



UNIVERSITI
TEKNOLOGI
MARA

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 : Gde Vikranta Vidyavinaya
University : Telkom University

Department : VCD
Project Title : Fitting Clothes
Using Instagram Filters

Introduction / Background

Today, online shopping is the most frequently done. Even when buying clothes most people choose online shopping over offline shopping. But sometimes they get the wrong size, because they can't try it. From this case, I got an idea by making a solution. This will help people fitting their clothes just by using the instagram filters.

Objective/ Methodology

We aim the efficiency in online shopping especially clothings. We also supply the accuracy to the people when they want to fit their clothes. To make this happened, we need new kind of marketing media.

Media Planning / Purpose

We are planning to make Instagram filters as the solution. People are no need to be worried anymore when they shop clothes online. The inaccuracies all this time will be resolved soon just by filters.

Design Process / Design Concept

Regarding the design, we just inovate what has been available before which is Instagram filters. People just have to stand in front of their phone and let the filters scan your body to give the exact size for you. This might be a good marketing for brands regardless of helping people find the accurate t-shirt size.

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

Sekian, terima kasih.

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Timbalan Ketua Pustakawan

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