

International Conference of Innovation in Media and Visual Design (IMDES 2020)

Held online

Advances in Social Science, Education and Humanities
Research Volume 502

Tangerang, Indonesia
10 – 11 November 2020

Editors:

Juhri Selamat
Lalitya Talitha Pinasthika
Nur Hisham Ibrahim

ISBN: 978-1-7138-2498-5

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2020) by Atlantis Press
All rights reserved.
Copyright for individual electronic papers remains with the authors.

For permission requests, please contact the publisher:

Atlantis Press
Amsterdam / Paris

Email: contact@atlantis-press.com

Conference Website: <http://www.atlantis-press.com/php/pub.php?publication=imdes-20>

Printed with permission by Curran Associates, Inc. (2021)

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2633
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

RE-INTERPRETATION OF DIGITAL ENTERTAINMENT ON AUGMENTED REALITY GAME THROUGH WALL SCULPTURE.....	1
<i>Aznan Bin Omar, Mahizan Bin Hijaz Mohammad, Syed Alwi Bin Syed Abu Bakar, Salawati Binti Abdul Wahab, Azian Binti Tahir, Suhairun Nizam Bin Supal</i>	
LEARNING ON COUNTRY A GAME-BASED EXPERIENCE OF AN AUSTRALIAN ABORIGINAL LANGUAGE.....	8
<i>Deborah Szapiro, Cat Kutay, Jaime Garcia, William Raffé, Richard Green</i>	
DESIGN THINKING FRAMEWORK IMPLEMENTATION IN DESIGN FOR SOCIETY COURSE.....	17
<i>Darfi Rizkavirwan</i>	
CONTRIBUTION OF ARTISTS THROUGH PRINTING AS VISUAL COMMUNICATION MEDIUM AMONG COLONIES DURING THE BRITISH ERA IN MALAYA.....	22
<i>Azian Tahir, Zarlina Mohd Zamari, Nur Adibah Nadiyah Mohd Aripin, Noor Enfendi Desa, Syed Alwi Syed Abu Bakar, Faridah Hanim Abdul Wahab, Arba 'Iyah Mohd Noor</i>	
CHARACTER DESIGN FOR 3D PRINTED ZOETROPE VISUAL STYLE AND CHARACTER DESIGNS PRINTABILITY.....	29
<i>Bharoto Yekti, Yohanes Merci Widiastomo, Rangga Winantyo</i>	
ANIMATION: MEDIUM AND PRACTICE IN INDONESIA.....	34
<i>Rr. Mega Iranti Kusumawardhani, Muhammad Cahya Mulya Daulay</i>	
ANALYSIS OF TOKOPEDIA ADVERTISING #DIRUMAHAJADULU AND ITS CORRELATIVITY TO TOKOPEDIA BRANDING POSITION IN PANDEMIC ERA.....	40
<i>Edo Tirtadarma, Budi Darmo</i>	
ENGAGING STUDENTS WITH EXPERIENTIAL WEBSITE DESIGN AS ONLINE LEARNING MEDIA: COMPARATIVE STUDIES OF INTERACTIVE PARALLAX SCROLLING TECHNIQUE ON COMMERCIAL WEBSITE.....	46
<i>Roy Anthonius Susanto</i>	
DEVELOPMENT PHASE OF 2:3:5 RATIO AS A VISUAL COMPOSITION TECHNIQUE ON LOGO DESIGN.....	53
<i>Mohammad Rizaldi, S. Roy Anthonius</i>	
AN APPROACH TO SENSORY BRANDING ON GUEST JOURNEY MAPPING IN A BLENDED RESIDENTIAL ENVIRONMENT OF CO-WORKING SPACE AND CO-LIVING.....	59
<i>Frindhinia Medyasepti</i>	
TYPOGRAPHY USAGE IN MULTIMEDIA TEACHING AID INTERFACE DESIGN.....	73
<i>Shahrnunizam Sulaiman, Mohamad Quzami An-Nuur Ahmad Radzi, Norfadilah Kamaruddin, Wan Ahmad Farhan Wan Ali</i>	
DESIGNING POINT OF PURCHASE STANDING ALONE CATEGORY USING VISUAL ANAMORPHIC TECHNIQUES FOR MODERN RETAILS.....	79
<i>Erwin Alfian</i>	

