Creative Multimedia Kit

QR to the 'Gram!

CREATIVE MIND

B2022xxxx

Generating... 98%

Warning:
May contain small parts of big dreams.

CM-CP VOL.2

www.instagram/theportfolio.utbcc

An Insight to Creative Computing Capstone Projects

THE PORTFOLIO

2025

Ai Ae Ps

Made in UTB

CM25
17/17

UTB

Generative AI

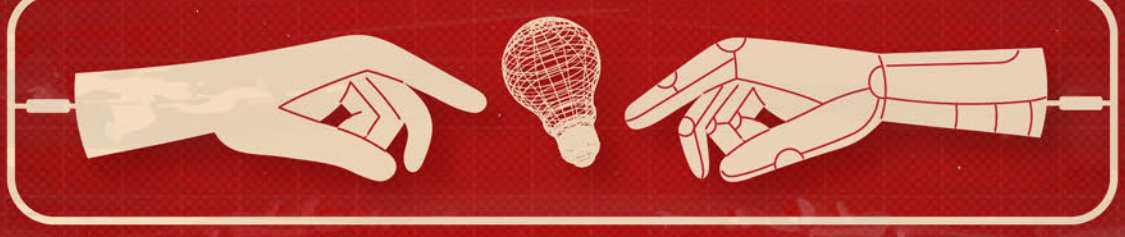


TABLE OF CONTENTS

AZHAN AHMAD

"Be proud of what you have achieved. keep believing in the joy of why you chose Creative Computing."

OPENING REMARKS

Welcome to another year of celebrating the achievements of our students from the School of Computing and Informatics, Universiti Teknologi Brunei (UTB). This has been a memorable year for the Creative Computing programme area, as our graduating cohort will be the last group of students to complete the BSc. (Hons) in Creative Multimedia. Seventeen students will be walking up the stage on Convocation Day to receive their bachelor's certificates. I believe this piece of paper is only a small part of their reward for completing the degree.

They have shown great dedication and hard work over the last three years, shaping their character into strong and committed individuals.

They have made friends along the way that may last a lifetime, including friends among their peers and friends among the academics.

They have shown creativity in problem-solving when completing assignments and Capstone Projects, equipping themselves with skills that would carry them forward in the real world. This is their reward.

To further celebrate the students' achievements, we are pleased to present this year's edition of 'The Portfolio' digital magazine, from the School of Computing and Informatics, UTB, which features students' work undertaken for their Capstone Projects. For the Capstone Project, students have worked with various local organisations, such as McDonald's and Pusat Sejarah Brunei, as well as with the international university Universiti Teknologi MARA (UiTM), Malaysia. As you explore the pages in this magazine, you will have the opportunity to catch a glimpse of the capabilities of our students and the many interesting projects they have undertaken.

To the Creative Computing graduates of 2025, be proud of what you have achieved. Always remember that completing your degree is just one step in a long journey. Keep on marching with your head held high and your feet grounded. Keep believing in the joy of why you chose Creative Computing. Use what you have gained over the years to create a better community.

PG DR. HAJI AZHAN BIN PG HAJI AHMAD
Programme Leader Creative Computing
School of Computing & Informatics
Universiti Teknologi Brunei

"We built more than projects; we built bonds that will last well beyond university."

FOREWORD

اَلْحَمْدُ لِلَّهِ

Congratulations to all my fellow graduates of the Creative Computing Capstone Project cohort of 2025. Looking back, it is incredible to see how far we have come from those first days of nervous introductions to this proud moment of accomplishment. I am deeply proud of each and every one of us.

These past few years have been more than lessons and projects. They have been filled with laughter, challenges, late nights, and endless support. We have shared ideas, lifted each other through setbacks, and celebrated every small victory along the way. It is this sense of community and friendship that made the journey truly meaningful.

As the second intake of the Capstone Project, we built on what the first cohort started and shaped it into something uniquely ours. Our time here unfolded alongside one of the most transformative shifts in creative technology. During our first year, tools such as ChatGPT began to emerge, offering new ways to explore ideas and approach creative challenges. While these technologies provided helpful perspectives at certain stages, the core of our work remained driven by our own thinking, imagination, and collaboration. Through this experience, we learned that tools could support and enhance creativity, but the true innovation

The Capstone Project challenged us to go beyond textbooks and classrooms, to face real problems and deliver real solutions for real clients. It taught us resilience, professionalism, and the ability to adapt in an ever-evolving world. These lessons will remain with us long after this chapter closes.

To our lecturers and supervisors, thank you for your patience, guidance, and belief in us. To my friends and teammates, thank you for the memories, the teamwork, and the encouragement when things became difficult. We built more than projects; we built bonds that will last well beyond university.

As Allah says in the Quran:

فَإِنَّ مَعَ ٱلْعُسْرِ يُسْرًا إِنَّ مَعَ ٱلْعُسْرِ يُسْرًا

[Surah Al-Inshirah 94:5-6]

"Indeed, with hardship [will be] ease. Indeed, with hardship [will be] ease."

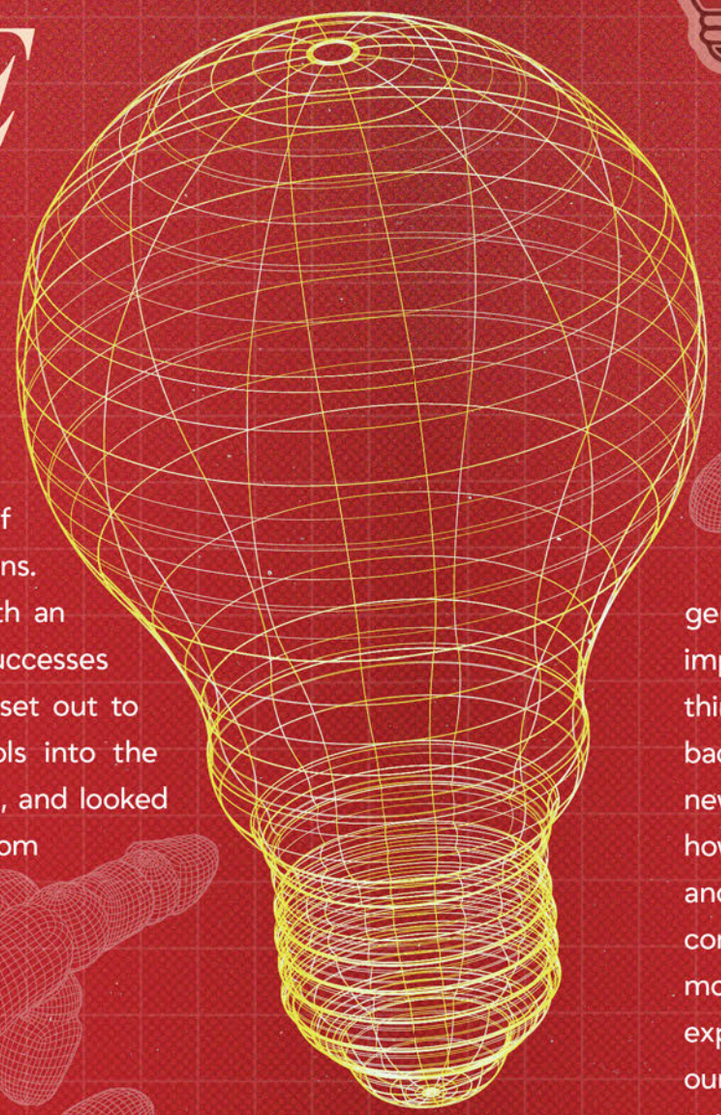
رحمان

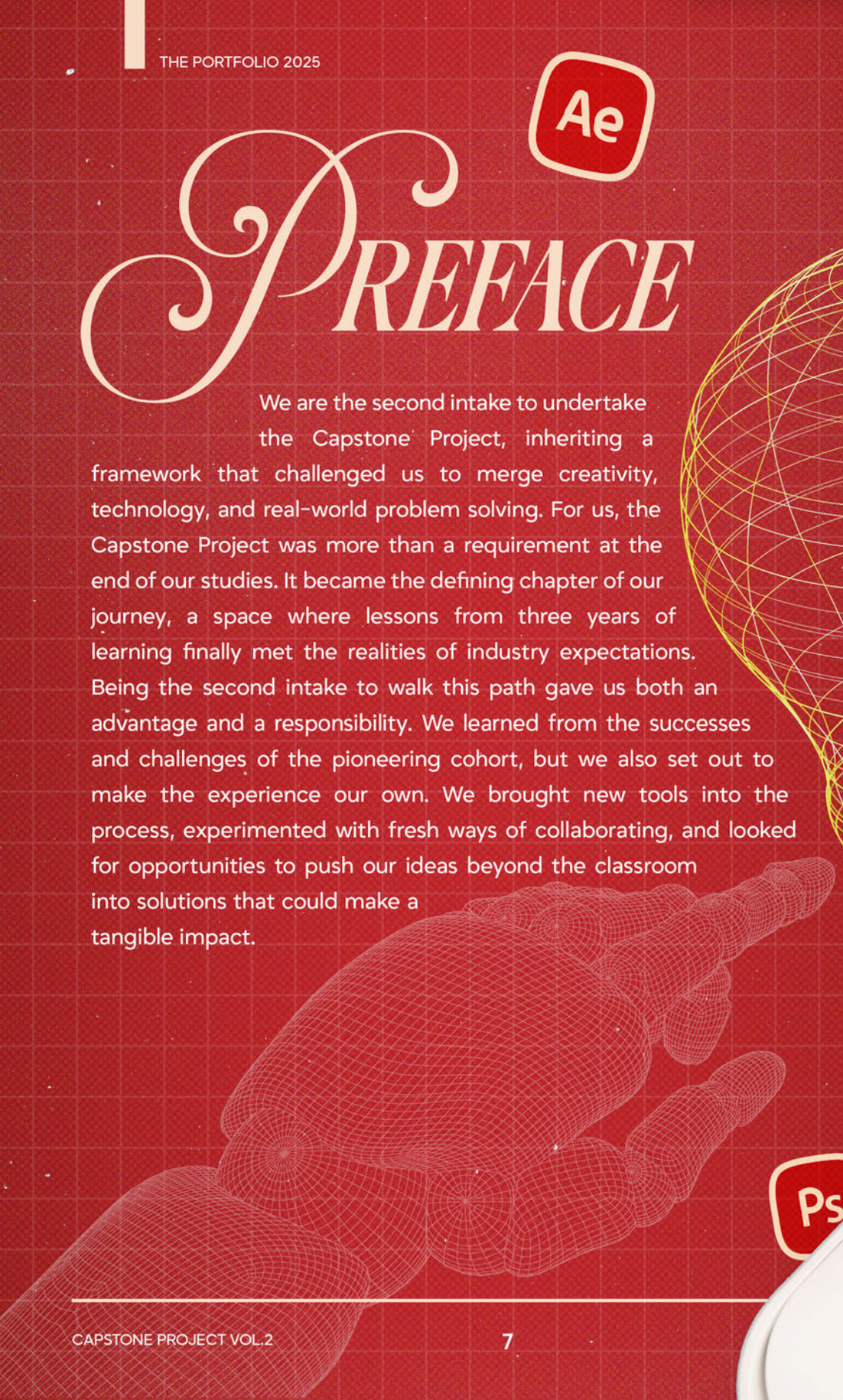
MUHAMMAD ZAKWAN BIN HJ ZUNAIDI

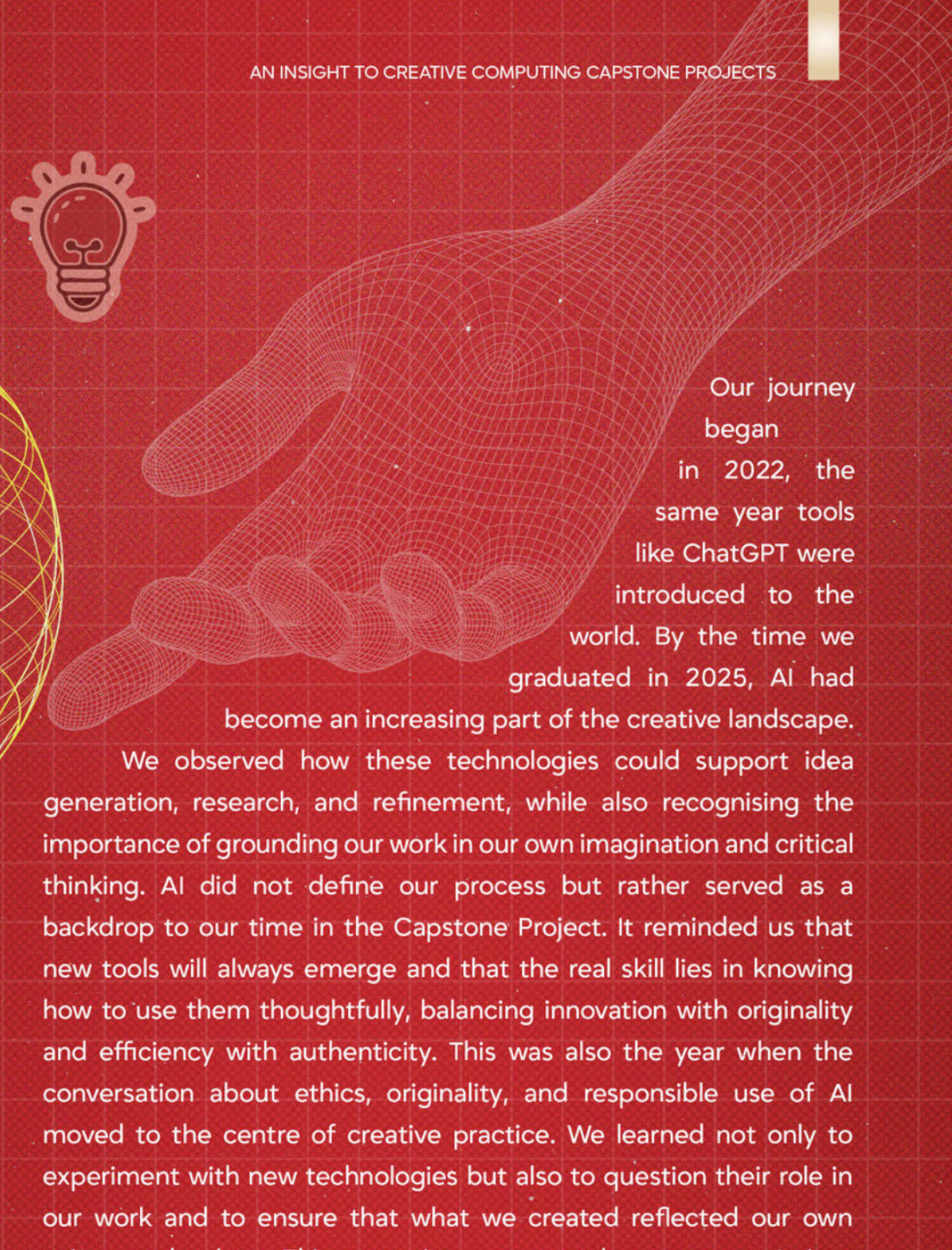
BSc. (Hons) in Creative Multimedia
Creative Computing
School of Computing and Informatics
Universiti Teknologi Brunei

PREFACE

We are the second intake to undertake the Capstone Project, inheriting a framework that challenged us to merge creativity, technology, and real-world problem solving. For us, the Capstone Project was more than a requirement at the end of our studies. It became the defining chapter of our journey, a space where lessons from three years of learning finally met the realities of industry expectations. Being the second intake to walk this path gave us both an advantage and a responsibility. We learned from the successes and challenges of the pioneering cohort, but we also set out to make the experience our own. We brought new tools into the process, experimented with fresh ways of collaborating, and looked for opportunities to push our ideas beyond the classroom into solutions that could make a tangible impact.







