah. This study will also discuss issues on the effects of extinction that occur on natural resources such as flora and fauna that have various species but researchers only focus on lesser known animals that are warblers. In this study also emphasizes the appreciation of this issue of extinction in order to be in line with the current situation

AIM AND OBJECTIVE

-To analyze the issue of conservation of exotic natural resources in Ulu Yam, Kedah based on a study of visual art painting studio.

-To produce artwork based on ideas and styles in line with the conservation of exotic natural resources in Ulu Yam, Kedah,

METHOD / DESIGN PROCESS & PROTOTYPE

The artist emphasizes suitability in the selection of natural colors used to produce a work. The resulting work is a stream of Surrealism. The artist processes the main image, the Hornbill Bird, to show the difference in the work. In this work, the artist uses acrylic media on canvas.





FABRICATION OF MOTHER'S LOVE THROUGH SCULPTURE



NAME: NUR' AIN SYUHADA BINTI MOHAMAD SAFRIN
INSTITUTION: UiTM SERI ISKANDAR

INTRODUCTION

Love and caress in the family is the nature of life that is the desire of every human being. Whether male or female, they need attention as a catalyst for happiness of life in this world and the hereafter. But not all desires and dreams can be enjoyed. There are people who live full of pain and sorrow.

ISSUE / PROBLEM

The temporary pleasures of life make people careless and fascinated by everything they have. The fact is, even children are the jewels of life in the world. Yet that is the 'property' that needs to be cared for the benefit of the eternal 'state'. Some teenagers nowadays are increasingly at risk of getting caught up in social problems. This is due to the lack of love and attention from their own parents.

AIM AND OBJECTIVE

- To analyze about mother's love.
- To produce figurines in terms of style, idea, context and originality in mother's love.

METHOD / DESIGN PROCESS & PROTOTYPE

Design of mother's love as the theme of the production of sculpture to be presented to the audience. The issue brought up by the researcher is the importance of the mother's love for the child. In this issue, the researcher wants to convey about the goodness of a mother's love to her children so that it can give birth to a useful generation.





THE MEANING OF ALMS FROM ISLAMIC PERSPECTIVE IN THE PRODUCTION OF SCULPTURE



Name: Nurariesya Binti Mohd Abd Razak
Institution: UITM Perak Cawangan Seri Iskandar

INTRODUCTION

Alms in Malay was 'Sedekah'. Alms giving is the gift given from one person to another with the intention of bringing the recipient closer to Allah SWT.

ISSUE / PROBLEM

Some Malaysian have misconceptions about authentic charity in Islam. This is because most of them are hesitant to donate alms because they believe it will reduce their property.

Some of people also did not know about the sustenance through alms giving.

AIM AND OBJECTIVE

To study the meaning of alms from Islamic perspective in the production of sculpture.

To produce artwork based on ideas, style and context.

METHOD / DESIGN PROCESS & PROTOTYPE

Hands that represent the symbol of giving help people who need in order to gain a blessing from Allah SWT.

The process of this work is using matter of hands in wire and stone to define the words of alms.





MY PERSONAL PSYCHOLOGICAL REFLECTION IN STUDENT LIFE: A STUDIO RESEARCH IN PAINTING DISCIPLINE



NAME: | NURUL ATHIRAH BINTI ZAHARUDDIN
INSTITUTION: UITM PERAK KAMPUS SERI ISKANDAR

INTRODUCTION

Discussed selected issues on the personal matters by artist and convey through the artwork in the painting. The title is "My Personal Psychological Reflection in Student Life: A Studio Research in Painting Discipline".

ISSUE / PROBLEM

Personal matters experienced and how the artist expresses and overcomes all feelings throughout the disease and at the same time a student. The artist choose to be positive and overcome the problem by doing things that can restore the his condition.

AIM AND OBJECTIVE

To analyse the issue about My Personal Life Psychological Reflection in Student Life

To create an artwork based on the issue of My Personal Life Psychological Reflection through understanding of style, idea, context, and originality in Painting.

METHOD / DESIGN PROCESS & PROTOTYPE

Subject matter used in the above work is the subject that becomes therapeutic or healing to the artist during illness also during as a student. Style used in this work is still Fauvism. The artist uses acrylic media over the canvas in each of his works.

Personal Reflection: Art Therapy I



Personal Reflection: Art Therapy II





TO VISUALISE THE IMPORTANCE HERBS FOR HUMAN IN MALAYSIA



Name: Nurul Nabila Binti Mohamad Saidin
Institution: Uitm Seri Iskandar Perak

INTRODUCTION

Herbs have an important role since long time a guess. The community is rich with a variety of medical and tips for using herbs every day in life. There are many types of flowering species that have their own nutrients. Yet, since the advent of modern medicine has taken the place of methods in herbal medicine have begun to be forgotten and neglected.

ISSUE / PROBLEM

The problem statement with this is today some people are not emphasized about herbal. The perception of society nowadays is that they practice unhealthy food instead of practicing a healthy. There are also some communities who have no knowledge in the function of this herbal plant in the field of traditional medicine. This is because, there are still a handful of people who do not appreciate herbal plants because they consider the plant to be of no importance.

AIM AND OBJECTIVE

- I) To analyse the issue about to visualise the importance herbs for human in Malaysia.
- II) To produce artwork based on ideas, styles and context about to visualise the importance herbs for human in Malaysia.

METHOD / DESIGN PROCESS & PROTOTYPE

The researcher has using Cubism style and glazing techniques. Medium that used to this artwork is mix media oil paint and arcylic on canvas.





THE IMPORTANCE OF SACRIFICE CHILD TO A PARENT: IN SCULPTURE STUDIO PRACTICE



Name: Nurul Syazwani Binti Rosidi
Institution: UiTM Perak Cawangan Seri Iskandar, Perak

INTRODUCTION

Sacrifice means that an individual is willing to do something with sincerity, without expecting anything in return. To this study the sacrifices in the family institution that will give emphasis in terms of aspects of responsibility to parents. Every individual on this earth has a family and has their respective responsibilities matter to be emphasized in this study.

