

## Parallel Session Rundown

### Parallel Session I Tuesday, 10 November 2020

<b>Room</b>	<b>BR Room 1</b>	<b>Chair:</b>	TBA
<b>Track</b>	<b>Design Theory and Methods I</b>		
Time	Title, Author(s) and First Author Affiliation(s)		
13.00 - 13.20	(20) Students' Perspective on Learning Basic Health in 4th Grade Science Subject: Experiences and Expectations towards Interactive Digital Design Utilisation <b>Cennywati</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Nina Hansopaheluwakan		
13.20 - 13.40	(56) Visual Communication As A Medium Sending Standard Operating Procedure (Sop) Message To Public During Pandemic Covid-19 <b>Hanafi Mohd Tahir</b> ( <i>Universiti Teknologi MARA, Malaysia</i> ), Nagib Padil, Mohd Shahril Abd Rashid, Shahrel Nizar Baharom and Dalila Kamarudin		
13.40 - 14.00	(16) Development phase of 2:3:5 Ratio as Visual Composition Technique on Logo Design <b>Mohammad Rizaldi</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Roy Anthonius S.		
14.00 - 14.20	(63) Contribution of Artists through Printing as Visual Communication Medium among Colonies during the British Era in Malaya <b>Azian Tahir</b> ( <i>Universiti Teknologi MARA, Malaysia</i> ), Zarina Mohd Zamari, Nur Adibah Nadiah Mohd Aripin, Noor Enfendi Desa, Faridah Hanim Abdul Wahab, Syed Alwi Syed Abu Bakar and Arba'lyah Mohd Noor		

<b>Room</b>	<b>BR Room 2</b>	<b>Chair:</b>	TBA
<b>Track</b>	<b>Design Business and Practice I</b>		
13.00 - 13.20	(19) The Effects of Instagram Video in Property Company Communications: Analysis of Instagram Account of BSD City, Alam Sutera, and Summarecon Serpong <b>Mochammad Koentjoro</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> )		
13.20 - 13.40	(65) Matterport: Virtual Tour as A New Marketing Approach in Real Estate Business During Pandemic COVID-19 <b>Mohamad Zaidi Sulaiman</b> ( <i>Universiti Teknologi MARA, Malaysia</i> ), Mohd Nasiruddin Abdul Aziz, Mohd Haidar Abu Bakar, Nur Akma Halili and Muhammad Asri Azuddin		
13.40 - 14.00	(12) Analyse Tokopedia Advertising Campaign #DirumahAjaDulu and Its Correlativity To Tokopedia Branding Position in Pandemic Era <b>Edo Tirtadarma</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Budi Darmo		
14.00 - 14.20	(75) The Effect of Packaging Design on the Improvement of MSME Brand Value Using the Pre-test and Post-tests Methods <b>Yana Erlyana</b> ( <i>Universitas Bunda Mulia, Indonesia</i> ) and Nadya Nadya		
14.20 - 14.40	(39) Forming a destination branding design for cultural heritage area of Kota Gede <b>Elsa Kristina</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Juhri Selamet		

<b>Room</b>	<b>BR Room 3</b>	<b>Chair:</b>	TBA
<b>Track</b>	<b>Design Project, Participation &amp; Collaboration I</b>		
13.00 - 13.20	(2) Indonesian Sign Language (BISINDO) As Means to Visualize Artificial Intelligence (AI) Aesthetics using Teachable Machine <b>Arya Harditya</b> ( <i>Sampoerna University, Indonesia</i> )		

13.20 - 13.40	(26) Learning on Country: A Game-Based experience of an Australian Aboriginal Language <b>Deborah Szapiro</b> ( <i>University of Technology Sydney, Australia</i> ), Cat Kutay, Richard Green, Jaime Garcia and William Raffae
13.40 - 14.00	(59) Eco-design Strategy Within Design Thinking Framework for Children's Furniture At Lentera Harapan School Rote, NTT: A Case Study <b>Devanny Gumulya</b> ( <i>Pelita Harapan University, Indonesia</i> ) and Felisitas Tania Andrianto
14.00 - 14.20	(55) Enviromental Change Messages from Vanishing Wall: A Mural in Kota Kinabalu, Sabah <b>Issarezal Ismail</b> ( <i>Universiti Teknologi MARA, Malaysia</i> ) and Noor A'Yunni Muhama