Our journey began in 2022, the same year tools like ChatGPT were introduced to the world. By the time we graduated in 2025, AI had become an increasing part of the creative landscape. We observed how these technologies could support idea generation, research, and refinement, while also recognising the importance of grounding our work in our own imagination and critical thinking. AI did not define our process but rather served as a backdrop to our time in the Capstone Project. It reminded us that new tools will always emerge and that the real skill lies in knowing how to use them thoughtfully, balancing innovation with originality and efficiency with authenticity. This was also the year when the conversation about ethics, originality, and responsible use of AI moved to the centre of creative practice. We learned not only to experiment with new technologies but also to question their role in our work and to ensure that what we created reflected our own voices and values. This magazine captures that moment. It is a reflection of a cohort who embraced change, built on what came before, and left our own mark on what the Capstone Project can be. It is also a thank you to our mentors, peers, and industry partners who walked this journey with us, and an invitation for you to see what the next generation of creatives is ready to bring to the world.

CREATIVE COMPUTING LECTURERS

AZHAN AHMAD

PG DR. HAJI AZHAN BIN PG HJ AHMAD

Programme Leader, Research Leader for
Digital & Creativity Research Thrust

SPECIALIZED AREA

End-User Development
Technology-Enhanced Learning
Serious Games

https://bit.ly/AzhanAhmad

IBRAHIM EDRIS

IBRAHIM BIN DRIS/EDRIS

Lecturer

SPECIALIZED AREA

Artificial Intelligence
Autonomous Agents
Game Developments
Social Intelligence
Virtual and Augmented Reality

https://bit.ly/IbrahimEdris

AHMAD ELAKLOUK

DR. AHMAD M. S. ELAKLOUK

Assistant Professor

SPECIALIZED AREA

Multimedia Technology & HCI
Serious Games Designs and Developments for Learning and Training Edutainment System
Design Science
Game-based Rehabilitation

https://bit.ly/AhmadElaklouk

DEENINA SALLEH

NOOR DEENINA BINTI HAJI MD SALLEH

Lecturer

SPECIALIZED AREA

Visual Experience
Emotional Design

https://bit.ly/DeeninaSalleh

IDHAM MASHUD

HAJI IDHAM MASWADI BIN HAJI MASHUD

Lecturer

SPECIALIZED AREA

Visual Communication
Interface Design

Creative Multimedia

CLASS OF 2025

#2022cccsquad

This page is dedicated to the Creative Multimedia Class of 2025, a group of diverse individuals who have grown, learned, and innovated together throughout the programme. Each member brings unique strengths and perspectives, and together we have built a supportive community shaped by collaboration, resilience, and creativity.

Beyond academic achievements, this page reflects the friendships, teamwork, and shared experiences that define our journey. It captures the spirit of who we are as a cohort, not just classmates but a family who has encouraged, challenged, and inspired one another along the way.

UNI VIBES

HAFIZAH SOFFIAN
B20220259

AMIR ZULFIQAR
B20200340

QALIF JAMALUDDIN
B20220265

SAIFUL NASRI
B20220184

AKMAL DANIAL
B20220136

HASBOL WAFI
B20220106

ZAKWAN ZUNAIDI
B20220189

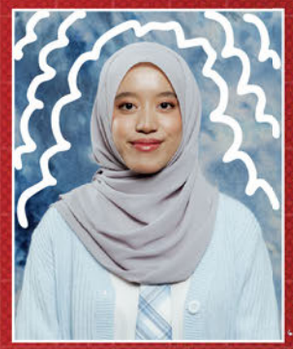
AKMALUL 'ARIEF
B20220400

IZZAT IHTISYAM
B20220466

HADIAH SYAZWANI
B20220183

ASHIKIN SIMAT
B20220118

FATIN FARIDA
B20220369



AMEERAH 'AISYAH
B20220281

ALIAH KASSIM
B20220097

NURIN SUFFIAN
B20220116

IZZATI SYAHIRAH
B20220103

IQMAL YUSRI
B20220421

'ARIEF

AKMAL DANIAL

BRUNEI ENERGY HUB

01

FATIN FARIDA

VISIONARY

danialhamid1700@gmail.com
https://www.behance.net/akmaldanial4

AKMAL DANIAL

AKMAL DANIAL BIN HAMID

BSc(Hons) in Creative Multimedia

"This uni life tested my skills, and resilience, but after all the struggles and sacrifices, I've finally achieved my checkmate."

ABOUT ME

Hi! I'm Akmal Danial, a passionate and creative individual with a strong interest in design, technology, and innovation. I enjoy turning ideas into exciting projects that not only capture attention but also provide meaningful experiences. For me, design is not just for its aesthetics but it is about solving problems, telling stories, and leaving a lasting impression through impactful work.

I thrive in collaborative environments where I can share experiences, exchange ideas, and continue learning alongside others. Teamwork is important to me as it allows me to contribute my abilities while also being inspired by the people around me. Every interaction becomes an opportunity to learn something new, gain fresh perspectives, and refine my approach to challenges. I welcome opportunities that encourage me to think creatively, push boundaries, and grow both personally and professionally as I continue my journey in the world of design and technology.

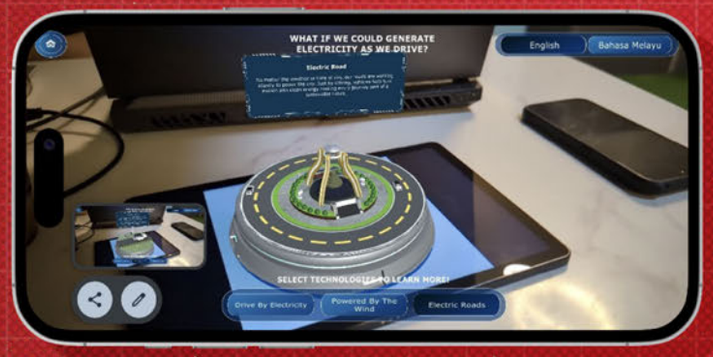
AUGMENTED REALITY (AR) APPLICATIONS DEVELOPMENT

Project Synopsis

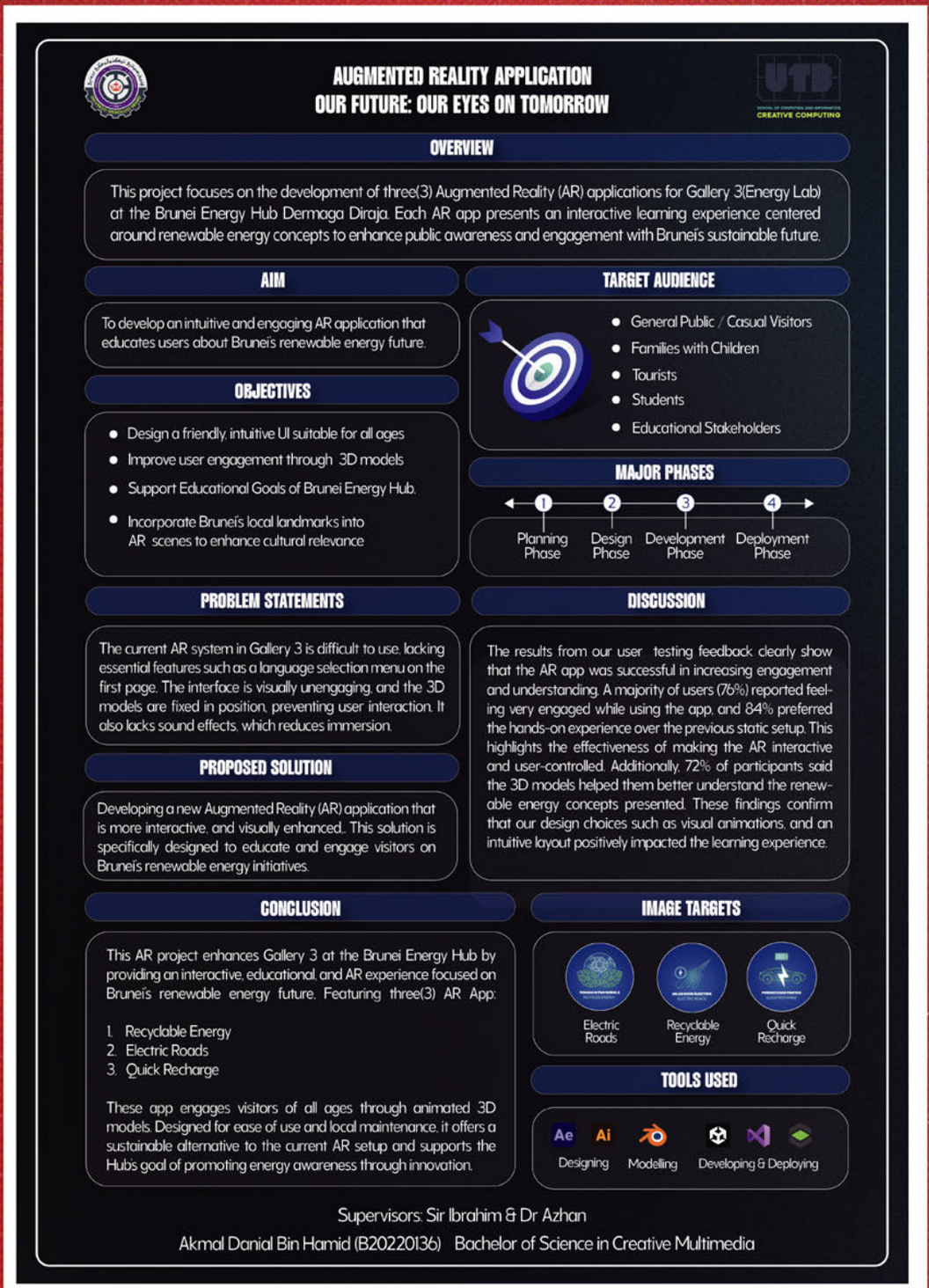
This project is developed to create an engaging Augmented Reality (AR) Applications. The AR experience transforms static images into immersive, interactive 3D visuals that capture users attention and spark curiosity. By introducing AR elements that bring renewable energy concepts to life, the project aims to make learning more vivid and memorable, allowing visitors to gain a deeper understanding of sustainable energy solutions through direct interaction. The main goal of this project is to enhance the visual presentation of the Energy Lab's exhibits and provide visitors with a hands-on experience using AR technology. By blending physical displays with digital content, the system gives users the opportunity to explore 3D models and animations that clarify complex ideas. The project also seeks to ensure that the AR system is intuitive, accessible, and engaging for visitors of all ages, supporting the Energy Hub's mission to inspire greater awareness about renewable energy and future technologies.

Reflection

Working on this AR project has been an eye-opening and rewarding experience. Developing an interactive AR system for the Brunei Energy Hub has allowed me to apply my technical skills in Unity and Blender while also sharpening my abilities in UI/UX design and visual storytelling. One of the key lessons from this project was the importance of balancing creativity with practicality. I had to ensure that the AR visuals were not only appealing but also clear and user-friendly for visitors of all ages.



This project has strengthened my problem-solving skills, taught me to adapt when facing technical challenges, and given me greater confidence in creating interactive experiences that combine design and technology. I feel proud to have contributed to something that may help educate and inspire others about renewable energy and the future of sustainable solutions.



ariefakmalul@gmail.com

https://www.behance.net/akmalularief

AKMALUL 'ARIEF

MD AKMALUL 'ARIEF BIN DSP HJ MD IRWAN

BSc (Hons) in Creative Multimedia

"Noted. Because screaming internally for three years doesn't fit in this book."

ABOUT ME

My name is Muhammad Akmalul 'Arief Bin Dato Seri Pahlawan Hj Mohammad Irwan, and I am currently a Creative Multimedia student with a strong passion for 3D modelling and animation. I enjoy immersing myself in creative projects, particularly those that involve building interactive designs and transforming ideas into engaging visual experiences.

I am especially drawn to the way art and technology can be combined, as this allows me to explore different forms of media and discover new approaches to storytelling and design. Through this process, I am able to constantly develop and refine my skills, ensuring that I continue to grow as both an artist and a multimedia creator.