ISSUE / PROBLEM

The parents have sacrificed a lot to bring happiness to their children. Yet, many do not realize that children should also be responsible for being willing to sacrifice in return for the services of parents who have cared for and raised us with sincerity. It is also a problem of research because many in today's society do not value their own parents.

AIM AND OBJECTIVE

- i) To analyze the issue of the importance of child sacrifice to parents.
- ii) To produce artwork based on ideas, styles, and contexts about the importance of child sacrifice to parents.

METHOD / DESIGN PROCESS & PROTOTYPE

In the production of this sculpture, the researcher has chosen to use grafting and fusion techniques. This technique is used by researchers on paper umbrellas. The researcher chose this technique because, her wanted to produce a form on the paper umbrella and the form can be varied in various shapes.





A REFLECTION OF MOTHER'S LOVE THROUGH PAINTING



NAME: MUNAWWARAH BINTI MOHD NASER
INSTITUTION: UITM SERI ISKANDAR, PERAK

INTRODUCTION

The love and affection of a mother is unparalleled, even before the child is born into the world, a mother has given her whole life. Although it often happens that a child misses his mother, but a mother's love still has no limits.

ISSUE / PROBLEM

Difficulties in finding the idea of image to use as subject matter because this study tells about the reflection of mother's love shown through animals to her child. It is because most animals do not show their loving nature visually in real situations in daily life

AIM AND OBJECTIVE

To analyze the issue about a reflection of mother's love through in painting.

To produce an artwork based on idea and style about a reflection of mother's love through in painting.

METHOD / DESIGN PROCESS & PROTOTYPE





STUDENT STRUGGLE WITH ONLINE DISTANCE LEARNING (ODL) DURING PANDEMIC POTRAYED THROUGH PRINTMAKING



NAME: NOOR AZAH BINTI AWANG@ROSDI
INSTITUTION: UNIVERSITY OF TECHNOLOGY MARA(UTM)

INTRODUCTION

*I AM A FINE ART STUDENT IN MAJORING PRINTMAKING HAVE MAKE AN ARTWORK BASED ON THE ISSUE STUDENTS STRUGGLE WITH ONLINE DISTANCE LEARNING(ODL) DURING PANDEMIC

ISSUE / PROBLEM

*STUDENTS STRUGGLE WITH ONLINE DISTANCE LEARNING(ODL) DURING PANDEMIC WHICH STUDENTS HAVE A PROBLEMS IN GETTING THE GOOD INTERNET CONNECTION DURING ONLINE CLASSES

AIM AND OBJECTIVE

- *TO ANALYSE THE ISSUE ABOUT STUDENTS STRUGGLE WITH ONLINE DISTANCE LEARNING(ODL) DURING PANDEMIC
- *TO PRODUCE AN ARTWORK ABOUT STUDENTS STRUGGLE WITH ONLINE DISTANCE LEARNING(ODL) DURING PANDEMIC

METHOD / DESIGN PROCESS & PROTOTYPE

*ARTWORK CREATED BY USING REDUCTION LINOCUT TECHNIQUE



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Name: Nor Afrina Binti Mohd Nor

Institution: UTM Perak Cawangan Seri Iskandar, Perak

INTRODUCTION

Debt means you borrow money from another individual or financial institution for a long period of time. According to Islam means the delivery of goods or property from a creditor to a debtor. Credit Card can also turn into bad debt when misused by making large purchases.

ISSUE / PROBLEM

Debt is a strange thing in human life. Debt can also be recognized as a source of income for a person if it is a requirement. Needs and desires will give rise to bad debt, debt-like habits, and debt-free behaviour. This will cause for people who work because someone who work but has a huge income but their life overcomes the low income person. Debt habits can cause a person to waste money.

THE VISUAL DEBT AMONG STUDENT B40 THROUGH PRINTMAKING

AIM AND OBJECTIVE

- i) To analyses the issues about the impact of debt among student UTM Seri Iskandar, Perak .
- ii) To produce an artwork based on idea and style about the impact of debt among student UTM Seri Iskandar, Perak.

METHOD / DESIGN PROCESS & PROTOTYPE

In the production of printmaking the researcher has chosen digital and stencil techniques to produce printmaking.



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DIVERSITY OF PATTERN AND SYMBOLS IN COMMUNITY CLOTHES IN SABAH



NAME: SHAHIRA AMIRA BINTI ZAILANI
INSTITUTION: UITM SRI ISKANDAR PERAK

INTRODUCTION

THE STATE OF SABAH IS SURROUNDED BY 33 ETHNIC GROUP. THEY WEAR VARIOUS OUTFITS WITH VARIOUS DESIGNS AND MOTIFS. THIS VARIETY HAS THE POTENTIAL TO CREATE BOTH DIPARITIES AND HARMONYIN COMMUNAL LIFE.

ISSUE / PROBLEM

RUNGUS WOMEN'S APPAREAL HAS CHANGES IN TERMS OF MOTIF AND DECORATION AND THE CLOTHINGS ORIGINALITY IS DIMINISHING.

IT IS UNDENIABLE THAT THE CLOTHING PRODUCES EVOLVES THROUGH TIME AND BECOME MORE MODERN, RESULTING IN THE LOSS OF THE UNIQUENESS OF THE PATTERN AND SYMBOLS.

AIM AND OBJECTIVE

TO UNDERSTAND THE ISSUES ABOUT A DIVERSITY OF PATTERN AND SYMBOLS IN THE CLOTHING OF THE COMMUNITY IN SABAH

TO ANALYZE AN ARTWORK BASED ON IDEA AND STYLE OF DIVERSITY OF PATTERN AND SYMBOLS IN THE CLOTHING OF THE COMMUNITY IN SABAH

METHOD / DESIGN PROCESS & PROTOTYPE

CHOOSE 3 ETHNIC GROUPS NAMELY MURUT, RUNGUS AND LOTUD DUSUN AND USE PATTERNS AND SYMBOLS FROM THEIR CLOTHING.