VISUAL COMMUNICATION AS A MEDIUM SENDING STANDARD OPERATING PROCEDURE (SOP) MESSAGE TO PUBLIC DURING PANDEMIC COVID-19	82
<i>Hanafi Mohd Tahir, Nagib Padil, Mohd Shahril Abd Rashid, Shahrel Nizar Baharom, Dalila Kamarudin</i>	
A COMPARATIVE STUDY OF DYSLEXIA STYLE GUIDES IN IMPROVING READABILITY FOR PEOPLE WITH DYSLEXIA.....	89
<i>Fonita Theresia Yoliando</i>	
RESEARCH ON TEACHING DESIGN MODULE IN INTERNATIONAL COOPERATIVE INSTITUTE IN CHINA.....	95
<i>Beiruo He</i>	
ART MAKING PROCESS: JOB SATISFACTION, COMMITMENT AND VISUAL ARTISTS' PRODUCTIVITY IN MALAYSIA	100
<i>Syed Alwi Syed Abu Bakar, Mohd Fawazie Arshad, Azian Tahir, Aznan Omar, Ameruddin Ahmad</i>	
STUDENTS' PERSPECTIVE ON LEARNING BASIC HEALTH IN 4TH GRADE SCIENCE SUBJECT: EXPERIENCES AND EXPECTATIONS TOWARDS INTERACTIVE DIGITAL DESIGN UTILIZATION	106
<i>Cennywati, Nina Hansopaheluwakan</i>	
MASCOT DESIGN FOR THE INDONESIAN PAVILION AT WORLD EXPO 2020	113
<i>Nadia Mahatmi, Aditya Satyagraha</i>	
THE EFFECT OF PACKAGING DESIGN ON THE IMPROVEMENT OF MSME BRAND VALUE USING THE PRE-TEST AND POST-TESTS METHODS	119
<i>Yana Erlyana, Nadya</i>	
HYPER-LOCALIZATION WITHIN SHOPEE MARKETPLACE	126
<i>Anwar Fikri Abdullah, Azlan Zainal, Hanafi Mohd Tahir, Muhammad Fikri Saidi Othman, Ahmad Khairul Azizi, Nor 'azizull Hakim Bin Nothamdani</i>	
REINFORCEMENT OF REWARDS AS MOTIVATION FOR STUDENTS IN ART LEARNING: A CASE STUDY AT A LOCAL UNIVERSITY	132
<i>Junita Shariza Mohd Nasir</i>	
DESIGNING A FRAMEWORK FOR MULTIMEDIA GALLERIES.....	137
<i>Elyna Amir Sharji, Lim Yan Peng, Peter Charles Woods, Koo Ah Choo</i>	
(UI) RACANA TO EMPOWER THE GARAJAS ART COMMUNITY.....	142
<i>Daru Paramayuga, Leonardo Adi Dharma Widya</i>	
A STUDY OF PATRIOTISM ON MURAL ART IN IPOH, PERAK	147
<i>Mohamad Quzami An-Nuur Bin Ahmad Radzi, Shahrinizam Sulaiman, Muhammad Nor Razin Mhd Nor, Nur Hisham Ibrahim, Abu Zaki Hadri</i>	
SUSTAINABLE ANIMATION PRODUCTION: ALTERNATIVE MATERIAL EXPLORATION IN PUPPET AND SET MAKING FOR ENVIRONMENTAL STOP MOTION ANIMATION.....	151
<i>Dominika A. Purwaningsih, Bharoto Yekti</i>	
WHY THEY USE WATTPAD: AN EMOTIONAL DESIGN ANALYSIS ON THE FREE ONLINE READING PLATFORM.....	157
<i>Lalitya Talitha Pinasthika</i>	