<b>Room</b>	<b>BR Room 4</b>	<b>Chair:</b>	TBA
<b>Track</b>	<b>Media and Digital Experiment I</b>		
13.00 - 13.20	(71) The Theoretical Framework of Design Thinking Behavior Model <b>Zainudin Siran</b> ( <i>Multimedia University, Malaysia</i> ) and Rusmadiyah Anwar		
13.20 - 13.40	(36) Virtual Concept Experimental Photography Exhibition "Puguh Keséd" <b>Rezki Gautama Tanrere</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Ardiles Akyuwen		
13.40 - 14.00	(33) Analysis of User Experience in Virtual Art Exhibition During Pandemic <b>Rani Aryani Widjono</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> )		
14.00 - 14.20	(30) Colouring The World of Visually Impaired Character in 'Broken Faith' <b>Christine Mersiana Lukmanto</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> )		
14.20 - 14.40	(58) Art Making Process: Job Satisfaction, Commitment And Visual Artists' Productivity In Malaysia <b>Syed Alwi Syed Abu Bakar</b> ( <i>Universiti Teknologi MARA, Malaysia</i> ), Mohd Fawazie Arshad, Azian Tahir, Aznan Omar and Amerrudin Ahmad		

<b>Parallel Session 2</b>		<b>Tuesday, 10 I</b>	
<b>Room</b>	<b>BR Room 1</b>	<b>Chair:</b>	TBA
<b>Track</b>	<b>Design Theory and Methods II</b>		
Time	Title, Author(s) and First Author Affiliation(s)		
15.00 - 15.20	(62) A study of patriotism on mural art in Ipoh, Perak <b>Mohamad Quzami An-Nuur Ahmad Radzi</b> ( <i>Universiti Teknologi MARA, Malaysia</i> ), Shahrnunizam Sulaiman, Muhammad Nor Razin Mhd Nor, Nur Hisham Ibrahim and Abu Zaki Hadri		
15.20 - 15.30	(51) Animation Major for Undergraduates: Practice and Challenges <b>Muhammad Cahya Mulya Daulay</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Rr Mega Iranti Kusumawardhani		
15.30 - 15.50	(17) What is Social Visual Communication Design? Proposals on How to Identify and Define it <b>Brian Alvin Hananto</b> ( <i>Pelita Harapan University, Indonesia</i> )		
15.50 - 16.10	(49) Tanjung kelayang Destination Branding <b>Gideon Frederick</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Rosemarie Vania		
16.10 - 16.30	(66) An Analysis The Public Perception Towards The Photographic Images Campaign In Newspaper and via Social Media On General Election In Malaysia <b>Md Nagib Padil</b> ( <i>Universiti Teknologi MARA, Malaysia</i> ), Khairul Anuar Ibrahim, Hanafi Mohd Tahir, Ellyana Mohd Muslim Tan and Mazlan Samion		

Room	BR Room 2	Chair:	TBA
<b>Track</b>	<b>Design Business and Practice II</b>		
15.00 - 15.20	(32) Engaging Students with Experiential Website Design As Online Learning Media: Comparative Studies of Interactive Parallax Scrolling Technique on Commercial Website <b>Roy Anthonius Susanto</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> )		
15.20 - 15.30	(42) Mascot Design for the Indonesian Pavilion at World Expo 2020 <b>Nadia Mahatmi</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Aditya Satyagraha		
15.30 - 15.50	(57) The people's behaviour change during pandemic of Covid-19; the four aspects of design thinking <b>Shahrel Nizar Baharom</b> ( <i>Universiti Teknologi MARA, Malaysia</i> ), Saiful Bakhri Mohamed Anuar, Nur Hazwani Zolkifly and Hanafi Mohd Tahir		
15.50 - 16.10	(45) Design Thinking Framework Implementation in Design For Society <b>Darfi Rizkavirwan</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> )		
16.10 - 16.30	(4) Designing Social Campaign for The Usage of Travel Insurance <b>Yolanda Astarie Milenia Setiawana</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Darfi Rizkavirwan		