AUGMENTED REALITY (AR) APPLICATIONS DEVELOPMENT

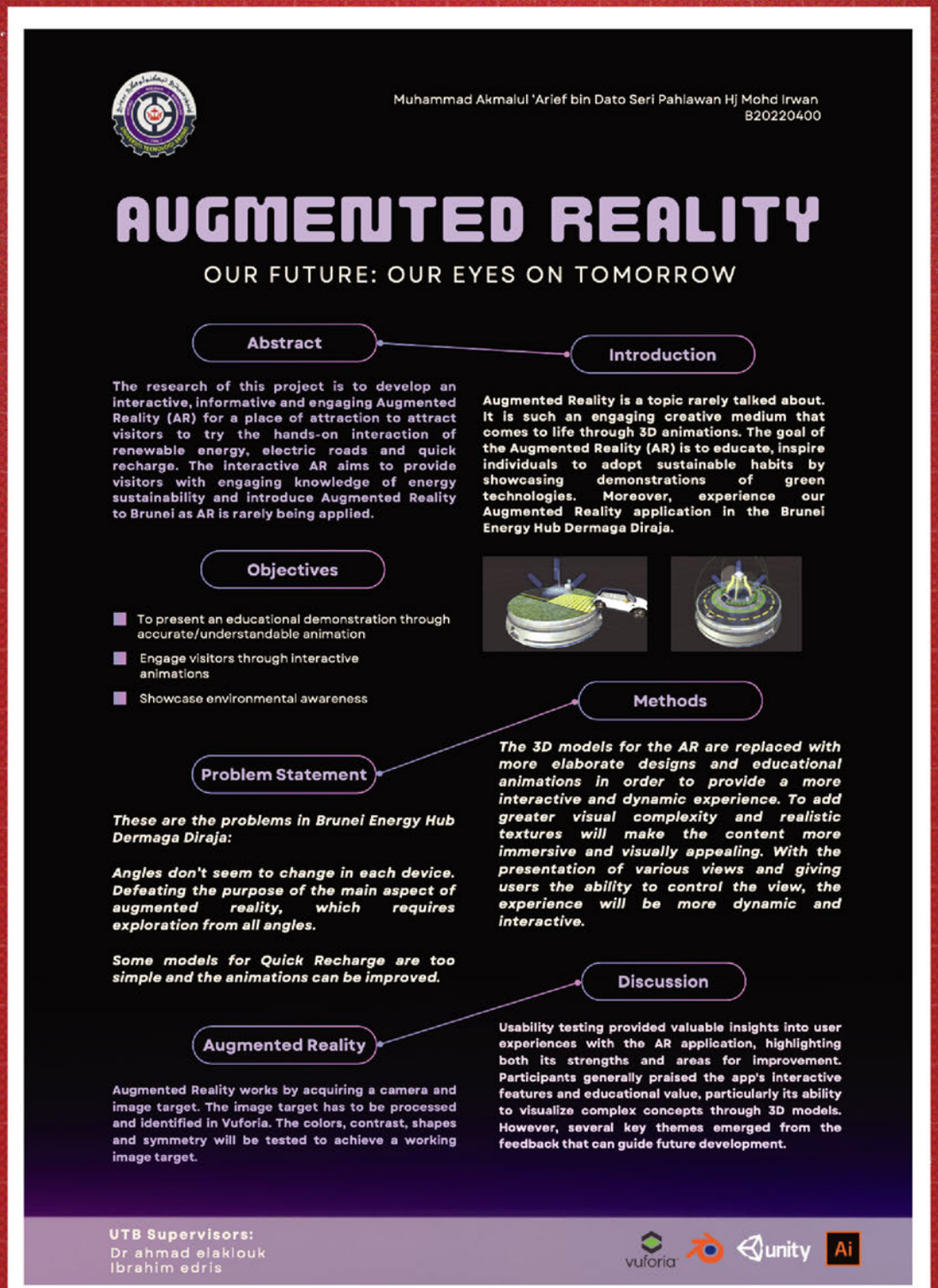
Project Synopsis

This project introduces an engaging Augmented Reality (AR) Application where the AR experience highlights immersive and interactive 3D visuals that capture users' attention. The project aims to make learning more effective and memorable by implementing the AR elements that bring renewable energy concepts to life. Therefore, visitors can gain a deeper understanding of sustainable energy solutions through direct interaction. The primary objective of this project is to enhance the visual presentation of the Brunei Energy Hub Dermaga Diraja exhibits in Gallery 3 and provide visitors with a hands-on experience utilizing AR technology. The system gives users the opportunity to explore 3D models and animations that clarify complex ideas. The project also seeks to ensure that the AR system is intuitive, accessible, and engaging for visitors of all ages, supporting the mission of Brunei Energy Hub Dermaga Diraja to inspire greater awareness about renewable energy and future technologies.

Reflection

Working at the Energy Hub Dermaga Diraja has taught me the importance of working professionally. I have learnt the value of creativity, team bonding, and collaboration. I gained many valuable lessons while working on the AR app and developed skills in adapting to challenges, including problem-solving, technical abilities, and creative thinking. Additionally, the development of the AR app has enhanced my animation skills, including maintaining device performance, and applying keyframing, timing, and motion path techniques.

I am proud of my team and the achievements we earned developing this app together. This project has demonstrated the potential of AR to be adapted as an impactful tourism experience.



f.teen303@gmail.com
https://www.behance.net/fatinhasri

FATIN ASRI

FATIN FARIDA BINTI HAJI ASRI

BSc(Hons) in Creative Multimedia

"Is this diploma due at 11.59pm too? Oops, force of habit.
Mastered the art of last-minute miracles and somehow graduated."

ABOUT ME

My name is Fatin Farida binti Haji Asri, commonly known as Fatin. I am 26 years old and have been in the Multimedia industry for 8 years, starting at IBTE, Politeknik Brunei and UTB. I always have a strong passion for all areas of multimedia, especially photography, videography, graphic design, animation, and 3D modeling. I also enjoy combining creativity with technology to bring ideas to life through compelling visuals and interactive content.

With skills in Adobe Premiere Pro, Illustrator, Photoshop, Blender, and Unity, I am continuously learning and growing as a multimedia designer, driven by curiosity, creativity, and a love for digital storytelling.

AUGMENTED REALITY (AR) APPLICATIONS DEVELOPMENT

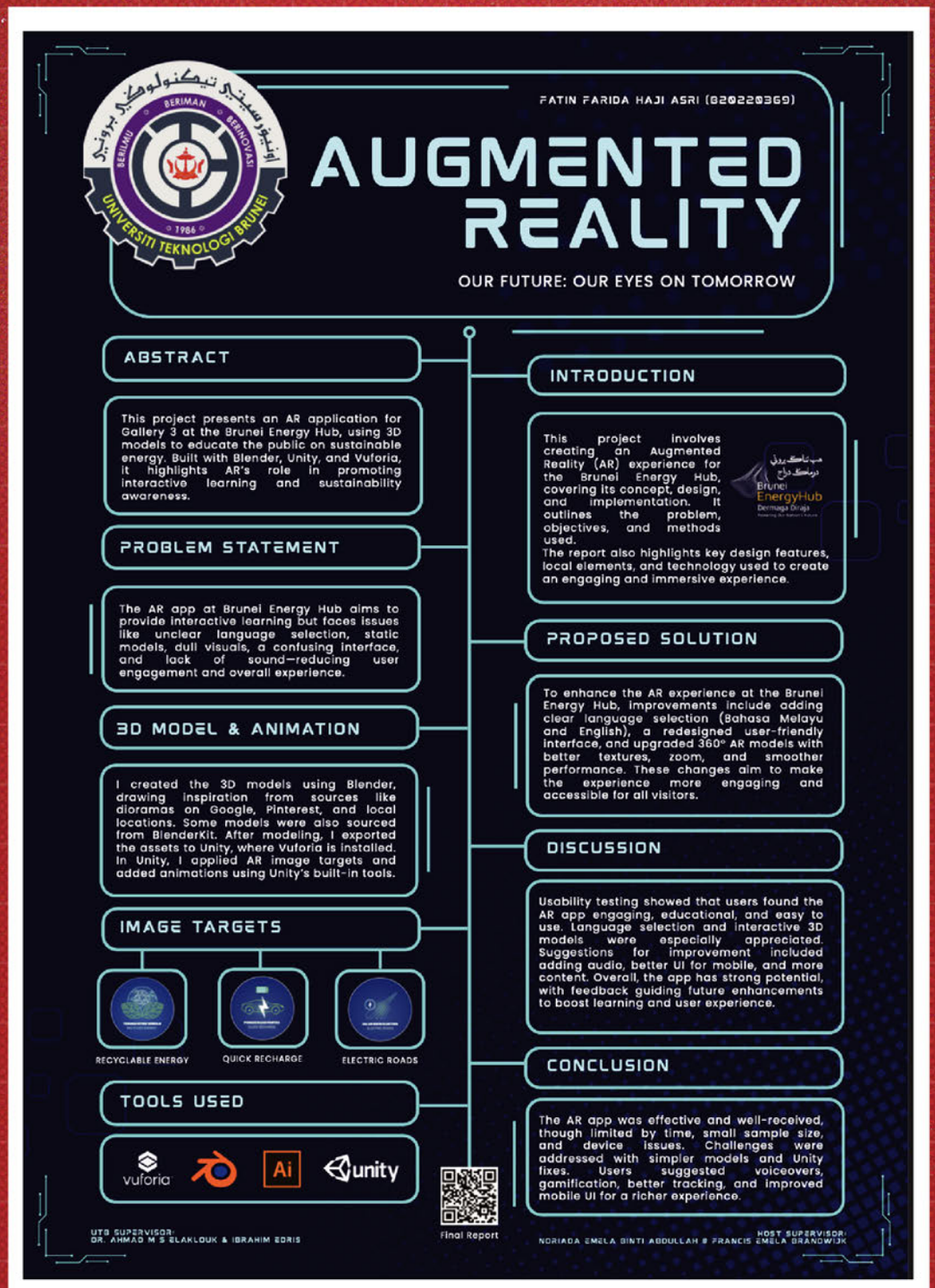
Project Synopsis

This project showcases a captivating Augmented Reality (AR) application that draws users in with its immersive and interactive 3D images. Through the use of AR components that give concepts related to renewable energy life, the project seeks to improve learning effectiveness and retention. As a result, through face-to-face engagement, visitors may learn more about sustainable energy options.

Enhancing the visual presentation of the Brunei Energy Hub Dermaga Diraja exhibits in Gallery 3 and providing visitors with a hands-on experience using AR technology are the main goals of this project. Users can investigate 3D models and animations that make difficult concepts easier to understand thanks to the technology. Additionally, the initiative aims to make the AR system user-friendly, accessible, and interesting for visitors of all ages.

Reflection

Working on this AR project has been a valuable learning experience, combining technical skills with creative problem solving. Through collaboration, the team successfully integrated Blender for 3D modeling and Unity with Vuforia for the AR environment. I have gained more knowledge in 3D modeling using Blender and also learned how to animate within Unity, which has expanded my skill set significantly. One of the main challenges was optimizing performance while ensuring visual quality, especially with limited platform support. This project highlighted the potential of AR in educational spaces and emphasized the importance of teamwork, adaptability, and user-centered design in developing impactful digital experiences.



DEPARTMENT OF LABOR BRUNEI

02

qalifjamaludin@gmail.com
https://www.behance.net/qalifjamaludin

QALIF JAMALUDIN

ABDUL QALIF BIN HAJI JAMALUDIN

BSc(Hons) in Creative Multimedia

"Thanks ChatGPT, I couldn't have done it without you!"

ABOUT ME

Hi! My name is Qalif. I am a creative designer and web designer with a passion for blending aesthetics and functionality into purposeful digital experiences. With a Bachelor's degree in Creative Multimedia, I specialize in crafting designs that are visually engaging while remaining intuitive and user-friendly. My work is driven by the belief that great design is more than just decoration, it's a strategic tool that communicates ideas, solves problems, and connects people to the content they need. My experience includes rebranding and developing websites under real-world constraints, such as redesigning the Department of Labour's website using SharePoint Designer within strict EGNC/MOHA guidelines. These projects strengthened my ability to work within technical limitations while still delivering professional, accessible, and visually appealing results. Whether designing for government, corporate, or creative projects, I prioritize clarity, consistency, and user-centered design principles to ensure that every element serves a purpose.

Beyond web design, I bring a versatile creative approach that extends into visual storytelling, brand identity, and community-focused concepts. From developing engaging layouts to enhancing user experiences, I strive to create designs that are both impactful and timeless. Every project I take on is an opportunity to merge creativity with practicality, delivering solutions that not only look good but work seamlessly for the people who use them.