IN ADDITION TO HAVE ELEMENTS OF DIVERSITY AND HARMONY IN THE WORK, THE PATTERN IS INTERGRATED.





THE STYLIZATION OF TRADITIONAL BATIK MOTIF AND PATTERN THROUGH PAINTING



NAME: SITI NAJIHAH BINTI AZIZ
INSTITUTION: UITM SERI ISKANDAR, PERAK

INTRODUCTION

Traditional batik art is one of the cultural relics of our ancestors that has a high value that must be preserved.

ISSUE / PROBLEM

To create awareness among public about the value of the visual beauty and symbolic meaning contained in every motif and pattern that is often used in batik craft.

AIM AND OBJECTIVE

AIM

To introduce traditional batik motifs and patterns that have been stylized into a new design.

To produce an artwork based on idea and style of the stylization of traditional batik motif and pattern through painting.

METHOD / DESIGN PROCESS & PROTOTYPE

The painting that was using the technique of glazing and wash as well as transparent which has the quality to see one or more layers in the artwork.



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JAWI AS THE EXPRESSION OF VISUAL ARTIST MALAY MALAYSIA



NAME: SITINAJWA AYUNI BINTI AHMAD

INSTITUTION: UITM SERI ISKANDAR PERAK

INTRODUCTION

The presence of Islam in the Malay world in the past century ago brought together the Arabic alphabet writing and become a master in the Jawi script. In addition, the beginning of Jawi writing Arabic script and has been entered into the Malay world in the 3rd century AH and there is evidence that on the tombstone in the Malay together with the arrival of Islam.

ISSUE / PROBLEM

The problem of the study found in this study is so as not to stray too far. The issues raised during this study is that the researchers found that Jawi writing is less used by the community nowadays either in daily affairs or learning. This is because Jawi writing is not the main or basic writing in its use. After that, the researchers were also able to gain knowledge about the public need to understand about the dignity of life because Jawi script is not used in the Malays but the Indians and Chinese also learn the Jawi script. But due to various objections and challenges in upholding this Jawi writing, Jawi writing is less tightened and not required in learning.

AIM AND OBJECTIVE

To analysis of Jawi writing style found by visual artists Malay.

To produce visual art artwork that applies Jawi writing in sculptural art

METHOD / DESIGN PROCESS & PROTOTYPE

Style that being use is semi abstract.the material used is iron plate only and uses welding techniques to obtain the desired shape.



Title: 'YA'

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NAME: SITI NORATIKAH BINTI MD NAWI

INSTITUTION: UNIVERSITY OF TECHNOLOGY MARA (UTM)

INTRODUCTION

*TO STUDY THE MOTIF AND ELEMENTS OF MOSQUE KAMPUNG LAUT AND ADVANTAGE OF FIVE TIMES PRAYERS

ISSUE / PROBLEM

*THE BEAUTY OF MOSQUE IN THE KAMPUNG LAUT CAN BE SEEN IN TERMS OF PROBLEMS OF MAKING THE ELEMENTS AND MOTIF OF THE MOSQUE AND THE REASON FOR NOT PERFORMING PRAYERS

THE IMPORTANCE OF SACRIFICE CHILD TO A PARENT: IN SCULPTURE STUDIO PRACTICE

AIM AND OBJECTIVE

*TO ANALYSE THE ISSUE OF THE EFFECT OF ARTWORK BASED ON THE ISSUE OF THE BEAUTY OF THE KAMPUNG LAUT MOSQUE IN KELANTAN

*TO PRODUCE ARTWORK BASED ON STYLE, IDEA AND CONTEXT TO CONVEY THE MEANING OF THE ISSUE OF THE ARCHITECTURAL BEAUTY OF THE KAMPUNG LAUT MOSQUE IN KELANTAN

METHOD / DESIGN PROCESS & PROTOTYPE





A VISUALIZATION STUDY OF THE SACRIFICE OF MALAYSIA FRONTLINER THROUGH THE ADAPTATION OF PRODUCTION OF INTELLECTUAL SCULPTURE ARTWORK



NAME: SITI NUR ALIA BINTI HAYAZI
INSTITUTION: UiTM SERI ISKANDAR

INTRODUCTION

The hero tackling the Covid19 crisis is the frontliner entrusted to do this great responsibility. Frontliners need mental strength and health as well as enthusiasm to face the challenges of tackling the Covid19 crisis.

ISSUE / PROBLEM

The society does not care about the frontliners and there are also those who do not know who the frontliners are who are fighting to save the country from COVID19.

AIM AND OBJECTIVE

1. To study the subject, object, form and content by representing reflecting the sacrifices of the frontliner.
2. To develop sculpture artwork based on an understanding of subject, object, form, and content in interpreting frontliner sacrifices.

METHOD / DESIGN PROCESS & PROTOTYPE

This artwork is produced using a uniform frontliner. This sculpture depicts the frontliner in a state of readiness and enthusiasm to tackle the covid19 crisis.



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NAME: SITI NUR MARDHIAH BINTI BUANG

INTITUATION: UiTM PERAK KAMPUS SERI ISKANDAR

INTRODUCTION

The Frontliner team has worked hard especially the medical team like doctors and nurses. The medical team we know is doctors and nurses but they have different ranks and different tasks but due to this disease they do not sleep and eat according to the time the country has been hit by this pandemic.

ISSUE / PROBLEM

Among the front line teams with the most sacrifices. Has been done by them is a frontliner team of health workers. This is because we can see from the excerpt of the Berita Harian newspaper siding where it was stated on April 10 that there were 2 video shares entitled 'doctors are crying too tired' that spread on social media, namely on Facebook, the video lasted 4.35 seconds and the video was titled 'The nurse cried, the family was on duty to fight Covid 19

VISUALIZATION MEDICAL FRONTLINER : STRUGGLE IN PANDEMIC COVID 19 THROUGH PORTRAITS IN PRINTMAKING

AIM AND OBJECTIVE

To analyse the issue about visualization medical frontliner :struggle in pandemic covid 19 through portrait in printmaking.