Room	BR Room 3	Chair:	TBA
<b>Track</b>	<b>Design Project, Participation &amp; Collaboration II</b>		
15.00 - 15.20	(24) Improving the Persuasion Function in Packaging Design Through Redesigning Ready to Use Plastic Pouch Food Packaging for Micro Small Medium Enterprise Businesses <b>Darfi Rizkavirwan</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Luisa Erica		
15.20 - 15.30	(60) Re-Interpretation Of Digital Entertainment On Augmented Reality Game Through Wall Sculpture <b>Aznan Bin Omar</b> ( <i>Universiti Teknologi MARA, Malaysia</i> ), Mahizan Hijaz Bin Muhammad, Syed Alwi Syed Abu Bakar, Salawati Binti Abdul Wahab, Azian Binti Tahir and Suhairun Nizam Bin Supal		
15.30 - 15.50	(67) Designing a Framework for Multimedia Galleries <b>Elyna Amir Sharji</b> ( <i>Multimedia University, Malaysia</i> ), Lim Yan Peng, Peter Woods, and Koo Ah Choo		
15.50 - 16.10	(23) UI design development for informative mobile game about light pollution <b>Julia Djatmiko</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Lalitya Pinasthika		

Room	BR Room 4	Chair:	TBA
<b>Track</b>	<b>Media and Digital Experiment II</b>		
15.00 - 15.20	(78) The Relationship of Music-Sound, Technology and Internet <b>Clemens Felix Setiyawan</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Dyah Murwaningrum		
15.20 - 15.30	(69) Malaysian Comic Book Art Style: Classifying Visual Traits and Identity <b>Erwin Jabbar</b> ( <i>Multimedia University, Malaysia</i> ) and Anuar Hassan		
15.30 - 15.50	(31) Which is The Main Concept of Old-Banten Area Development, to be A Cultural Heritage or Not? <b>Rahmi Elsa Diana</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> )		
15.50 - 16.10	(22) The Auteur and The Personal Comic: A Reconstructin of Online Identities <b>Gideon Frederick</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Mohammad Rizaldi		

<b>Parallel Session III</b>		<b>Wed, 11 November 2020</b>	
<b>Room</b>	<b>BR Room 1</b>	<b>Chair:</b>	TBA
<b>Track</b>	<b>Design Theory and Methods III</b>		
Time	Title, Author(s) and First Author Affiliation(s)		
09.30 - 09.50	(70) Reinforcement Rewards as Motivation for Students in Art Learning: A Case Study at a Local University <b>Junita Shariza Mohd Nasir</b> ( <i>Multimedia University, Malaysia</i> )		
09.50 - 10.10	(50) Animation: Medium and Practice in Indonesia <b>Mega Irant Kusumawardhani</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Muhammad Cahya Mulya Dauly		
10.10 - 10.30	(46) Why They Use Wattpad: An Emotional Design Analysis on the Free Online Reading Platform <b>Lalitya Pinasthika</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> )		
<b>Room</b>	<b>BR Room 2</b>	<b>Chair:</b>	TBA
<b>Track</b>	<b>Design Business and Practice III</b>		
09.30 - 09.50	(79) An Approach to Sensory Branding on Guest Journey Mapping in a Blended Residential Environment of Co-working Space and Co-living <b>Frindhinia Medyasepti</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> )		
09.50 - 10.10	(72) Hyper-localization within Shopee Marketplace <b>Anwar Fikri Abdullah</b> ( <i>Universiti Teknologi MARA, Malaysia</i> ), Azlan Zainal, Muhammad Fikri Saidi Othman, Ahmad Khairul Azizi Ahmad and Hanafi Mohd Tahir		
10.10 - 10.30	(34) Designing an Informative Pop-Up Book about Microplastic Particles for 8-13 Years Old Children <b>Angelina Salvita</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Rani Aryani Widjono		
<b>Room</b>	<b>BR Room 3</b>	<b>Chair:</b>	TBA
<b>Track</b>	<b>Design Project, Participation &amp; Collaboration III</b>		
09.30 - 09.50	(28) Sustainable Animation Production: Alternative Material Exploration in Puppet and Set Making for Environmental Stop Motion Animation <b>Dominika A. Purwaningsih</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Bharoto Yekti		
09.50 - 10.10	(41) Analysis of the Effect of Microinteraction in Instagram Application on the Users <b>Lia Herna</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> )		
10.10 - 10.30	(43) Prevention and countermeasure of iron deficiency anemia social campaign design for teen girls <b>Margareth Irma</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Nadia Mahatmi		
<b>Room</b>	<b>BR Room 4</b>	<b>Chair:</b>	TBA
<b>Track</b>	<b>Media and Digital Experiment III</b>		
09.30 - 09.50	(77) The Aesthetics Of Still Life Photography At Home During Covid-19 Pandemic: Designing Mobile Photographic Works <b>Ardiles Akyuwen</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Cininta Analen		
09.50 - 10.10	(52) The problem of Artstyle Changes: A contemplative study of self <b>Gideon Frederick</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Aditya Satyagraha		