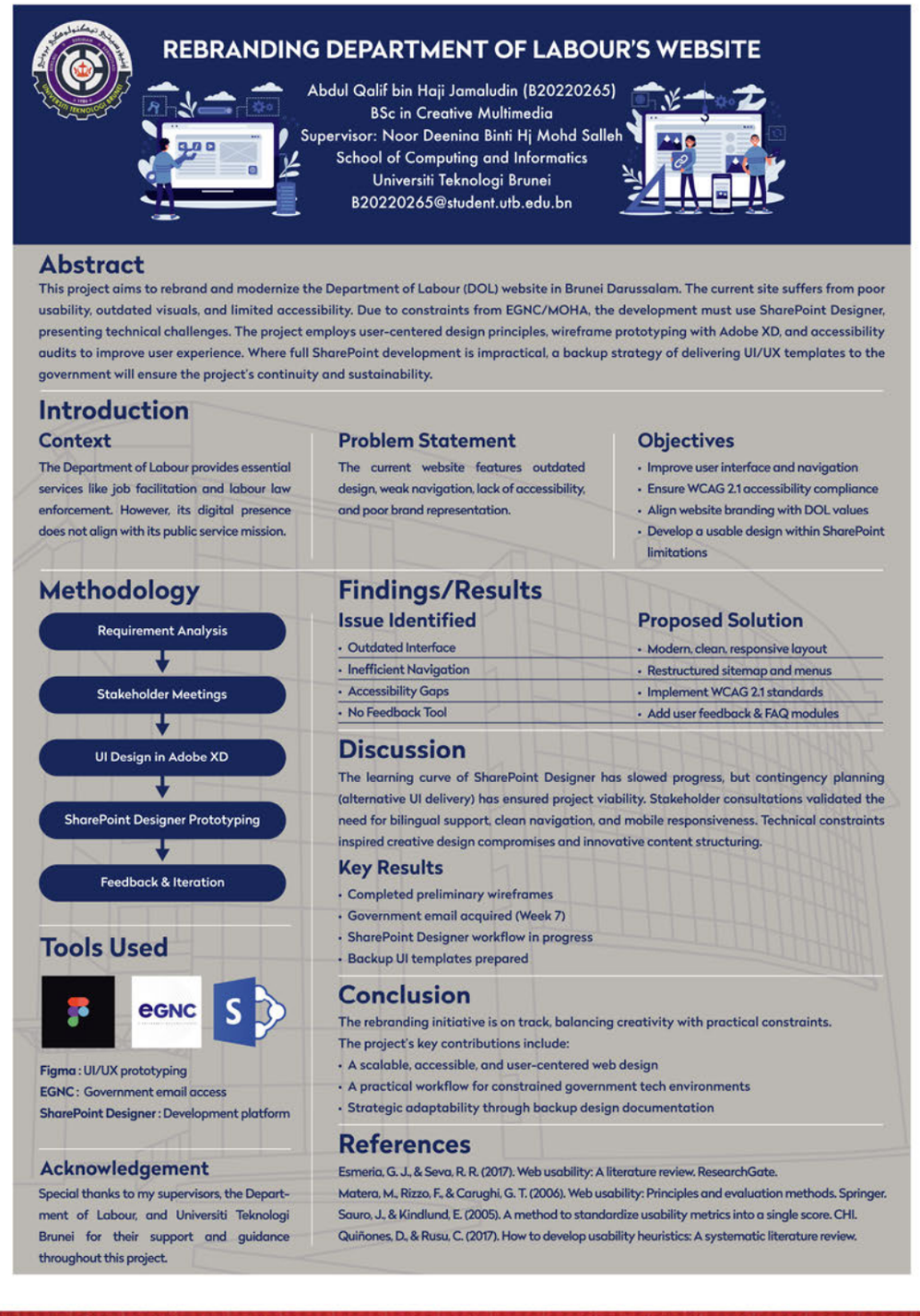
REBRANDING DEPARTMENT OF LABOR'S WEBSITE

Project Synopsis

The rebranding of the Department of Labour's website focused on enhancing visual design, usability, and accessibility while adhering to EGNC/MOHA regulations. The project began with a thorough analysis of the existing website, identifying issues such as outdated layouts, inconsistent typography, and unclear navigation. Using SharePoint Designer, the site was restructured with a clear hierarchy, consistent visual elements, and improved accessibility features, including better colour contrast, readable fonts, and responsive design across devices. Content presentation and navigation were streamlined to make information easier to find and interactions more intuitive. The final result balances compliance with government standards and modern design principles, delivering a more professional, user-friendly, and accessible digital experience for all stakeholders.

Reflection

This project provided an invaluable opportunity to apply creative and technical skills in a real-world government context. Working under the constraints of EGNC/MOHA regulations and using SharePoint Designer presented unique challenges, particularly with limited software flexibility and slower system performance. These challenges required problem-solving, patience, and adaptability, as every design decision had to balance innovation with regulatory compliance. Through the process, I gained a deeper understanding of user-centered design principles and the importance of accessibility in public-facing websites. The project reinforced the significance of clear communication and attention to detail, especially in environments where design choices have broader organizational implications. Overall, the rebranding project not only enhanced my technical proficiency but also strengthened my ability to navigate professional constraints while delivering impactful design solutions.



REBRANDING DEPARTMENT OF LABOUR'S WEBSITE

Abdul Qalif bin Haji Jamaludin (B20220265)
BSc in Creative Multimedia
Supervisor: Noor Deenina Binti Hj Mohd Salleh
School of Computing and Informatics
Universiti Teknologi Brunei
B20220265@student.utb.edu.bn

Abstract

This project aims to rebrand and modernize the Department of Labour (DOL) website in Brunei Darussalam. The current site suffers from poor usability, outdated visuals, and limited accessibility. Due to constraints from EGNC/MOHA, the development must use SharePoint Designer, presenting technical challenges. The project employs user-centered design principles, wireframe prototyping with Adobe XD, and accessibility audits to improve user experience. Where full SharePoint development is impractical, a backup strategy of delivering UI/UX templates to the government will ensure the project's continuity and sustainability.

Introduction

Context

The Department of Labour provides essential services like job facilitation and labour law enforcement. However, its digital presence does not align with its public service mission.

Problem Statement

The current website features outdated design, weak navigation, lack of accessibility, and poor brand representation.

Objectives

- Improve user interface and navigation
- Ensure WCAG 2.1 accessibility compliance
- Align website branding with DOL values
- Develop a usable design within SharePoint limitations

Methodology

Requirement Analysis
↓
Stakeholder Meetings
↓
UI Design in Adobe XD
↓
SharePoint Designer Prototyping
↓
Feedback & Iteration

Findings/Results

Issue Identified

- Outdated Interface
- Inefficient Navigation
- Accessibility Gaps
- No Feedback Tool

Proposed Solution

- Modern, clean, responsive layout
- Restructured sitemap and menus
- Implement WCAG 2.1 standards
- Add user feedback & FAQ modules

Discussion

The learning curve of SharePoint Designer has slowed progress, but contingency planning (alternative UI delivery) has ensured project viability. Stakeholder consultations validated the need for bilingual support, clean navigation, and mobile responsiveness. Technical constraints inspired creative design compromises and innovative content structuring.

Key Results

- Completed preliminary wireframes
- Government email acquired (Week 7)
- SharePoint Designer workflow in progress
- Backup UI templates prepared

Tools Used

Figma : UI/UX prototyping
EGNC : Government email access
SharePoint Designer : Development platform

Conclusion

The rebranding initiative is on track, balancing creativity with practical constraints.
The project's key contributions include:

- A scalable, accessible, and user-centered web design
- A practical workflow for constrained government tech environments
- Strategic adaptability through backup design documentation

Acknowledgement

Special thanks to my supervisors, the Department of Labour, and Universiti Teknologi Brunei for their support and guidance throughout this project.

References

Esmeria, G. J., & Seva, R. R. (2017). Web usability: A literature review. ResearchGate.
Matera, M., Rizzo, F., & Carughi, G. T. (2006). Web usability: Principles and evaluation methods. Springer.
Sauro, J., & Kindlund, E. (2005). A method to standardize usability metrics into a single score. CHI.
Quiñones, D., & Rusu, C. (2017). How to develop usability heuristics: A systematic literature review.

GZAT

MAKAN CERIA SDN BHD

03

ayylmaobears@outlook.com
https://www.behance.net/andromeda9

HAJI IZZAT IHTISYAM

HAJI IZZAT IHTISYAM BIN HAJI SHAMEON

BSc(Hons) in Creative Multimedia

"Every accomplishment starts with the decision to try."

- John F. Kennedy

ABOUT ME

My name is Haji Izzat Ihtisyam, and I am 22 years old. I am currently a third-year student pursuing a degree in Creative Multimedia, where I have been able to explore different aspects of digital media and design. Over the course of my studies, I have gained valuable experience in 2D game development, video special effects (SFX), video editing, and poster design, which has allowed me to strengthen both my creative and technical skills.

I am proficient in using a variety of industry-standard software, including Unity, Adobe Illustrator, Premiere Pro, and After Effects—tools that have supported me in producing engaging and visually appealing projects. Through my work, I strive to combine creativity with functionality, ensuring that each project not only looks good but also communicates effectively.

BIG MAC MATCH-UP!

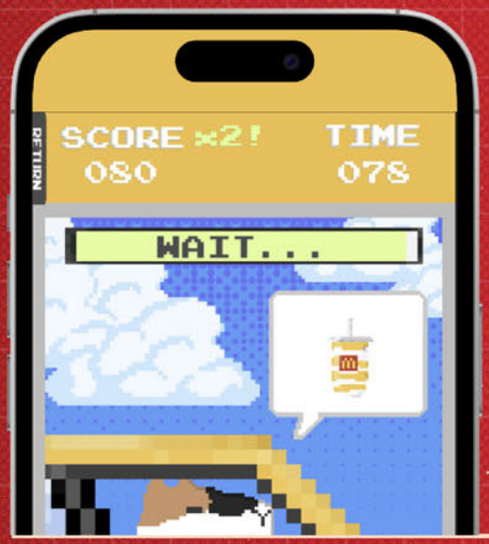
Project Synopsis

The "Big Mac Match-Up!" project was developed with the goal of delivering a lightweight, memory-based touchscreen game that combines retro aesthetics with cognitively engaging gameplay suitable for mobile devices. From initial concept to final deployment, every design and technical decision was carefully made with the player experience in mind, prioritizing speed, clarity, and enjoyment. The game features Pixel Art and simplified User Interface (UI) layouts, creating a visually appealing and easy-to-navigate interface. The choice of a retro theme and pixelated style was both an artistic and technical decision, selected for its nostalgic charm as well as its practical efficiency on mobile platforms, ensuring smooth performance and an engaging user experience.

Reflection

Developing "Big Mac Match-Up!" was both a highly rewarding and eye-opening experience that pushed me to bridge the gap between theory and practice. The project challenged me to apply my knowledge in real-world scenarios, combining elements of game design, user experience principles, and technical development into a single, cohesive product.

From designing intuitive interfaces to implementing gameplay mechanics, every step required careful consideration of both aesthetic appeal and functional efficiency. Throughout this journey, I gained a deeper appreciation for the interdisciplinary nature of game development, understanding how it demands a delicate balance of creativity, structured problem-solving, and empathy for the end user. The experience not only strengthened my technical and design skills but also highlighted the importance of iterative testing, user feedback, and thoughtful decision-making to create an engaging and enjoyable player experience.



IQMAL

100

MINISTRY OF EDUCATION

04

UNI VIBES

CRE-
ATIVE

iqmal8811@gmail.com

https://www.behance.net/iqmalyusri

IQMAL YUSRI

MD SHAFIQ IQMAL BIN YUSRI

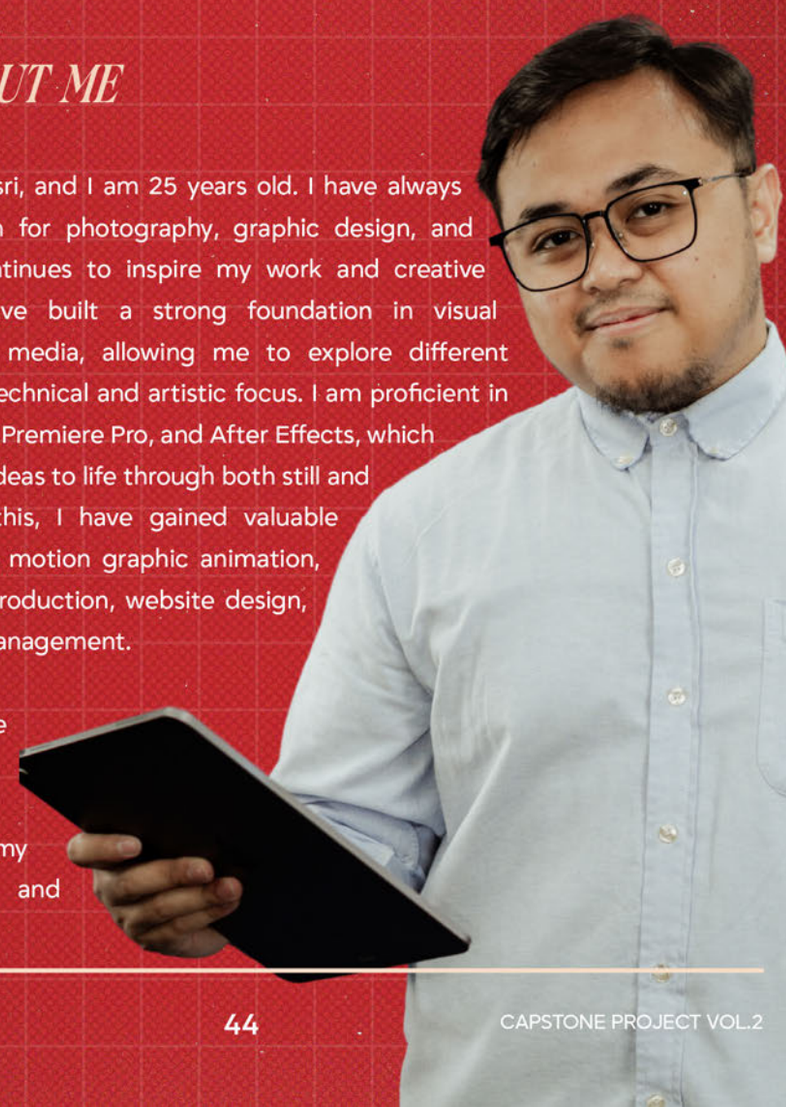
BSc(Hons) in Creative Multimedia

"The only way is out is forward."

ABOUT ME

My name is Shafiq Iqmal Yusri, and I am 25 years old. I have always carried a consistent passion for photography, graphic design, and motion graphics, which continues to inspire my work and creative direction. Over time, I have built a strong foundation in visual communication and digital media, allowing me to explore different creative avenues with both technical and artistic focus. I am proficient in Adobe Illustrator, Photoshop, Premiere Pro, and After Effects, which I frequently use to bring my ideas to life through both still and moving visuals. Alongside this, I have gained valuable experience in 3D modelling, motion graphic animation, poster creation, short film production, website design, advertisement, and media management.

These opportunities have enabled me to refine my skills across multiple areas while continuing to expand my knowledge in multimedia and design.