The purpose of this study is to produce an artwork based on idea, style and context of visualization medical frontliner :struggle in pandemic covid 19 through portrait in printmaking.

METHOD / DESIGN PROCESS & PROTOTYPE



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Name: Tengku Sharifah Norzanariah Binti Tg Usri
Institution: UITM Perak Cawangan Seri Iskandar, Perak

INTRODUCTION

The issue of independence is very desirable among the society to remember the historical journey of past fighters and nationalists, appreciate the twists and turns of the struggle and appreciate the struggle of patriots and nationalists. Thus, the collective memory of the past is very important to build and strengthen the identify of young people and the unity of Malaysians.

ISSUE / PROBLEM

In this study, the reseacher have delved into the problems of today's young people who are less appreciative of the issue of independence. This is an important issue for the younger generation because they needs to realize that peace and the prosperity of the country they now occupy is not easy to weather. This is because it is very necessary for all of us to appreciate the services of the fighters.

TO VISUAL THE ART OF PRINTING AS A VOTE FOR THE PRESENTATION OF THE VOICE OF YOUNG PEOPLE

AIM AND OBJECTIVE

- i) To analyses the issues about to visual the art of printing as a vote for the presentation of the voice of young people: the issue of identify in appreciating independence.
- ii) To produce an artwork based on idea and style to visual the art of printing as a vote for the presentation of the voice of young people: the issue of identify in appreciating independence.

METHOD / DESIGN PROCESS & PROTOTYPE

In the printmaking work, the reseacher has chosen the digital print and stencil technique.

Printmaking

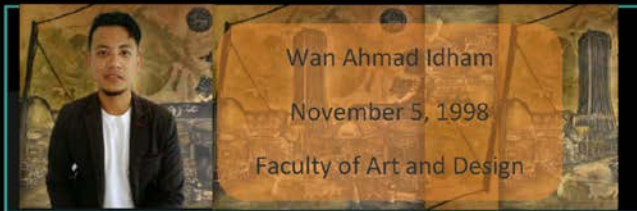


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Wan Ahmad Idham

November 5, 1998

Faculty of Art and Design

NAME: | WAN AHMAD IDHAM ZULFI BIN WAN MOHD ZAILANI

INSTITUTION: | UITM SERI ISKANDAR

INTRODUCTION

My study covered all aspects of memory such as indoor and outdoor games, parental orders, and tendencies performed during childhood. As a child, I loved to play various traditional games with family and friends. While in the house, various furniture and home appliances were used as games at that time.

ISSUE / PROBLEM

I face difficulties in selecting art movements that are appropriate to the issues being studied. This is because the art community of Malaysia has been exposed to misconceptions linking children's issues to the 'naïve art' movement, rather than other art movements.

WALKING HOME

AIM AND OBJECTIVE

- To analyse the issue of a study of childhood memory in the art of painting.
- To produce an artwork based on idea, style, and context of a study of childhood memory in the art of painting.

METHOD / DESIGN PROCESS & PROTOTYPE



Title: Walking Home

Media: Oil paint on canvas

Size: 2 feet x 2 feet

Year: 2021

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NAME: WAN NUR ARINA BINTI WAN YUSOFF
INSTITUTION: UNIVERSITY OF MALAYSIA KELANTAN

INTRODUCTION

Individuals nowadays, mainly the young generation members are not aware of the Malayness value in their life, and worse, it may fade away. Through my study, young generation members are not able to identify the characteristics of traditional wedding dress especially from 'Songket' material. The influence of Western culture has also contributed to this event.

ISSUE / PROBLEM

- The traditional wedding dress such as 'Baju Kurung' get less attention.
- The lacking of awareness maintaining the manners and customs of Malay identity.
- The influence of Western cultures has changed the young generation members' taste in traditional wedding dress.

THE VALUE OF MALAYNESS IN WEDDING DRESS IN MALAYSIA

AIM AND OBJECTIVE

- To identify the values of Malayness in wedding dress.
- To identify the characteristic of Western wedding dress design.
- To produce a combination of Malayness value and Western wedding dress.

METHOD / DESIGN PROCESS & PROTOTYPE

This study employed a quantitative approach with 32 participants. As the result, respondents agreed to combine the elements of Malayness value (Songket) in Western silhouette wedding dress. Design 1 is made by using Songket and pleated fabric. Meanwhile, design 2 is made by using Songket with satin and net fabric, to represent both cultures.



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NAME: NURAIN IZATIE BINTI AB RAHMAN

INSTITUTION: UNIVERSITY OF MALAYSIA KELANTAN

INTRODUCTION

Fashion refers to the style or trends that people follow, regardless to its nature; changing and fluctuating. Nowadays, young generation tend to follow latest fashion trends to look different and stand out among their peers.

ISSUE / PROBLEM

- The young generation's fashion is influenced by Western culture.
- The Islamic dress code is fading among young generation.
- Young generation members tend to follow the latest fashion developments.

THE PERCEPTION OF YOUNG GENERATION TOWARDS 'MIX AND MATCH' FASHION TREND

AIM AND OBJECTIVE

- To identify the perception of young people towards 'mix and match' style.
- To identify the level of understanding of young people towards 'mix and match' fashion.
- To produce 'mix and match' fashion apparel that suits the current young generation member's fashion taste.

METHOD / DESIGN PROCESS & PROTOTYPE

This study employed a quantitative approach with 30 participants. This design is produced by using a flat pattern manipulation technique. The materials used are the combination of pink como crepe and blue thread as the top stitch (chosen by the respondents). Furthermore, there are blue buttons attached on both apparel to enhance the style. This design fits M size.



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NAME: JEEVANYA MANIMARAN

INSTITUTION: UNIVERSITY OF MALAYSIA KELANTAN

INTRODUCTION

The textile and fashion industry are known for producing the most surplus waste and may cause pollution. In this case, recycling textile and clothing is the best way to reduce wastage and pollution which cause by industry the fashion and textile industry, especially in women ready-to-wear.