10.10 - 10.30	(11) Brand Rejuvenation Design of Kecap Banteng <b>Vincentia Audrey</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Erwin Alfian
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### Parallel Session IV Wed, 11 November 2020

<b>Room</b>	<b>BR Room 1</b>	<b>Chair:</b>	TBA
<b>Track</b>	<b>Design Theory and Methods IV</b>		
Time	Title, Author(s) and First Author Affiliation(s)		
10.50 - 11.10	(38) Research on Teaching Design Module in International Cooperative Institute in China <b>Beiruo He</b> ( <i>Wuhan Textile University, Birmingham Institute of Fashion and Creative Arts, China</i> )		
11.10 - 11.30	(18) A Comparative Study of Dyslexia Style Guides in Improving Readability for People with Dyslexia <b>Fonita Theresia Yoliando</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> )		
11.30 - 11.50	(5) Campaign Design About Oxybenzone and Octinoxate-Based Sunblock Hazards for Survival of Coral Reefs in Bali <b>Joscelind Lukas</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Darfi Rizkavirwan		

<b>Room</b>	<b>BR Room 2</b>	<b>Chair:</b>	TBA
<b>Track</b>	<b>Design Business and Practice IV</b>		
10.50 - 11.10	(35) Designing Point Of Purchase Standing Alone Category Using Visual Anamorphic Techniques For Modern Markets <b>Erwin Alfian</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> )		
11.10 - 11.30	(40) A Social Campaign Design "BERAKSI" to Prevent the Spread of Disease Through Physical Contact with Babies <b>Zora Clarisa</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Juhri Selamet		
11.30 - 11.50	(64) Signage Design for People with Visual Impairment at Commuter Train Station <b>Anthony Henry</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Mohammad Rizaldi		

<b>Room</b>	<b>BR Room 3</b>	<b>Chair:</b>	TBA
<b>Track</b>	<b>Design Project, Participation &amp; Collaboration IV</b>		
10.50 - 11.10	(44) (UI) RACANA to Empower The GARAJAS Art Community <b>Daru Paramayuga</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> )		
11.10 - 11.30	(15) Web-Based Animation for 8th Grade Science Student on Human Blood Circulation <b>Widi Sarinastiti</b> ( <i>Politeknik Elektronika Negeri Surabaya, Indonesia</i> ), Dwi Susanto and Elmanita Dewi Kirana		
11.30 - 11.50	(48) Destination Branding Semarang Chinatown as a Cultural Heritage Site <b>Shania Helena Soetjipto</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ) and Aditya Satyagraha		

<b>Room</b>	<b>BR Room 4</b>	<b>Chair:</b>	TBA
<b>Track</b>	<b>Media and Digital Experiment IV</b>		
10.50 - 11.10	(29) Character Design for 3D printed Zoetrope: Visual Style and Character Designs printability <b>Bharoto Yekti</b> ( <i>Universitas Multimedia Nusantara, Indonesia</i> ), Yohanes Merci and Rangga Winantyo		

11.10 - 11.30	(73) A Perspective on the 15th Century Sultanate Melaka Bridge; a Reconstruction Studies <b>Fauzan Mustafa</b> ( <i>Multimedia University, Malaysia</i> ), Charles Woods, Harold Thwaites, Eugene Ch'Ng and Lim Yan Peng
11.30 - 11.50	(54) Typography usage in Multimedia Teaching Aid Interface Design <b>Shahrizam Sulaiman</b> ( <i>Universiti Teknologi MARA, Malaysia</i> ), Mohamad Quzami An-Nuur Ahmad Radzi, Norfadilah Kamaruddin and Wan Ahmad Farhan Wan Ali

<b>Note:</b>	This conference event schedule is based on Jakarta - Indonesia local time, which is GMT+7 or UTC+07:00. We STRONGLY encourage you to check with your local time. One of the easy ways is using this time converter website: <a href="https://www.thetimezoneconverter.com/">https://www.thetimezoneconverter.com/</a> or <a href="https://www.timeanddate.com/worldclock/converter.html">https://www.timeanddate.com/worldclock/converter.html</a>
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