ROAD SAFETY: EDUCATIONAL 3D VIDEO

Project Synopsis

This project aims to educate young children in Brunei about the importance of safe road behaviours through the use of modern media techniques. It emphasises the importance of obeying traffic signals, using road facilities such as zebra crossings and sidewalks, and staying alert to their surroundings.

The initiative seeks to instil responsible habits early on, encouraging children to understand how their actions affect both their own safety and the well-being of others. By integrating safe practices into daily life, the project aims to reduce accidents and foster a culture of thoughtful, responsible road use within the community.

Reflection

Working on this project has given me deeper insight into the range of resources and processes involved in producing a 3D animation series. This includes everything from subject research, idea development, and storyline creation to storyboarding, scripting, 3D modeling, rigging, environment creation, animation, and rendering.

During my time with the Creative Multimedia Unit, I was guided through the steps required to complete tasks independently.

I also gained a better understanding of the importance of effective communication when collaborating on professional group projects.

ZATI

FIZAH

AISY'

Ai

PUSAT SEJARAH BRUNEI, KKBS

WEN

AMIR

05

zatisyahirah.abd@gmail.com
https://www.behance.net/izzatisyahirah

IZZATI SYAHIRAH

NORIZZATI SYAHIRAH BINTI ABDULLAH

BSc(Hons) in Creative Multimedia

"Running on low battery since semester one,
but Alhamdulillah still reached the finish line."

ABOUT ME

My name is Izzati Abdullah, a Creative Multimedia student with a passion for 3D game development and 3D modelling, alongside experience in graphic design and animation. I believe creativity and technical ability work hand in hand, enabling me to transform ideas into meaningful and engaging projects that connect with people. Throughout my studies, I have developed skills across a range of multimedia tools, including Adobe software, Blender, and Unity, which have allowed me to explore visual storytelling, interactivity, and design from multiple perspectives.

I strive to grow with every project, seeking fresh and creative approaches and embracing challenges as opportunities for learning and innovation. My aim is to produce work that demonstrates both technical precision and creative expression, while also resonating with audiences. Ultimately, I aspire to use multimedia as a platform for storytelling, education, and the preservation of culture.

INTERACTIVE GALLERY GAMES: THE CONSTITUTION GALLERY

Project Synopsis

"Constitutional Quest" is a 3D interactive educational game developed for the Constitution Gallery at Pusat Sejarah Brunei. Designed in a third-person point of view (POV) style using Unity for touchscreen devices, the game aims to make learning about Brunei's constitutional history more engaging, especially for students and young visitors. Through exploratory gameplay, players navigate the 3D gallery environment, interact with Non-Player Characters (NPCs) and collect scrolls. This project was developed to transform traditional museum learning into an enjoyable experience by combining storytelling with educational quizzes, interactive dialogues, and task-based objectives. It encourages active learning by allowing players to discover and absorb historical content at their own pace, making the information more accessible, memorable, and meaningful. By integrating game elements such as character interactions, exploration, and rewards, Constitutional Quest not only educates but also motivates visitors to further appreciate Brunei's rich constitutional history in an engaging and modern way.

Reflection

Developing the Constitutional Quest for the Constitution Gallery has been a truly enlightening journey. It pushed me to think beyond traditional gameplay and explore how interactive media can make learning history more meaningful and engaging. This project showed me that games can play a powerful role in education, not just as entertainment but as tools to connect people with their culture.

One of the most fulfilling parts of this journey was designing ways for young visitors to discover and appreciate Brunei's constitutional history in a fun and interactive way. It reminded me that creating games isn't only about coding or visuals; it's about creating experiences that leave a lasting impact. Developing this game taught me the importance of preserving our heritage while presenting it in ways that resonate with today's generation, ensuring that these stories continue to inspire the future.

hafizahsoffian2210@gmail.com
https://www.behance.net/hafizahsoffian

HAFIZAH SOFFIAN

SITI NURHAFIZAH BINTI MD ABU SOFFIAN

BSc(Hons) in Creative Multimedia

"I stand proud and grateful for who I am today, shaped by every challenge, every lesson, and the encouragement I received along the way."

ABOUT ME

My name is Hafizah Soffian and I am 24 years old. I am a Creative Multimedia student who always eager to learn new things that can contribute to both my personal and professional growth. I believe that every new experience is an opportunity to improve myself, whether it is through gaining knowledge, developing new skills, or exploring different perspectives. I enjoy challenging myself with tasks that push me out of my comfort zone because they allow me to grow stronger and more confident in what I do.

I value continuous learning, not just in formal education or work, but also through everyday experiences and interactions with people. For me, growth comes from being open-minded, adaptable, and willing to put in effort to achieve better results. My goal is to keep improving myself, not only to build a successful career, but also to become someone who can make a positive impact on others.

INTERACTIVE GALLERY GAMES: PADIAN OHH PADIAN!

Project Synopsis

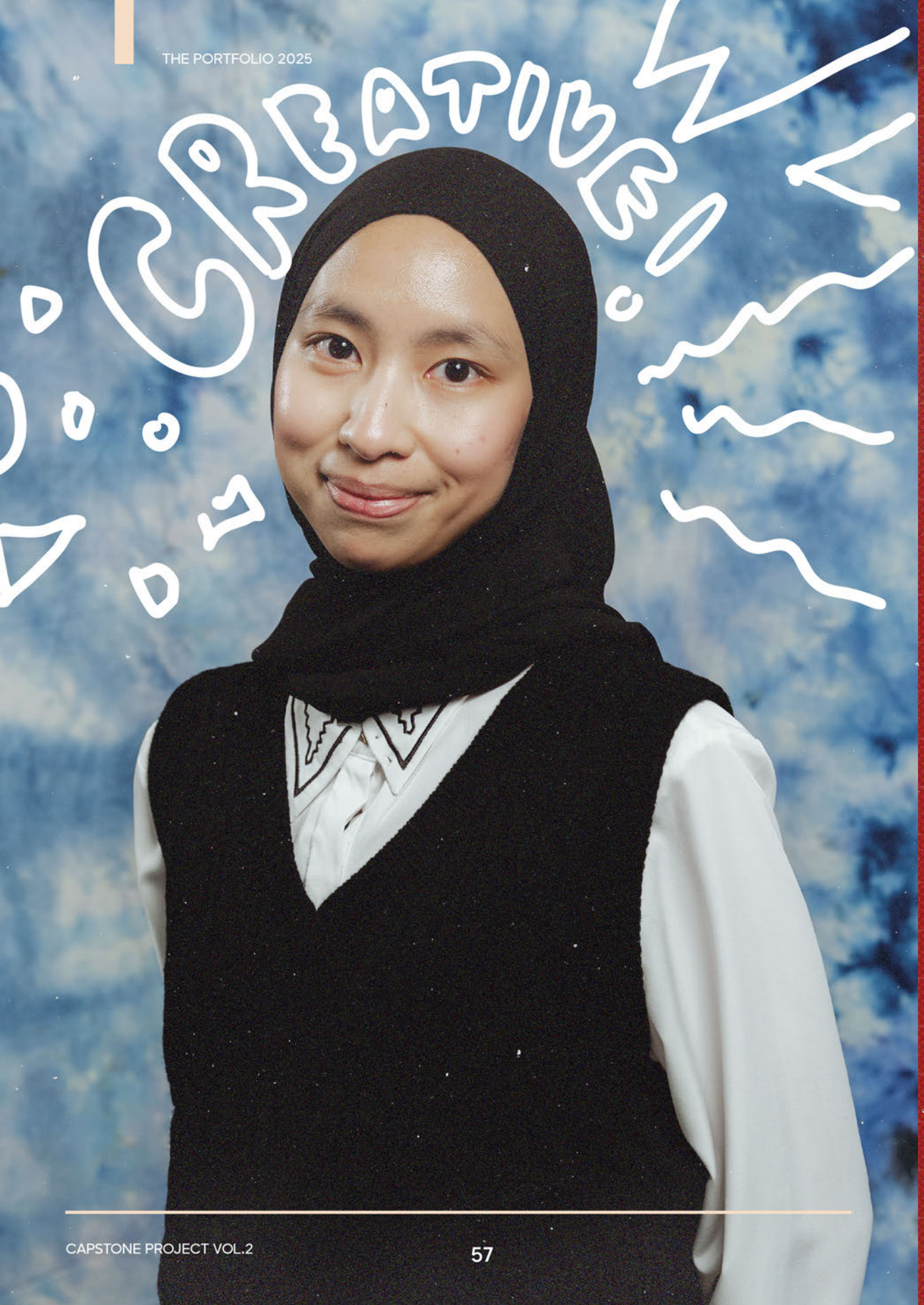
The goal of this project is to create an interactive game for Pusat Sejarah, addressing the gallery's lack of interactive technology and making the visitor experience more engaging. "Padian Ohh Padian!" is a Unity trading game where players act as the Padian, navigating the Bidar boat to deliver goods like fish, sago, oil, rice and fruits. The game lets visitors experience the floating market and learn how the Padian was done before, inspired partly by Airplane Chef.

Villagers will call out to the Padian from their homes, and when goods are delivered, points will be added. Each delivery also unlocks new historical facts about the Padian. Characters reflect the Brunei culture where villagers wear baju kurung and casual clothes, while the Padian wears seraung bini and baju kurung. The environment shows colorful Kampong Ayer houses based on real ones and designed to appeal to kids. The title Padian Ohh Padian! comes from the real way villagers used to call out to river traders, making the game feel authentic.

Reflection

Working on this game has been a transformative journey that challenged and improved my design and programming skills, particularly in Unity. Creating a game with so many interconnected mechanics was no easy task, especially since I had never completed a full game before and often struggled with the technical side of development. To overcome those hurdles, I dedicated time to researching each important system and reached out to friends and lecturers who supported me along the way.

Completing the game felt surreal, and seeing it displayed at Pusat Sejarah Brunei made all the effort worthwhile. I couldn't be more grateful to have finished the entire project in less than five months, it still amazes me. From feeling uncertain in the beginning to now watching visitors interact with the game and learn about Bruneian heritage through something I created, the experience has been both empowering and humbling. It's an achievement I'll always carry with pride.



nurin.suffian@gmail.com

https://www.behance.net/nurinsuffian

NURIN SUFFIAN

NURIN BINTI SUFFIAN

BSc(Hons) in Creative Multimedia

"I actually made it, despite fear, doubt, and the many days I wanted to quit."

ABOUT ME

My name is Nurin Suffian, also known as Wen, and I am a Creative Multimedia student with a deep love for the visual arts. Alongside this passion, I am also drawn to game development, where I enjoy exploring new ways of creating interactive and engaging experiences. I thrive on learning new things and challenging myself to grow through every project I take on.

I strongly believe in the importance of constant growth and the power of curiosity. For me, creativity is not only about expression but also about discovery—finding new approaches, experimenting with ideas, and turning concepts into meaningful impact. With this mindset, I continue to learn, adapt, and create, always striving to push my skills to the next level.

INTERACTIVE GALLERY GAMES : BORNEO MANUSCRIPT GALLERY

Project Synopsis

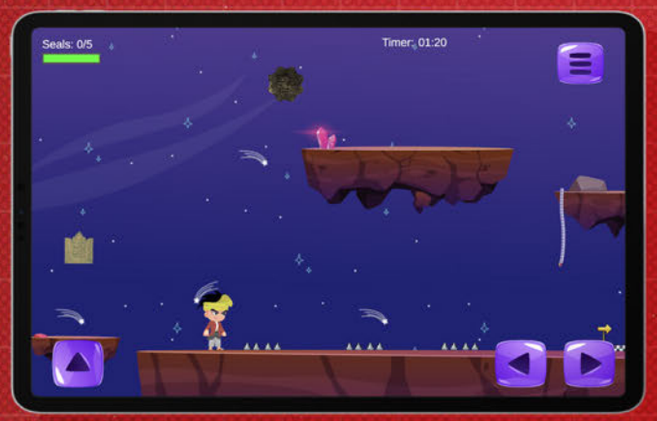
The main aim of this project is to develop an interactive and informative game that engages users while educating them. The goal is to transform the gallery into an interactive learning environment, designed to appeal to a broad audience and foster a deeper appreciation for Borneo's rich cultural and historical heritage.

The project proposes three games that present Brunei's cultural heritage in a dynamic and engaging way. Each game has been carefully crafted to function both as a learning tool and an enjoyable experience, providing players with the opportunity to interact with historical manuscripts and cultural elements in a meaningful format. To bring this vision to life, the project will utilize Unity software, allowing for immersive and interactive gameplay that enhances the overall educational experience.

Reflection

The opportunity to work with the Borneo Manuscript Collections Gallery and bring Brunei's rich history to life through interactive media has not only challenged me creatively but also deepened my appreciation of the idea that games can be more than just entertainment.

One of the most rewarding aspects of this project has been figuring out how to make Brunei's historical and cultural heritage accessible and exciting for younger audiences. This journey has reaffirmed why I create games—it's not just about coding or art; it's about building meaningful connections. When working with cultural heritage, especially something as fragile and precious as historical manuscripts, there is a responsibility tohonourthe past while making it relevant for the future, ensuring that these stories continue to inspire and educate for generations to come.



INTERACTIVE GALLERY GAMES MANUSCRIPT GALLERY

BACKGROUND STUDY

The Borneo Manuscript Collection at the Brunei History Centre offers a unique and invaluable glimpse into the rich cultural and historical heritage of Borneo.

These manuscripts, which date back centuries, provide critical insights into the region's traditional knowledge, and historical events.

These letters, which are on display in the exhibit, are rich in culture and historical value, demonstrating the various scripts, dialects, and formats that are employed in official correspondence.

PROJECT OVERVIEW

This project aims to enhance visitor engagement at the Brunei History Centre's Manuscript Gallery by introducing an interactive educational game. It can be challenging for visitors, particularly younger ones, to relate to ancient manuscripts because traditional displays frequently lack interactivity.