ISSUE / PROBLEM

- The textile and fashion industry cause more pollution compared to other industry, due to the utilization of chemical in the production process or synthetics material which have a significant environmental impact.
- Women consumers buy clothes and throw them away even if the clothes are still in good condition and reusable. This occurs due to following fashion trends change.

USING RECYCLED FABRICS IN WOMEN'S READY-TO-WEAR

AIM AND OBJECTIVE

- To identify the level of public awareness on the importance of textile and clothing recycling issue.
- To identify the types of techniques used in producing new clothes from materials that have been discarded.
- To produce stylish ready-to-wear design proposals by using recycled clothing and textiles.

METHOD / DESIGN PROCESS & PROTOTYPE

This study employed a quantitative approach with 54 participants. The design of clothes is produced using old or recycled clothes which obtained from 'bundle' by upcycled technique. The goal is to reduce environmental pollution which cause by industry textile and fashion. Design 1 is made by using long old skirt and crop top t-shirt. Meanwhile, design 2 is made by using old 'kain sarung' and crop top t-shirt. The size of the design is M.





THE INNOVATION OF KEBAYA WEDDING DRESS WITH LOCAL BATIK



NAME: WAN NAZATUL AMALIA BINTI WAN MOHAMAD NOOR
INSTITUTION: UNIVERSITY OF MALAYSIA KELANTAN

INTRODUCTION

People nowadays are less aware that local batik can also be used to produce wedding dresses because most of the local batik is used as clothes and accessories such as *baju kurung*, blouses, bracelets, and bags.

ISSUE / PROBLEM

- Lack of use of local batik in bridal kebaya fashion designs nowadays.
- Kebaya dress which is made with colored fabric and decorated with sequins and beads also often get less attention from consumers.
- The lack of integration between local batik and contemporary.

AIM AND OBJECTIVE

- To produce a modern Muslimah Kebaya wedding dress by using local batik.
- To combine the use of local batik with the contemporary design of Kebaya wedding dress fashion.
- To attract consumers to local batik through the design of Kebaya wedding dress.

METHOD / DESIGN PROCESS & PROTOTYPE

This study employed a quantitative approach with 55 participants. The design of the wedding dress is produced using local batik (batik canting) and satin fabric. The color of local batik is the color of dull violet dark while satin fabric is dark purple color. The goal is to combine local batik with contemporary designs. The size of this design is M. The extra decoration on the design of the wedding dress is the use of *dokoh*, lace and beads.



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THE EXPRESSION OF FICTIONAL FAMOUS CHARACTER IN PAINTING



NAME: HUSNA BINTI HELMEE

INSTITUTION: UNIVERSITI MALAYSIA KELANTAN

AIM AND OBJECTIVE

To challenge existing passions by using popular characters and brands. It is to show that this work does not only function at one unique time, it only corresponds to the passage of our time which requires day and night.

INTRODUCTION

The spirit of life, something beautiful during bloom and through different phases of life both in human life, flora and fauna. We must learn to appreciate life, eager to take the path of life. The beauty of each corner is not only at the previous level. Husna explores lighting, fluidity and passion in the work.

ISSUE / PROBLEM

The subjects used are popular characters and brands in the film 'Alice In Wonderland' by applying melt and glow elements. In addition to using an approach in a mix of media such a work will appear glowing in the dark.

I chose the latest character and design by Tim Burton is to show the passion in the innovations he has crafted. The same goes for the work I produce like diluting the subject to convey the message of the spirit of life in the passage of time.

METHOD / DESIGN PROCESS & PROTOTYPE

A mixture of media used such as marker bitumen and acrylic as well as fluorescent which gives a lighting effect to the work in the dark.

This work wants to convey a message through the phases of life, human beings are also immersed in the nature of wanting beauty in lifestyle.



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TOWARDS THE NEW PARADISE

CONTEMPORARY MODEST WEAR DESIGN USING PATCHWORK TECHNIQUE

YOU ARE WHAT YOU WEAR



NAME: Full name here

INSTITUTION: Your institution here

AIM AND OBJECTIVE

- To explore recycling proses with pre-consumer textile through different types of patchwork
- To analyze modest wear pattern according to Islamic law
- To create suggestions of contemporary modest wear design using patchwork technique as a step to reduce pre-consumer textile wastes.

INTRODUCTION

Fashion represents our identity. Youngsters today tend to wear modern clothes due to influences, however, this may provoke the identity issue. Certain Modest wear collections today also come in unacceptable version which is against Islamic law. In other occasion, too many clothes are being dumped due to fashion trend change and have caused wastage. Hence, bringing pre-consumer textile waste to light might change textile wastage in fashion industry.

ISSUE / PROBLEM

- youngsters today are practicing fitted clothing, especially the Muslim young girls dressing who may go against the Islamic law. Since modest wear had become everyone's favorite, the pattern and designs have mostly changed to modern style where most of the modest wear today are fit to the body showing the figure. This may have attracted youngsters with fashion opinion but attires like this is not encouraged to wear among the Muslim girls.
- Pre-consumer textiles are wasted even in retarded textile situation which leads to environmental crisis. pre-consumer textiles that are being wasted during production takes less attention that may affect the environment.

METHOD / DESIGN PROCESS & PROTOTYPE

The idea is to produce different attires suggestions with different patchwork cutting by using waste textile with recycling method. Moreover, this research's goal is to produce a much comfortable and easy-going attire to all the modest wear clients. A result via a quantitative approach shows that respondents chose to wear tops and pants will give them the confidence to move freely and act confidently. To balance the contemporary look on the attire researcher has chosen two different colours from two different shade type. The first colour is peach that resembles femininity and the second colour is black that keeps them mysterious. A toile first made to make-sure the patchworks pattern is perfect.



