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Organized by

Faculty of Information Management
UiTM Kedah Branch



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Editors

Asmadi Mohammed Ghazali
Abd Latif Abdul Rahman



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CONTENTS

1. DETECTIVE LOOKING CHART: PLUTCHIK EMOTION GAMES FOR KIDS THROUGH VARK MODEL FOR ASD CHILDREN	1
2. E-VIEW: LOW VISION READER ASSISTANT	4
3. WHERE IS YUYU?: DETECTIVE THEME AUGMENTED REALITY (AR) CHILDREN'S BOOK	7
4. DEVELOPMENT OF BIODEGRADABLE PLASTIC USING <i>CAULERPA LENTILLIFERA</i> 'S EXTRACT FOR A SUSTAINABLE ENVIRONMENT	9
5. DEVELOPMENT OF BIODEGRADABLE PLASTIC USING <i>METAPENAEUS INTERMEDIUS</i> 'S SHELL EXTRACT TOWARDS A SUSTAINABLE FUTURE	11
6. LITTLE MATES BUSY BOOK	13
7. PHYTOPLANKTON MAP	15
8. SAMUDERAMAPS: WATER QUALITY MANAGEMENT LIBRARY FOR CONSERVATION AND SUSTAINABLE USE OF MARINE RESOURCES AND ECOSYSTEMS	17
9. VIRTUAL REFERENCE CONSULTATION SERVICES	19
10. ZOOPLANKTON MAP	21
11. CASUAL BOOK WRAPPER	23
12. FRAMEWORK: VISUAL-SPATIAL: A MEDIATOR EFFECTS ON THE AUTISM SPECTRUM DISORDERS (ASD) ACHIEVEMENT IN SPEECH UTTERANCE	26
13. Sec-CompFY: SECURE COMPARTMENT FOR YOU	28
14. SMART LeoBOT	31
15. SMART SEIRS	33
16. IMPROVISE THE INTERLIBRARY LOAN SYSTEM: DEVELOPMENT OF INTERLIBRARY LOAN ONLINE SYSTEM (iNTeLS)	35
17. REDISCOVERING WISDOM THROUGH ANIMATED DA'WAH SERIES FOR CHILDREN	37
18. BATEEQ PACKERS	40
19. BAMBOO RAINDROP DRAINAGE SYSTEM	42
20. MY BOOK	44
21. IDOL: INTERACTIVE DIGITAL OUTDOOR LIBRARY	46
22. THE SNOWMAN	49
23. UUM IN4SHARE AS INFORMATION SHARING PLATFORM	52
24. INFOADVISER	54

WHERE IS YUYU?: DETECTIVE THEME AUGMENTED REALITY (AR) CHILDREN'S BOOK

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Abstract

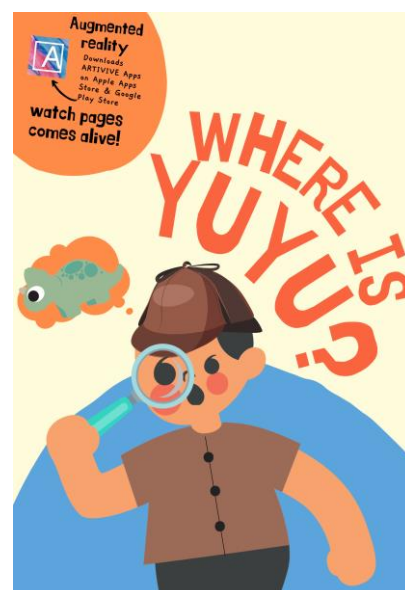
Where is Yuyu? is a detective theme Augmented Reality (AR) children's book that combines physical books and mobile applications. AR can enhance teaching and learning methods, especially in children. Recently AR technology has evolved in children's exploration and introductory books, and less has been embedded in the storyline books, which explain the whole story. "Where is Yuyu?" is intended to cultivate children to the hybrid reading method allowing children to interact with the books using three dimensions characters using the Artivive application. The existence of "Where is Yuyu" will spark reading motivation among children as they enjoy the benefit of reading and venturing into technology. This innovation aims to enhance children's creativity through advanced visual activities in a book, introduce books and technology in a fun way for children, and give parents ways to introduce daily chores to their children. "Where is Yuyu? is Malaysia's first detective theme augmented reality children's book. This book is significant in increasing motivation and boosting reading interest among children, improving concentration, memory, imagination, and problem-solving skills among children, helping children to understand concepts faster and better, and providing an alternative for children with disabilities to understand concepts and the environment faster.

Keywords

Augmented Reality, Reading, Children's Book.

Product Description

Where is Yuyu?: is a detective theme Augmented Reality (AR) children's book that combines physical books and mobile applications. Recently AR technology has evolved in children's exploration and introductory books; less need to be embedded in storyline books which explain the whole story. "Where is Yuyu?" is intended to cultivate children to the hybrid reading method, allowing children to interact with the books using three dimensions characters.



Novelty and Uniqueness

“Where is Yuyu?” is Malaysia’s first Detective Theme Augmented Reality Children’s Book. AR technology is effective in detective themes as it describes a storyline that explains a particular book’s whole story. AR technology is commonly used in introductory and exploration books focusing on specific themes or scenarios.

Benefit to Mankind

“Where is Yuyu?” is significant in

- Increase motivation and boost reading interest among children.
- Improve concentration, memory, imagination and problem-solving skills among children.
- Helping children to understand concepts faster and better.
- Provide alternatives for children with disabilities to understand concepts and environment faster.

Potential Commercialization

“Where is Yuyu?” has a vast potential to be published in the local and international children’s book industry. The simple and self-guided application allows children to explore the book with minimal guidance. A vibrant colour and simple page navigation make it more interesting for children between 5 and 11 years old.