Through interactive gaming and cultural education, the game lets players solve memory game, collecting the seals, and discover Brunei's historical documents in an entertaining and unforgettable way.

PROBLEM STATEMENT

The current gallery exhibition format relies heavily on traditional static displays and as listed below:

- Lack of Digitalization
- Limited Interactivity
- Overwhelmed Contextualization

TOOLS

Unity, Ai, Visual Studio

AIM

The main aim of the capstone project is to develop an interactive informative and game. This system can provide an immersive learning experience, making the manuscript more accessible, interactive and engaging for the public.

OBJECTIVES

- To offer an engaging experience.
- Bridge historical and modern experience by blending traditional manuscript content with innovative gameplay elements

CONCLUSION

This project comes up with new ways to make historical sources easier to read, remember, and fun by creating games like "Ancient Seal Quest" (a 2D platformer) , "Match the Official Seals" (an educational memory game) on the interactive TV, and making one of the tablet informative.

PROPOSED SOLUTIONS

The proposed solutions introduces an engaging game designed to transform the gallery experience by offering a digital, interactive platform for exploring historical manuscripts. The three types of games are introduced below:

SULTANATE CHRONICLE SEALS
In this 2D Platformer, player will navigate various levels filled with challenges and collecting the manuscript official seals.

TERJEMAHAN MANUSKRIP
The game offers an information section where players can delve into details and translations about each manuscript and seal.

SEAL SCHOLAR: MEMORY EDITION
Flip over two cards to find matching pairs of the seal images.

Nurin binti Suffian (B20220116)
Bachelor of Science (Hons) in Creative Multimedia
Dr. Pengiran Haji Azhan bin Pengiran Haji Ahmad (1st Supervisor)
Dr. Ahmad Elaklouk (2nd Supervisor)

ameerahaisyah99@gmail.com https://www.behance.net/aisyahedham

AMEERAH 'AISYAH

AMEERAH 'AISYAH BINTI HAJI EDHAM

BSc(Hons) in Creative Multimedia

"I studied (sometimes). I stressed. I procrastinated... and somehow, I still made it!"

ABOUT ME

Hi, I'm 'Aisyah, a Creative Multimedia student from Universiti Teknologi Brunei (UTB). I've been in the multimedia field for about eight years, starting at IBTE, then Politeknik Brunei, and now UTB. Over the years, I've explored different areas including photography, videography, graphic design, animation, and 3D modelling. I enjoy finding creative ways to share ideas and communicate visually through different forms of media.

I'm experienced with Adobe Photoshop, Illustrator, Lightroom, Premiere Pro, After Effects, as well as Blender and Unity. Working on various projects has pushed me to grow both technically and creatively whether it's video editing, designing visuals, or creating interactive media. What interests me most about multimedia is how it can go beyond visuals or entertainment, to tell stories, preserve culture, and create experiences that connect with people. I'm eager to keep learning and exploring new ways to bring ideas to life.

INTERACTIVE GENEALOGY OF SULTAN HAJI HASSANAL BOLKIAH

Project Synopsis

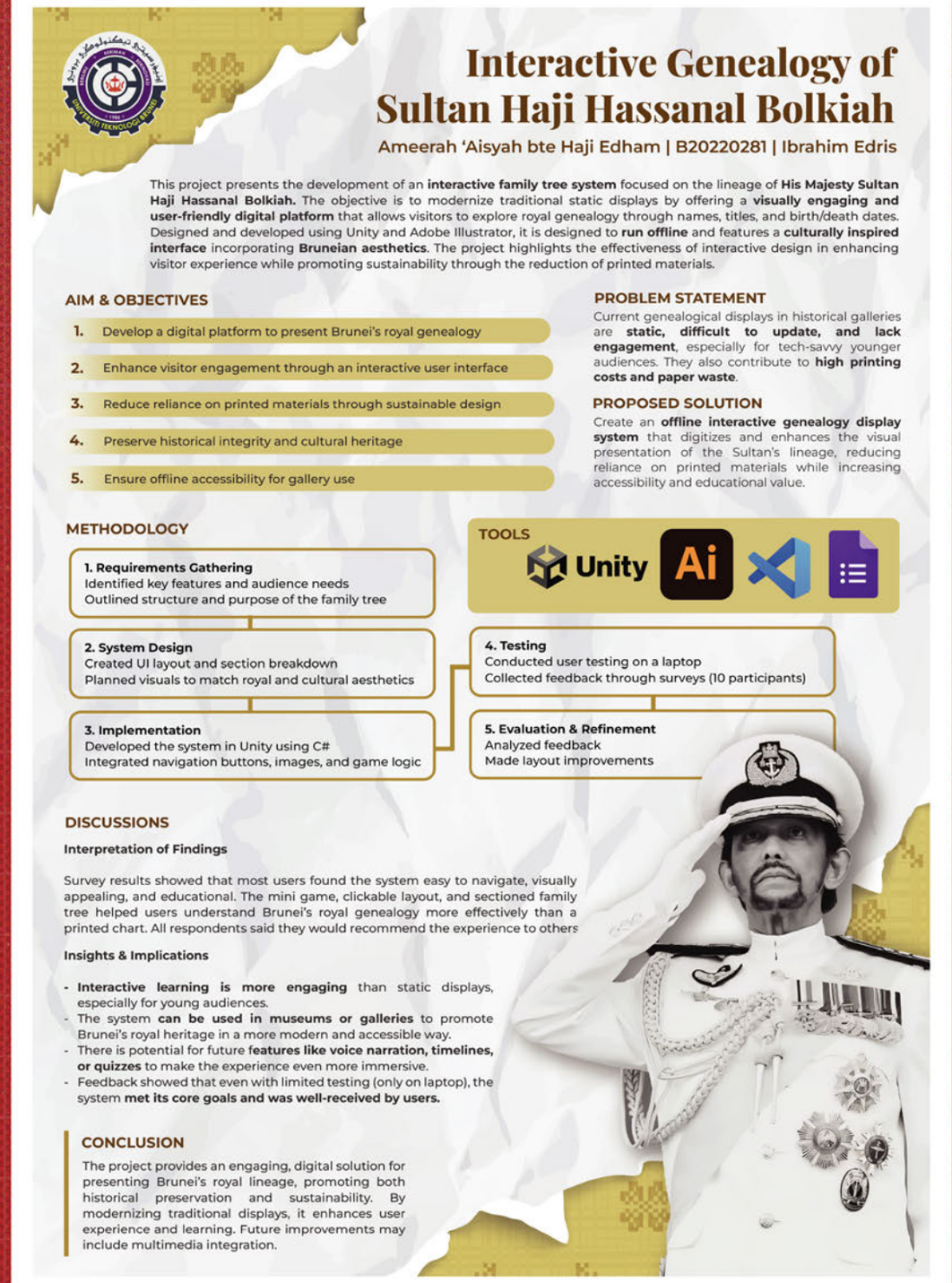
This interactive digital family tree system, built with Unity and C#, beautifully showcases the royal genealogy of His Majesty Sultan Haji Hassanal Bolkiah. It provides an engaging way to explore Brunei's royal lineage through four sections: Parents and Siblings, Wives and Children, Full Family Tree, and a Mini Game where users match names to faces via drag and drop. With a clean, clickable interface featuring photos and names, the system makes learning about the royal family more engaging than traditional printed charts.

The interface is designed to be user-friendly and visually clean, with culturally inspired elements such as Brunei's royal colours and traditional patterns. The system was developed and structured to help users learn in a step-by-step manner, making it easier to understand complex family relationships. It also highlights how digital tools can enhance cultural learning by making heritage content more interactive, especially for younger or tech-savvy audiences. This project demonstrates the potential of combining technology with tradition to preserve and promote Brunei's royal history in a fresh and accessible format.

Reflection

Working on this project was a valuable learning experience. As a beginner in Unity and C#, I learned to build interfaces, script features, and solve technical issues. Though challenging at first, I grew more confident and enjoyed creating a system that is both functional and user-friendly.

Through this project, I gained a better understanding of how digital tools can help preserve culture in engaging ways. I faced challenges like time constraints and not being able to test the project on its intended display, but these experiences taught me to adapt and make the most of the resources I had. Collecting user feedback also helped me improve the system and better understand how it could be refined. Overall, the experience strengthened both my technical and creative skills and showed me the value of combining tradition with technology.



amir.zul.md@gmail.com

https://www.behance.net/zulfiqamohamme

ZULFIQAR MOHAMMED

AMIR ZULFIQAR BIN HAJI MOHAMMED

BSc(Hons) in Creative Multimedia

"The truest prayers are lived—let your actions speak what your heart seeks, for Allah sees effort as worship."

ABOUT ME

My name is Amir Zulfiqar Bin Haji Mohammed, and I am 25 years old. I am deeply passionate about improving existing systems and optimizing them for better efficiency and functionality. At the same time, I am not averse to creating entirely new systems from scratch, driven by creativity and a desire to develop innovative solutions.

I view every project as an opportunity to blend practicality with originality, finding ways to enhance processes while exploring new ideas that can make a meaningful impact. This mindset allows me to continuously grow as a creative problem solver and a forward-thinking contributor in the field of multimedia and technology.

BRUNEI HISTORY CENTRE DIGITAL INFORMATION: INTERACTIVE MAPS

Project Synopsis

The project was initiated during a six-month internship at Pusat Sejarah Brunei as part of the final-year requirement for the Creative Multimedia programme under the School of Computing and Informatics (SCI), Universiti Teknologi Brunei (UTB). The core objective is to enhance wayfinding, accessibility, and visitor autonomy, while also streamlining staff workflow and departmental coordination through user-friendly, location-specific interfaces.

The project responds to increasing expectations for smart museum environments in Southeast Asia and addresses gaps in Brunei's public heritage experience by making historical information more discoverable, navigable, and engaging. Ultimately, the system seeks to lay the groundwork for future digital enhancements across Brunei's cultural institutions.

Reflection

A major challenge emerged during the execution and deployment phases, particularly in attempting to install the interactive map systems on-site. The Brunei History Centre required the system to function without internet connectivity, which introduced limitations in terms of media loading, live updates, and remote testing. Overcoming this issue required rigorous offline testing and reconfiguration of assets to ensure full compatibility with standalone touchscreen systems.

Of all the project outcomes, the most personally fulfilling achievement was the complex and integrated functionality of the final prototype. The system was designed with modular interactivity, layered map functionality, and adaptive layouts tailored for both public and staff audiences, reflecting a sophisticated understanding of user experience (UX) in a heritage context.

KEN

SMARTER BRUNEI

06

aashikin.simat@gmail.com

https://www.behance.net/ashikinsimat

ASHIKIN SIMAT

NUR ASHIKIN BINTI SIMAT

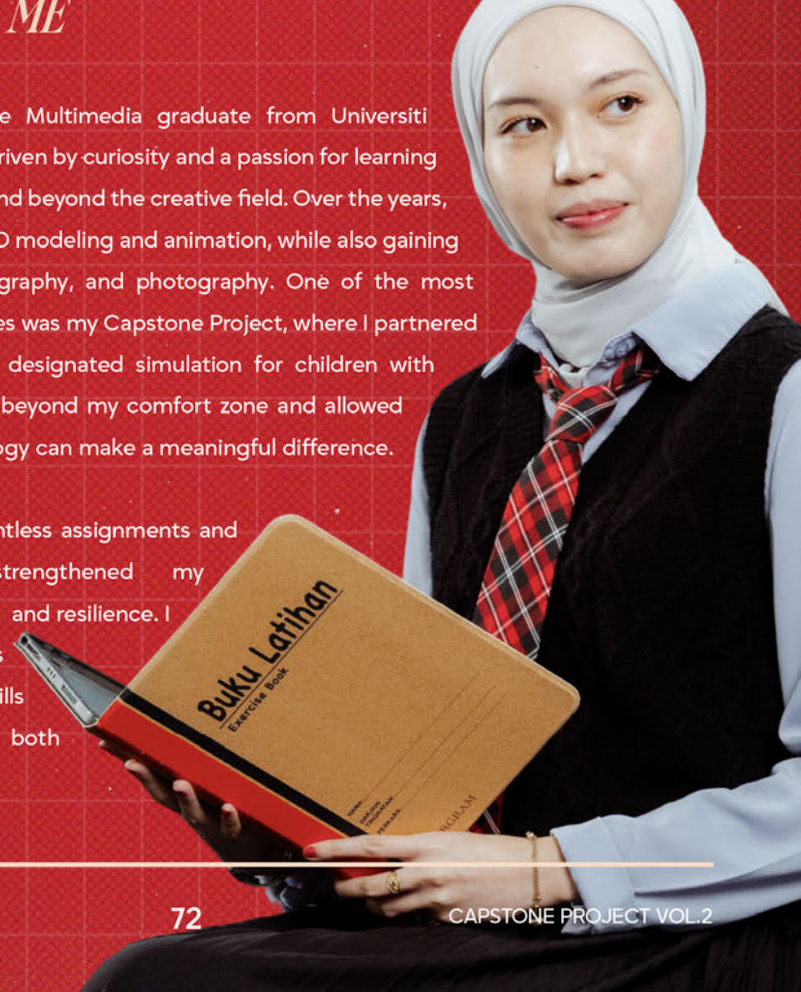
BSc(Hons) in Creative Multimedia

"From 'Congratulations, you're accepted!' to
'Congratulations, graduate!'—every step of the journey was worth it."

ABOUT ME

I am Nur Ashikin Simat, a Creative Multimedia graduate from Universiti Teknologi Brunei, driven by curiosity driven by curiosity and a passion for learning and exploring new areas both within and beyond the creative field. Over the years, I have developed a deep passion for 3D modeling and animation, while also gaining experience in graphic design, videography, and photography. One of the most defining experiences during my studies was my Capstone Project, where I partnered with SMARTER Brunei to develop a designated simulation for children with autism. This opportunity pushed me beyond my comfort zone and allowed me to see how creativity and technology can make a meaningful difference.