INDDEx

INTERNATIONAL DEGREE DESIGN EXCHANGE

VIRTUAL 2021

UNLIMITED CREATIVITY
TOWARDS THE NEW PARADISEM



NAME : NORAIMAN ALINAH BINTI NOR AZME

INSTITUTION : UNIVERSITI MALAYSIA KELANTAN
KAMPUS BACHOK

INTRODUCTION

My inspiration for my artwork started from my observation and exploration of 'language' in human culture. My artwork usually attempt to explore the medium as a form of communication. The use of semiotic signs, the composition of the object and layered application of concepts are also commonly detected in my artwork. Beside, I'm also interested in visualizing human interaction as well as the ongoing sensitivity of global society as a visual record of a contemporary nature.

ISSUE / PROBLEM

Language is the regular speech of the human mind and perception which largely uses sound as it's tool. Language not only can be spoken orally, but it can be spoken through some form, or signs that be understood by the global community. However, not all people are able to speak normally, they use 'language' that is acceptable to the regional community such as sign language and gesture of hands. So that they do not feel been ignored by other.

THE APPLICATION OF SUBJECT OF HANDS : IN CONTEMPORARY ART

AIM AND OBJECTIVE

- To define the 'language' of the body (hands) as a suitable medium to be used as a form of communication.
- To re-present human interaction to the ongoing sensitivity of the global community into the resulting work.

METHOD / DESIGN PROCESS & PROTOTYPE



'POLITIKUS' is a artwork of drawing that looks at the madnes of political power on the perception of society's views. The hand is re-presented in the form of language not only for the form of realistic hand postures, but it questions oppression, the defense of rights and the position of the people in the political world. The title 'POLITIKUS' says the 'term' of politicians is people-oriented and at the same time, looking at the actual 'voice' of the people in the political world.

'Manipulated' artwork is a mixed media exploration that focuses on the visual production of contemporary art through human version on the oppression of small nations in war. It focuses on the manual production of 'glitch' effects that carry the context of manipulated as well. The election is seen as an initiative to make the public aware of the appression that is taking place in the war-torn country in this modern age, and to looking at the relationship between social media that manipulates reality to the world.



THE ACCEPTANCE OF CURRENT FASHION TRENDS AMONG YOUNG GENERATION : MODEST AND MODERN



NAME: SUPIAH BINTI SUPA'AT
INSTITUTION: UNIVERSITY OF MALAYSIA KELANTAN

INTRODUCTION

This study is focusing on the younger generation; who have a high desire to explore new fashion style and trends. They are also driven by the era of being world of tech-savvy, therefore they are exposed to fashion information on social media. Through this study, female Muslim females tend to adopt new fashion trends to match their identity.

ISSUE / PROBLEM

- Lack of disclosure regarding to the modest and modern fashion
- There are many fashion styles not in line with the Shariah
- Lack of knowledge of modest and modern styles among the younger generation

AIM AND OBJECTIVE

- To study the types and characteristics of current fashion trends towards (modest and modern)
- To identify the acceptance of the younger generation today towards current fashion trends (modest and modern)
- To produce collection of design that combines elements of Western and Islamic style

METHOD / DESIGN PROCESS & PROTOTYPE

This study employed a quantitative approach with 30 participants. The design is produced by combining satin and organza fabric and the pattern manipulation technique was utilised to get the desired fit. Respondents tend to choose pastel colour to match the design. This combination of modest and modern style is suitable for the current Muslim youngsters.



INDDEx

INTERNATIONAL DEGREE DESIGN EXCHANGE

VIRTUAL 2021

UNLIMITED CREATIVITY
TOWARDS THE NEW PARADIGM

YOUR FRIENDLY WALKING STICK

TRUST
AIKASURIAL



name: NUR AIKA BINTI SURIAL

Institution: UNIVERSITY MALAYSIA KELANTAN

INTRODUCTION

Trust aims to help elderly with walking difficulties in assisting walking independently. The innovation allows user to experience daily life without the help of others, which is a significant milestone for elderly to live and survive on their own during this time. Trust provides stability while maintain good walking posture for elderly. Regardless, it's primary function is to help people to walk and stand on their own.

ISSUE / PROBLEM

Issue

(limited movement problem)

+ Problem Statement

(the elderly have difficulty accommodating themselves When standing and they need the help of others to help them to get out of bed, walk or sit on the toilet.

A STUDY OF WALKING AID INNOVATION FOR THE ELDERLY

AIM AND OBJECTIVE

Identify the importance of the use of walking aids for the elderly

Analyze the effects of inappropriate use of walking aids on the elderly

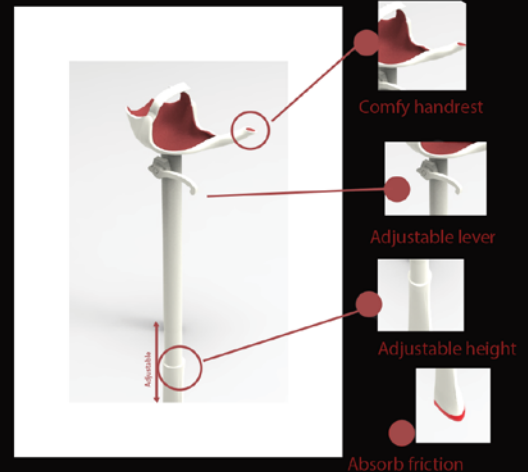
Improving crutches or walking aids for the elderly with limited mobility problems

METHOD / DESIGN PROCESS & PROTOTYPE

Adjustable Height

Ergonomics Handle

Absorb friction while walking





SESSION 4



ROOM 1

JATIYA KABIR KAZI NAZRUL ISLAM UNIVERSITY, BANGLADESH



BUFFALO YOGURT BRANDING



NAME: Md. Jahid Hossain

INSTITUTION: Jatiya Kabi Kazi Nazrul Islam University

INTRODUCTION

Yogurt is a global product. Yogurt is a very popular food in Bangladesh like other countries of the world. Here you can find some delicious yogurt in remote areas. Buffalo yogurt is notable among of these. In Bangladesh, Buffaloes have been reared for a long time. The Char of river and the green grassland areas are suitable for buffalo rearing.

