



Perak Branch

**AICAD**  
ASIA INTERNATIONAL COMMUNITY  
OF ART & DESIGN

PRESENTS

# INDDEx

INTERNATIONAL DEGREE DESIGN EXCHANGE

2022

★ RESET • REBUILD • RECONNECT ★

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

**14-22 AUG 2022**

**DEGREE SHOWCASE** - Catalogue

**International Degree Design Exchange  
(INDDX) 2022**  
Degree Showcase E-Catalogue

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# DEGREE SHOWCASE





**Name :** Alvein Dhiwaul Haq  
**University :** Telkom University





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



<p style="text-align: center;"><b>Introduction / Background</b></p> <p>As we know, that advertising posters are not well promoted, there are also many advertising pamphlets scattered/ignored in public places. With the digital age that is starting to develop rapidly, we can take advantage of creative promotions with technologies such as AI/AR, which can be implemented on billboards in public places.</p>	<p style="text-align: center;"><b>Objective/ Methodology</b></p> <p>With the application of technology to billboards in public places, it will increase the desire of consumers because of creativity in promotion. In addition, it will be a main-attraction in public places which will make business products to be well promoted.</p>	<p style="text-align: center;"><b>Media Planning / Purpose</b></p> <p>I plan to implement and maximize technology in the form of AR and AI into billboards in public places. Apart from being a medium for promotion, it can also make it easier for consumers to choose products/know the products that are being sold.</p>	<p style="text-align: center;"><b>Design Process / Design Concept</b></p> <p>There are many things that can be put into AR and AI that have been installed on Billboard especially for the business sector. In essence, the concept is that when people stand in front of billboards, AR technology will work in displaying products that are promoted and projected in real-time, and AI will work like recommending products according to the age/mood of consumers.</p>
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**Design**





Surat kami : 700-KPK (PRP.UP.1/20/1)  
Tarikh : 30 Ogos 2022

YBhg. Profesor Ts Sr Dr Md Yusof Hamid, PMP, AMP  
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Universiti Teknologi MARA  
Cawangan Perak



YBhg. Profesor

**PERMOHONAN KELULUSAN MEMUAT NAIK PENERBITAN UiTM CAWANGAN PERAK  
MELALUI REPOSITORI INSTITUSI UiTM (IR)**

Perkara di atas adalah dirujuk.

2. Pihak Perpustakaan ingin memohon kelulusan YBhg. Profesor untuk membuat imbasan (*digitize*) dan memuat naik semua jenis penerbitan di bawah UiTM Cawangan Perak melalui Repositori Institusi UiTM, PTAR.
3. Tujuan permohonan ini adalah bagi membolehkan akses yang lebih meluas oleh pengguna Perpustakaan terhadap semua bahan penerbitan UiTM melalui laman Web PTAR UiTM Cawangan Perak.

Kelulusan daripada pihak YBhg. Profesor dalam perkara ini amat dihargai.

Sekian, terima kasih.

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Yang benar

**SITI BASRIYAH SHAIK BAHARUDIN**  
Timbalan Ketua Pustakawan

nar

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