Through this project, along with countless assignments and tasks during university, I strengthened my problem-solving skills, adaptability, and resilience. I remain committed to continuous growth and am excited to bring my skills into the professional world, evolving both creatively and technically.



SIMULATED ENVIRONMENT FOR CHILDREN WITH AUTISM

Project Synopsis

This project involves designing and developing a Virtual Reality (VR) environment that helps children with Autism Spectrum Disorder (ASD) practise real-world scenarios. At SMARTER Brunei, social outdoor activities are an integral part of student engagement. To prepare for these activities, the organisation typically evaluates the location in advance before their visit. Since many ASD students struggle with adapting to unfamiliar settings, this approach helps mitigate sensory overload and anxiety on the actual day. This project seeks to enhance the preparation process by incorporating immersive 360-degree VR experiences, offering students a more comprehensive and interactive preview of outdoor locations. By providing a realistic and engaging way to explore new environments, the VR-based approach aims to improve students' adaptability, reduce overstimulation, and ensure a smoother transition into real-world settings.

Reflection

This Capstone Project has been a transformative journey that pushed me beyond what I believed I could achieve. Despite my initial doubts, especially since simulation development was my least favourite area, I learned that with dedication, support from both my host and UTB supervisors, and encouragement from my peers, I was able to complete the project successfully, even when faced with challenges.The most rewarding part is knowing that the simulation I created can help children with autism practice real-world scenarios in a safe environment. By reducing anxiety before they visit actual locations, I believe this tool can make a meaningful difference in their lives.

TROPICAL BIODIVERSITY CENTRE

07

nasrizaini18@gmail.com

https://www.behance.net/nasrizaini

SAIFUL NASRI

AK SAIFUL NASRI BIN PG ZAINI

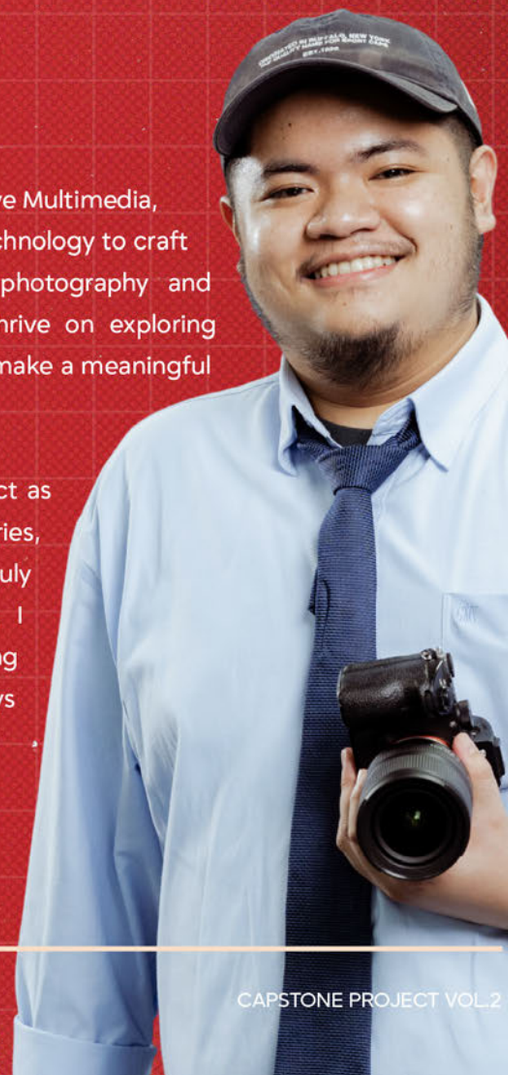
BSc(Hons) in Creative Multimedia

"Ctrl + Z doesn't work in real life... so plan your shots."

ABOUT ME

As a student deeply immersed in the world of Creative Multimedia, I am passionate about blending imagination with technology to craft stories that both captivate and inspire. From photography and videography to animation and digital design, I thrive on exploring innovative ways to communicate ideas visually and make a meaningful impact through my work.

Always eager to experiment, I approach each project as an opportunity to push creative boundaries, transforming concepts into experiences that truly resonate with audiences. Through this process, I continually refine my skills, expand my understanding of multimedia, and strive to bring ideas to life in ways that are both engaging and memorable.



ENHANCING BIODIVERSITY AWARENESS THROUGH CREATIVE TECHNOLOGY

Project Synopsis

This Capstone Project focuses on developing an informative and emotionally engaging awareness video for the Tropical Biodiversity Centre (TBC), located in the Andulau Reserved Forest, Brunei Darussalam. The primary goal is to address the inconsistency of live presentations delivered to visitors by replacing them with a professionally produced video that delivers standardized, accurate, and visually compelling information about Brunei's tropical rainforests. The video utilizes a three-act narrative structure to guide viewers through an educational journey—from an introduction to the significance of TBC and Brunei's forests, to an exploration of the unique biodiversity and environmental threats, and finally, to a hopeful call-to-action for conservation. Post-production was completed using Adobe Premiere Pro, with colour grading aided by a cinematic LUT (Look-Up Table). Testing and feedback were gathered through emotional mapping with fellow interns, ensuring the video met its objectives of informing and emotionally resonating with the audience.

Ultimately, this project not only supports TBC's mission of public education and biodiversity awareness, but also provided hands-on experience in multimedia production, environmental communication, and visual storytelling.

Reflection

This project was a challenging yet rewarding experience that enabled practical application of multimedia production, storytelling, and environmental communication skills.

From pre-production research and scripting to filming and post-production, it provided full exposure to the video production process. A key takeaway was the importance of structured storytelling, particularly using the three-act narrative and emotional mapping to create impactful pacing and viewer engagement.

Overall, it deepened my appreciation for Brunei's biodiversity and strengthened my expertise in communication, visual storytelling, and project management—valuable skills for future academic and professional endeavours.

BOL

NAD

UNI VIBES

UNIVERSITI TEKNOLOGI MARA

ZAK

AL

08

aliah.kassim65@gmail.com
https://www.behance.net/aliahkassim

ALIAH KASSIM

NUR SABARIAH ALIAH BINTI KASSIM SELAMAT

BSc(Hons) in Creative Multimedia

"Rejections, delays, inconveniences all carry hidden hikmah from Allah. 'But perhaps you hate a thing and it is good for you, and perhaps you love a thing and it is bad for you. And Allah knows, while you know not.'" [2:216]

ABOUT ME

Hi! I'm Nur Sabariah Aliah Kassim Selamat. I believe design is more than just visuals, it's about creating emotional connections that resonate with an audience. I enjoy crafting work that feels current with today's trends, while also carrying deeper meaning that people can relate to and understand. My strengths are in graphic design, illustration, storytelling, 2D animation, and motion graphics, and I also have experience in 3D modelling, videography, and photography. With a background in business administration from my diploma studies at IBTE, I've developed strong collaborative and assisting skills that help me support team projects effectively.

Working on my Capstone Project at Universiti Teknologi MARA (UiTM), Puncak Alam, Malaysia, has has opened my eyes to the creative industry, where I've been inspired by how artists infuse deeper meaning into their work. This exposure has motivated me to approach every project not only as a piece of design, but as a story with impact.

UI DESIGN FOR KOLUMPO HUNT: A GAMIFIED CULTURAL TOURISM APP

Project Synopsis

"Kolumpo Hunt" is a mobile app prototype that aims to make cultural tourism in Kuala Lumpur, Malaysia, more interactive, rewarding, and memorable. While the city is rich in culture, heritage, and food, most existing tourism platforms are static and lack engagement, especially for Gen Z and tech-savvy travellers who seek immersive, game-like experiences. This project addresses that gap by introducing a gamified treasure hunt where users explore real-world locations, scan QR codes, and complete fun challenges to earn badges and rewards. Built using a User Centered Design (UCD) approach and prototyped in Figma, Kolumpo Hunt focuses on intuitive UI/UX, ensuring the app aligns with user expectations while reducing development risks. The result is a design solution that transforms cultural exploration into an engaging digital adventure.

Reflection

Developing Kolumpo Hunt has been a rewarding experience that strengthened my skills in user-centered design and interactive UI/UX development. The project challenged me to transform cultural exploration into an engaging digital experience that appeals to Gen Z and tourists. Through iterative prototyping and usability testing, I learned the importance of aligning design with user expectations and ensuring clarity, motivation, and ease of use. This journey also highlighted how gamification can make cultural tourism more meaningful, immersive, and enjoyable while opening opportunities to adapt the concept to other regions in the future.

Nur Sabariah Aliah Binti Kassim Selamat | B20220097
Bachelor of Science (Honours) in Creative Multimedia

UNIVERSITI TEKNOLOGI BRUNEI

UNIVERSITI TEKNOLOGI MARA

A User Interface Design Study of a Gamified Mobile App for Enhancing Cultural Tourism in Kuala Lumpur - Kolumpo Hunt

BACKGROUND RESEARCH

Kolumpo Hunt is a mobile UI prototype designed to enhance cultural tourism in Kuala Lumpur through gamification and Augmented Reality (AR). Targeting Gen Z and tourists, the app offers a treasure-hunt-style experience with missions, QR challenges, and digital rewards. This project focuses on designing an engaging user interface in Figma, guided by insights from apps like Father and Son and Hen Do Treasure Hunt. Through UI testing and user feedback, the study explores how design can motivate cultural exploration in a fun and interactive way.

PROBLEM STATEMENT

Despite Kuala Lumpur's rich cultural and historical attractions, existing tourism platforms largely function as static directories, failing to meet the expectations of Gen Z and digital-native users. These users seek more interactive, gamified, and rewarding experiences when exploring cities. Current apps lack features like personalized challenges or immersive storytelling, which limits cultural engagement and user satisfaction.

This project proposes Kolumpo Hunt, a mobile UI prototype that transforms cultural tourism into a gamified treasure hunt, featuring QR-based missions, puzzles, and AR badges. Built using Figma, the design focuses on user-centered UI/UX to create a playful, educational, and memorable experience. By prioritizing intuitive design before full development, the project aims to reduce risk, improve adoption, and inspire deeper exploration of Kuala Lumpur's heritage.

RESEARCH OBJECTIVE

To investigate current issues and gaps in promoting cultural tourism in Kuala Lumpur especially among this project targeted audiences.

To design a user interface for a mobile application that enhances user satisfaction and encourages app adoption.

To identify and integrate gamification features to enhance engagement in the app's design.

To gather feedback through observation and interviews to evaluate the usability and overall experience of the app prototype.

LITERATURE REVIEW

Gen Z prefers interactive, mobile-based travel apps that offer gamified, personalized, and shareable experiences.
(Vancia et al., 2023; Elena, 2024)

Good design is key to clean layouts, intuitive navigation, and visual feedback keep users engaged.
(Wazzari & Lokman, 2018; Verkijika, 2020)

Game elements like missions, badges, AR, and rewards boost cultural learning and motivation.
(Xu et al., 2016; Cranmer et al., 2020)

Most tourism apps are static, lacking interactive storytelling or mission-based exploration.
(Huertas & Iglesias, 2022)

Father and Son
Cultural storytelling + clean UI = global success.

Hen Party Scavenger
Real-world gamified exploration.

Pokemon GO
AR + location triggers motivate exploration.

Monopoly GO
Mission-based progression keeps users engaged.

METHODOLOGY

UCD Method

Kolumpo Hunt applies a User-Centered Design (UCD) approach to create an engaging, user-driven app for Gen Z and local tourists in Kuala Lumpur.

Research | Survey identifies user needs, motivations, expectations.

Design | Figma UI prototype integrates gamification and cultural relevance.

Testing | Usability testing + observation assess clarity, engagement, satisfaction.

Refinement | Design improvements based on real user feedback.

Outcome | A tailored, interactive, visually engaging app that promotes cultural exploration through intuitive UI and gamified experiences.

Usability Testing & Data Collection

Phase 1 | Online Survey (Quantitative)
Identified user needs, preferences, and gamification expectations to guide UI prototype design.

Phase 2 | Usability Testing (Mixed Methods)
Participants tested the Figma prototype with:
SUS & HEART questionnaires (usability & engagement)
Observation of user behaviour, reactions, task completion

Secondary Research
Literature & app case studies (e.g., Father & Son, Pokémon GO) informed best practices for UI, gamification, and cultural relevance.
Outcome: A research-driven, user-validated UI design tailored for engaging cultural tourism in Kuala Lumpur.

PROJECT TIMELINE

Phase 1 | February - March
Initial Planning and Research
- Topic selection and problem identification
- Competitor analysis of existing app
- Online survey to explore user preferences and needs
- Define target audience and project objectives

Phase 2 | March
Analysis
- Analyze survey results
- Identify gaps and design opportunities
- UI/UX feature comparison with competitor apps
- establish design direction for Kolumpo Hunt

Phase 3 | March - April
Prototype
- Develop low-fidelity wireframes and user flow
- Create high-fidelity prototype on Figma
- Refine visual system (Colours, Icons and Typography)
- Prepare for usability testing

Phase 4 | May
Design
- Conduct face to face usability-testing
- Observe user behaviour and gather feedback (SUS and HEART Framework)
- Analyze task efficiency
- Visual clarity and engagement

Phase 5 | May- July
Final Evaluation and Submisison
- Finalize prototype design and documentation
- Comparative analysis with existing app
- Prepare exhibition poster and final report
- Submit project and present Kolumpo Hunt

MAIN FEATURES AND BENEFITS

Gamified Treasure Hunts
Explore KL through interactive missions, making cultural discovery fun.

Location-Based QR Tasks
Unlock challenges only by physically visiting real KL spots.

AR Badge Rewards
Earn digital badges with AR effects, adding excitement and motivation.

Cultural Trivia & Quizzes
Learn local facts in an engaging, game like format.

Bold, Intuitive UI
Enjoy a visually striking, easy to navigate app designed for Gen Z.

Progress Milestone Map
Track your journey and see your exploration progress clearly.

