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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
(INDDEX) 2022**
Degree Showcase E-Catalogue

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DEGREE SHOWCASE

INDDEX
INTERNATIONAL DEGREE DESIGN EXCHANGE

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Name : Angela Merici

Department : Visual Communication Design

University : Universitas Multimedia Nusantara

Project Title : Mobile Website Design
About the Effects of
Watching Mokbang

Introduction / Background

80%
late teens love
watching mukbang



Mukbang is known to have various positive and negative effects. A study shown that mukbang is one of the factor that changes viewer's behaviour to unhealthy diets.

The lack of interactive and fun media about the subject leads to a minimal understanding of its effects to health.

Objective

To educate and encourage late teens to know and understand about the effects of watching mokbang through a fun and simple interactive website.

Methodology

The writer used Universal Methods of Design from Martin and Hanington (2012).

The methodology consists of 5 phases: Planning, Exploration, Concept Generation, Evaluation, Lauch and Monitor

Media Planning

An interactive educational mobile website where users are provided with interactional explanation pages, a small simulation, a forum discussion, and a consultation with experts about the effects of mokbang to user's health. The website uses South Korean theme to match the topic.

Purpose

Users can gain a simple, fun, and educational information about mukbang's effects. Also, to help them deal with its negative effects.

Design Process / Design Concept

The writer conducted a research from related journals and interview with stakeholders (experts and target users). All of the research was used to generate project planning through a design process such as creating a mind map, content planning, low fidelity, and high fidelity. The project also tested for alpha and beta testing.



Nonton atau Makan ??



Visual Identity

"Nonton atau Makan?" is roughly translated as "Eat or Watch?" in English. The concept is based on viewer's experience on having the same effect as eating something when watching a mukbang.

This is caused by the brain activity, that is confused as the viewers are eating or watching.

Colours

These 5 main colours represents late teens personalities: fun, casual, and young.



Typeface

There are 2 typefaces used. Each typefaces represents fun and young personality. Also, to boost the legibility and to look reliable.

Niramit ABCDEFGH **Hind Madurai** ABCFEGH

Illustrations

Illustration art styles are based on a minimalist art style that is popular in South Korea. All of the illustrations are hand drawn.



Contents

Introduction Page

Introduction elements are shown when the website is opened. This page has an introduction about the topic and mini game.



Informational Page

These pages provide factual informations about mukbang effects. All of the informations were created from existing journals and interviews.



Mini Simulation

User can play a mini simulation about how mukbang affects their diets. Users can also see their BMI and calories intake results from playing the simulation.



User Features

There are 2 user oriented features: Forum Page and Consultation Page. Both pages are for users to consultate and write their opinions or suggestions about the web's main topic.



Miscellaneous

The product has some miscellaneous medias: social media posts and journaling stickers.



SCAN ME



bitly/nontonmakan_v02



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



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

Sekian, terima kasih.

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