ISSUE / PROBLEM

Buffalo is not only useful for farming but also contributes to the production of meat and milk. Our farmers work hard to upbringing buffaloes. But milk and yogurt do not get the proper price. So my aim is to process the buffalo yoghurt of these backward areas and through improve branding and packaging as well as presenting it to the world.

AIM AND OBJECTIVE

Firstly we started our journey from our University to Trishal Bazar. After reached Trishal Bazar we take a van for going Porabari Bazar. After that we reached the village named Mathbari by a boat. In the journey of the boat we seeing the scenic view of the Banar river. Many buffaloes were eating grass in small groups throughout the vast area. We talked with Mr. Khalil Mia who is the buffalo owner. They have been doing this from generation to generation. While talking to him, he described their plight in a sad voice. We went to Khalil Mia's house and we saw how he and his son collected milk from the buffalo. Then they showed us how yogurt is made from milk. These yoghurts are sold at the local market at very cheap price.

METHOD / DESIGN PROCESS & PROTOTYPE

We can deliver remote areas buffalo yogurt to everyone with good packaging, magazines, advertisements, billboards, a sales website and home delivery service.





NAME: Rakhi Akter

INSTITUTION: Jatiya kabi kazi nazrul islam university.

INTRODUCTION

A bank is a financial institution licensed to receive deposits and make loans. Two of the most common types of banks are commercial/retail and investment banks. They provide services such as merger and acquisition activity and underwriting among other investment services.

ISSUE / PROBLEM

10 Most Common Bank Customer Complaints...

- Excessive/hidden fees.
- Bad customer service.
- Checks/funds bouncing.
- Most expensive debits charged first.
- Loyalty means nothing.
- Mortgage/loan issues.
- Huge errors/mistakes.

GREEN BANK

AIM AND OBJECTIVE

Banking is a business activity which involves accepting money from public in the form of deposits and lending it as loans for earning profit. Banking institutions mainly serves the purpose of safeguarding people's money or fulfilling their fund requirements by providing them loan facilities. These institutions pay interest on deposit to savers and charges higher rate of interest from borrowers.

METHOD / DESIGN PROCESS & PROTOTYPE





CASE STUDY - PRESSURE IN CHILDHOOD



NAME: SHARMISTHA ROY

INSTITUTION: JATYA KABI KAZI NAZRUL ISLAM UNIVERSITY

INTRODUCTION

Childhood is the most beautiful chapter of human life. Which is what we want to get back. Yet why are we taking away the beautiful childhood from children by imposing the burden of books?

ISSUE / PROBLEM

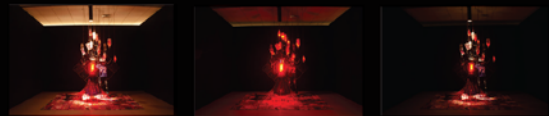
- . Education is suitable for the physical and mental development of children in a colorful environment.
- . But in reality, the pressure of studies on children in schools is increasing.
- . Parents are also running towards good results.
- . What is the pressure of studying at the initial stage and why this situation?

AIM AND OBJECTIVE

- . Education is the child's spontaneous self-development.
- . One of the goals of education is the normal and balanced development of children's abilities and strengths.
- . Therefore, it is very important to create a constructive, fun and child-friendly environment for the development of children's

METHOD / DESIGN PROCESS & PROTOTYPE

This study is descriptive on the basis of primary and secondary data. In addition various secondary information was collected from published books, journals, articles, periodicals, newspapers, internet and related organizations.





GO GREEN : ECO-FRIENDLY BRANDING OF PICKLE



NAME: Tasnova Sharmin

INSTITUTION: Jatiya Kabi Kazi Nazrul Islam University, Bangladesh.

INTRODUCTION

In today's world the planet needs our help. For our misuse of resources, earth is in a difficult state. Only we can stop it. Well, it is tough to make change by one. But if we go green together our planet and the eco-system can be saved.

ISSUE / PROBLEM

Well, Have you noticed floods is occurring in Asian and European countries! These are happening for climate change. In case of climate change plastic is playing the mammoth role. It is everywhere. Average annual plastic production is 100 million tons now! It evokes so many disasters. It triggers Bangladesh heavily as well as other countries.

AIM AND OBJECTIVE

Considering that we must switch to "ECO-FRIENDLY PRODUCTS". These products do not harm the environment whether in their production, use or disposal. Eco-friendly products are very convenient.

That's why I want to promote "ECO-FRIENDLY PRODUCTION".

METHOD / DESIGN PROCESS & PROTOTYPE

After proper plannin created the logo and it's guideline for my eco-branding. Designed corporate identity and levels for the product. To promote my eco-friendly branding focused into the core part of planning which is package design.





NATURE-INSPIRED SHOE DESIGN AND SHOWROOM DESIGN



NAME: Sonia Tabassum

INSTITUTION: Jatiya Kabi Kazi Nazrul Islam University, Bangladesh.

INTRODUCTION

Nature-inspired designs emotionally affect people. My shoe brand name is "KHOROM". This project shows how we can design shoes that are inspired by natural forms, shapes, textures, and patterns.

ISSUE / PROBLEM

Nature-inspired design faces many challenges to create traditional products design. When designers identify a problem to be solved, they usually follow a design process. As part of this process, designers may be encouraged to look outside the box for inspiration to solve the problem. This is an opportunity for nature to inspire a design, but only if designers have the foresight to look to nature.

AIM AND OBJECTIVE

The purpose of this project is to analyze the process of transformation of natural forms, shapes, textures, patterns into a design model based on the associative method. Natural objects could be, the form of a flower, the shape of a leaf, the texture of bark, patterns of animal skin, and more.

METHOD / DESIGN PROCESS & PROTOTYPE

The design of these baby girls' shoes is inspired by a form of Night-flowering jasmine and the design of young women's shoes is inspired by the shape of a leaf. I also have designed a showroom where people can find unique designs of shoes inspired by nature.