INDONESIAN SIGN LANGUAGE (BISINDO) AS MEANS TO VISUALIZE BASIC GRAPHIC SHAPES USING TEACHABLE MACHINE	165
<i>Arya Harditya</i>	
COLORING THE WORLD OF VISUALLY IMPAIRED CHARACTER IN ‘BROKEN FAITH’	172
<i>Christine Mersiana Lukmanto</i>	
WEB-BASED ANIMATION FOR 8TH GRADE SCIENCE STUDENT ON HUMAN BLOOD CIRCULATION	178
<i>Widi Sarinastiti, Dwi Susanto, Elmanita Dewi Kirana</i>	
THE AESTHETICS OF STILL LIFE PHOTOGRAPHY AT HOME DURING COVID-19 PANDEMIC: DESIGNING MOBILE PHOTOGRAPHIC WORKS	185
<i>Ardiles Akyuwen, Cininta Analen</i>	
ANIMATION MAJOR FOR UNDERGRADUATES: PRACTICE AND CHALLENGES	191
<i>Muhammad Cahya Mulya Daulay, Rr. Mega Iranti Kusumawardhani</i>	
ANALYSIS OF USER EXPERIENCE IN VIRTUAL ART EXHIBITION DURING PANDEMIC	198
<i>Rani Aryani Widjono</i>	
ENVIRONMENTAL CHANGE MESSAGES FROM VANISHING WALL: A MURAL IN KOTA KINABALU, SABAH.....	205
<i>Issarezal Ismail, Noor A’Yunni Muhamad, Mohamed Najib Ahmad Dawa</i>	
WHAT IS SOCIAL VISUAL COMMUNICATION DESIGN? PROPOSALS ON HOW TO IDENTIFY AND DEFINE IT	215
<i>Brian Alvin Hananto</i>	
VIRTUAL CONCEPT EXPERIMENTAL PHOTOGRAPHY EXHIBITION “PUGUH KESÉD”	220
<i>Rezki Gautama Tanrere, Ardiles Akyuwen</i>	
THE PEOPLE’S BEHAVIOR CHANGE DURING PANDEMIC OF COVID-19; THE FOUR ASPECTS OF DESIGN THINKING.....	226
<i>Shahrel Nizar Baharom, Saiful Bakhri Mohamed Anuar, Nur Hazwani Zolkifly, Hanafi Mohd Tahir</i>	
THE EFFECTS OF INSTAGRAM VIDEO IN PROPERTY COMPANY COMMUNICATIONS: ANALYSIS OF INSTAGRAM ACCOUNT OF BSD CITY, ALAM SUTERA, AND SUMMARECON SERPONG	233
<i>Mochammad Koentjoro</i>	
ANALYSIS OF THE EFFECT OF MICROINTERACTION IN INSTAGRAM APPLICATION ON THE USERS	241
<i>Lia Herna</i>	
ECO-DESIGN STRATEGY WITHIN DESIGN THINKING FRAMEWORK FOR CHILDREN’S FURNITURE AT LENTERA HARAPAN SCHOOL ROTE, NTT: A CASE STUDY.....	247
<i>Devanny Gumulya, Tania Andriato</i>	
IMPROVING THE PERSUASION FUNCTION IN PACKAGING DESIGN THROUGH REDESIGNING READY TO USE PLASTIC POUCH FOOD PACKAGING FOR MICRO SMALL MEDIUM ENTERPRISE BUSINESSES.....	257
<i>Darfi Rizkavirwan, Luisa Erica</i>	

A PERSPECTIVE ON THE 15TH CENTURY MELAKA SULTANATE BRIDGE: A RECONSTRUCTION STUDIES	264
<i>Fauzan Mustaffa, Peter Woods Charles, Harold Thwaites, Eugene Ch'Ng, Lim Yan Peng</i>	
THE THEORETICAL FRAMEWORK OF DESIGN THINKING BEHAVIOR MODEL	271
<i>Zainudin Siran, Rusmadiyah Anwar</i>	
MALAYSIAN COMIC BOOK ART STYLE CLASSIFYING VISUAL TRAITS AND IDENTITY	277
<i>Erwin Abd Jabbar, Anuar Hassan</i>	
MATTERPORT: VIRTUAL TOUR AS A NEW MARKETING APPROACH IN REAL ESTATE BUSINESS DURING PANDEMIC COVID-19	282
<i>Mohamad Zaidi Sulaiman, Mohd Nasiruddin Abdul Aziz, Mohd Haidar Abu Bakar, Nur Akma Halili, Muhammad Asri Azuddin</i>	

Author Index