EXPERIMENTAL POSTER DESIGN - CHILD ABUSE IN RURAL AREA OF BANGLADESH



NAME: ASRAFUN NAHER

INSTITUTION: JATIYA KABI KAZI NAZRUL ISLAM UNIVERSITY

INTRODUCTION

Child abuse is physical, sexual, psychological maltreatment or neglect of a child or children, especially occur by parent or caregiver in child's home, or in the schools, or communities the child interacts with.

ISSUE / PROBLEM

There are several reasons of child abuse:

- Over population
- Poverty
- Lack of basic education
- Racism
- Unawareness about gov. laws

Besides, There are still some common misconception among us about child abuse.

AIM AND OBJECTIVE

- Know what child abuse is
- Educate yourself and others
- Discipline our children thoughtfully
- Teach children their rights
- Promote Child Abuse Prevention Awareness Month

METHOD / DESIGN PROCESS & PROTOTYPE

I have chosen Experimental poster design as an effective way to show how many children around us are abused all the time. In both intentional and unintentional way.





CASE STUDY - WOMEN VIOLENCE IN PUBLIC TRANSPORT (BANGLADESH)



NAME: SRABANI DAS

INSTITUTION: JATYA KABI KAZI NAZRUL ISLAM UNIVERSITY

INTRODUCTION

Bangladesh is densely a populated country. At present here, both men & many women are also working outside the home. To reach their workplace every day they are using the local transport. where most of the time they face several sexual harassment.

ISSUE / PROBLEM

There are several reasons of women violence in public transport:

- . Male-domination
- . Lack of proper implementation of law
- . Lack of awareness
- . Pornography
- . Males' ill attitude towards women
- . Lack of proper safety measures

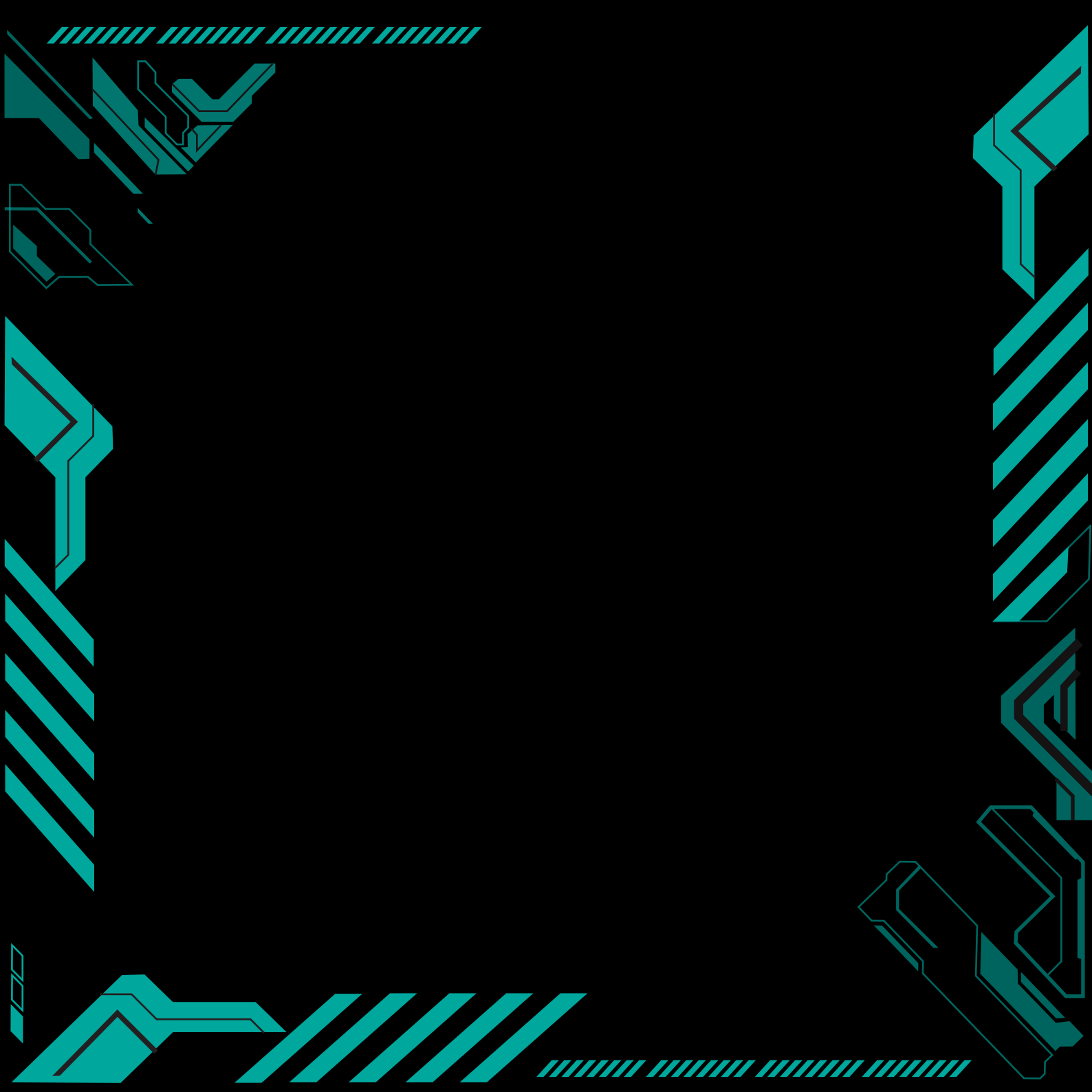
AIM AND OBJECTIVE

- . To the rapid assessment of women's sexual violence in public transports.
- . Identify the root causes of this problem.
- . Identify the types of sexual violence.
- . Identify the reactions and effect of women violence in public transports.
- . Examine public attitudes and perceptions towards sexual harassment.

METHOD / DESIGN PROCESS & PROTOTYPE

I have chosen Experimental poster design as an effective way to show how many women are sexual violence all the time around us.







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