NOVELTY

- Cultural Tourism + Gamified Treasure Hunt
- AR Badges & Location-Based QR Tasks
- Gen Z-Focused Visuals & UI
- Tourism + Learning Through Missions
- First of its kind in KL Market

SCOPE OF WORK

Research
Project Selection
Problem Statement
Competitor Analysis
Target Audience and Objectives

Evaluate
Low-Fidelity
High-Fidelity
Design Systems

Design
User Needs and Preferences
Establish design direction
UI/UX features

Specify
Usability Testing

SIGNIFICANCE OF STUDY

This project addresses the need for a user-friendly, gamified mobile app to promote cultural tourism in Kuala Lumpur—especially for Gen Z tourists and locals. By focusing on UI/UX design, the app enhances engagement and learning while reducing development risk through early prototyping.

The app also works as an educational tool, using gamification to make cultural discovery fun and interactive, encouraging deeper appreciation of Malaysia's heritage.

Inspired by the researcher's own exchange journey, this concept also holds future potential to be adapted for Brunei, helping promote its local culture and hidden gems.

KEY FINDINGS

Limited Gamified Exploration
Apps like Father & Son or Pokémon GO have game elements, but they aren't designed for structured, cultural exploration.

No Treasure Hunt Tourism App in KL
None of the reviewed apps offer a location-based treasure hunt specifically designed to explore Kuala Lumpur.

Lack of Cultural Integration
Most apps (Hen Do Treasure Hunt, Monopoly GO) focus on entertainment but do not incorporate visual or content elements tied to KL's cultural identity.

Weak Gen Z Visual Appeal
Aside from Father & Son's story-driven visuals, competitors generally lack the bold, vibrant, mobile-friendly design that resonates with younger users.

COMPETITOR ANALYSIS

MOBILE APPLICATIONS	CULTURAL INTEGRATION	CLEAN MINIMAL UI	VISUAL CONSISTENCY	CLEAR NAVIGATION FLOW	REAL WORLD EXPLORATION	AR FEATURES	GAMIFIED MISSIONS	BADGES/ REWARDS	ENGAGEMENT LOCAL SPACES	GENZ VISUAL STYLE
FATHER AND SON	✓	✓	✓	✓	✗	✗	✗	✗	✓	✗
HEN TREASURE HUNT	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓
POKEMON GO	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓
MONOPOLY GO	✗	✗	✓	✓	✗	✗	✓	✓	✗	✓

IMA-
GINA-
TIVE

hasbolwafi03@gmail.com
https://www.behance.net/hasbolwafi

HASBOL WAFI

MD HASBOL WAFI BIN SERTINI

BSc(Hons) in Creative Multimedia

"Guess winging it one day at a time really does add up to a degree."

ABOUT ME

I'm Hasbol Wafi, a creative soul who loves exploring new ways to bring ideas to life. Whether it's experimenting with design styles, dabbling in animation, or trying out a completely different craft, I'm always chasing that spark of inspiration. I'm thrilled to take my creativity out for a spin in the real-world, tackling projects that challenge me, teach me, and maybe even leave a mark. Outside of work, I'm a big believer in exploring the little things in life, from hidden coffee shops to new hobbies I never knew I'd enjoy.

For me, creativity isn't just about design, it's about curiosity and exploration. I love turning random sparks of inspiration into something real, whether it's a quirky idea or a polished project. Every new challenge feels like an adventure, and I'm all in for exploring, learning, and sharing a little creativity along the way.

WIRA & MANJA : VM2026 OFFICIAL MASCOTS- REIMAGINING TOURISM ENGAGEMENT THROUGH VISUAL IMMERSION

Project Synopsis

This project creates an interactive TikTok Augmented Reality (AR) filter featuring Wira & Manja, the official mascots of Visit Malaysia 2026, to address their current lack of digital visibility and limited audience engagement. By transforming them into animated 3D characters with facial tracking, gamified interactions, and culturally themed storytelling, the filter leverages TikTok's youth-driven platform to boost awareness, encourage user-generated content, and promote Malaysian tourism in an engaging and shareable format. The project aims to blend cultural representation with modern social media trends, offering a fun and educational experience that revitalizes the mascots' identity, strengthens their connection with both local and international audiences, and sets a benchmark for how tourism campaigns can creatively harness AR technology for impactful promotion.

Reflection

Throughout this project, I learned that building something engaging isn't just about making it look good. It's about how people feel when they use it. From creating the 3D mascots to testing the TikTok AR filter with real users, I was constantly learning how to balance creativity with practicality. It was challenging at times, especially when technical issues disrupted my workflow, but overcoming those setbacks taught me resilience and patience.

One thing I appreciated about this project was how it gave me a chance to explore cultural storytelling through technology. Bringing Wira & Manja to life in a fun and interactive way felt meaningful, especially knowing it might inspire more people to learn about Malaysia. This experience reminded me why I enjoy multimedia work and why I want to keep creating experiences that connect people.

mdzakwan13@gmail.com
https://www.behance.net/zakwanzunaidi

ZAKWAN ZUNAIDI

MUHAMMAD ZAKWAN BIN HAJI ZUNAIDI

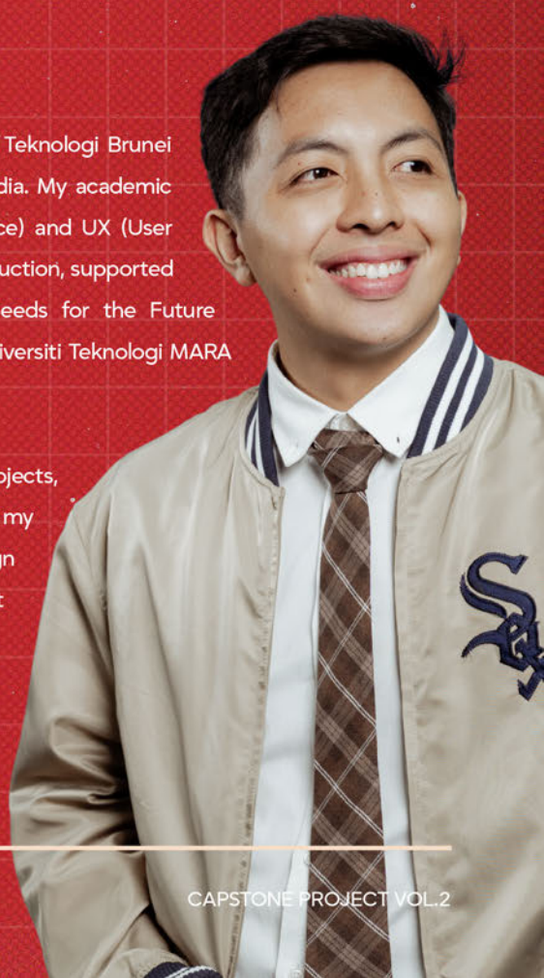
BSc(Hons) in Creative Multimedia

"With hardship comes ease. Every trial is a lesson, every success is by Allah's mercy."

ABOUT ME

I am Zakwan Zunaidi, a Creative Multimedia graduate Universiti Teknologi Brunei (UTB) with a passion for design, storytelling, and interactive media. My academic journey has given me hands-on experience in UI (User Interface) and UX (User Experience) design, digital content creation, and multimedia production, supported by opportunities such as representing UTB in the Huawei Seeds for the Future Programme in China and completing my Capstone Project at Universiti Teknologi MARA (UiTM), Puncak Alam in Malaysia.

Throughout university I developed my creativity through projects, competitions, and collaborations that strengthened both my technical abilities and my confidence as a designer. I believe design is not only about making visuals appealing but also about problem-solving, creating purposeful experiences, and connecting people through meaningful work. Guided by curiosity and resilience, I aspire to continue exploring how design can inspire, educate, and bring communities together.



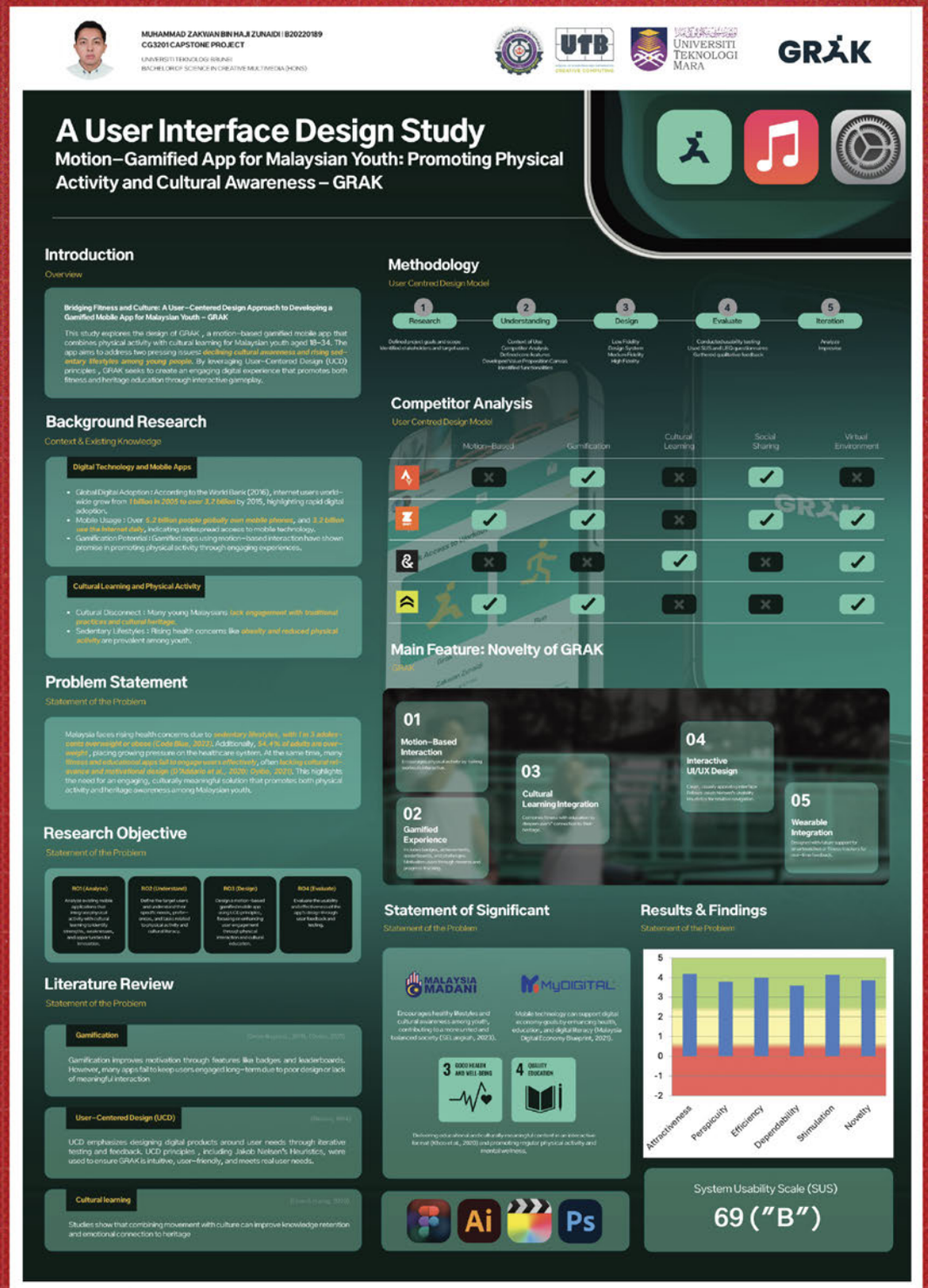
UI DESIGN FOR GRAK APP: MOTION-GAMIFIED MOBILE APP PROMOTING PHYSICAL ACTIVITY AND CULTURAL ENGAGEMENT AMONG MALAYSIAN YOUTH

Project Synopsis

This project explores the design and development of "GRAK", a motion-gamified mobile application aimed at promoting healthier lifestyles and cultural engagement among Malaysian youth. With rising concerns about obesity, sedentary lifestyles, and the gradual decline of cultural awareness, this study investigates how user-centered design (UCD) can guide the creation of a mobile app that integrates physical activity with cultural learning. The app concept introduces interactive features such as motion-based challenges, storytelling, rewards, and progress tracking, transforming exercise into an enjoyable and educational experience. Through research, usability testing, and iterative prototyping, the project demonstrates how technology can bridge the gap between wellness and heritage, offering a digital solution that aligns with national health initiatives, cultural preservation, and global sustainability goals.

Reflection

Working on this project has been both a professional and personal learning experience. It challenged me to think critically about how design decisions impact real-world behaviour, particularly in encouraging youth to be more active and culturally connected. The process strengthened my skills in user-centered design and interactive UI/UX development, especially through iterative testing where user feedback became a crucial element in refining the prototype. Balancing aesthetics, usability, and cultural storytelling taught me that effective design is more than visual appeal, it is about creating experiences that resonate with users on multiple levels. Ultimately, this project reinforced my commitment to designing meaningful digital solutions that not only entertain but also inspire healthier and more culturally aware communities.



nadiahsyazwani280@gmail.com
https://www.behance.net/nadiahsyazwani

NADIAH SYAZWANI

NUR NADIAH SYAZWANI BINTI SHAMSUDDIN

BSc(Hons) in Creative Multimedia

"Not all who wander are lost... except me in After Effects."

ABOUT ME

Hi! I'm Nad. I am a visual storyteller who values intention, clarity, and emotional impact in design. I enjoy crafting work that not only looks cohesive and refined, but also communicates meaningfully. My strengths lie in graphic design, illustration, motion graphics, and 2D animation, while I also dabble in basic 3D modelling, editorial design, and photo and video editing. I use design as a tool to problem-solve—whether it's to guide an audience, clarify a message, or evoke a specific emotional response. I take pride in making sure every visual decision feels considered and aligned with the story or goal it's meant to serve.

Beyond design, I'm passionate about films—I love watching and analysing them in-depth and documenting my thoughts on Letterboxd after every watch. I'm also a lifelong gamer, finding joy in interactive storytelling and immersive worlds.

MY MYSTERIOUS DREAM GIRL : EXPLORING MOTION COMICS

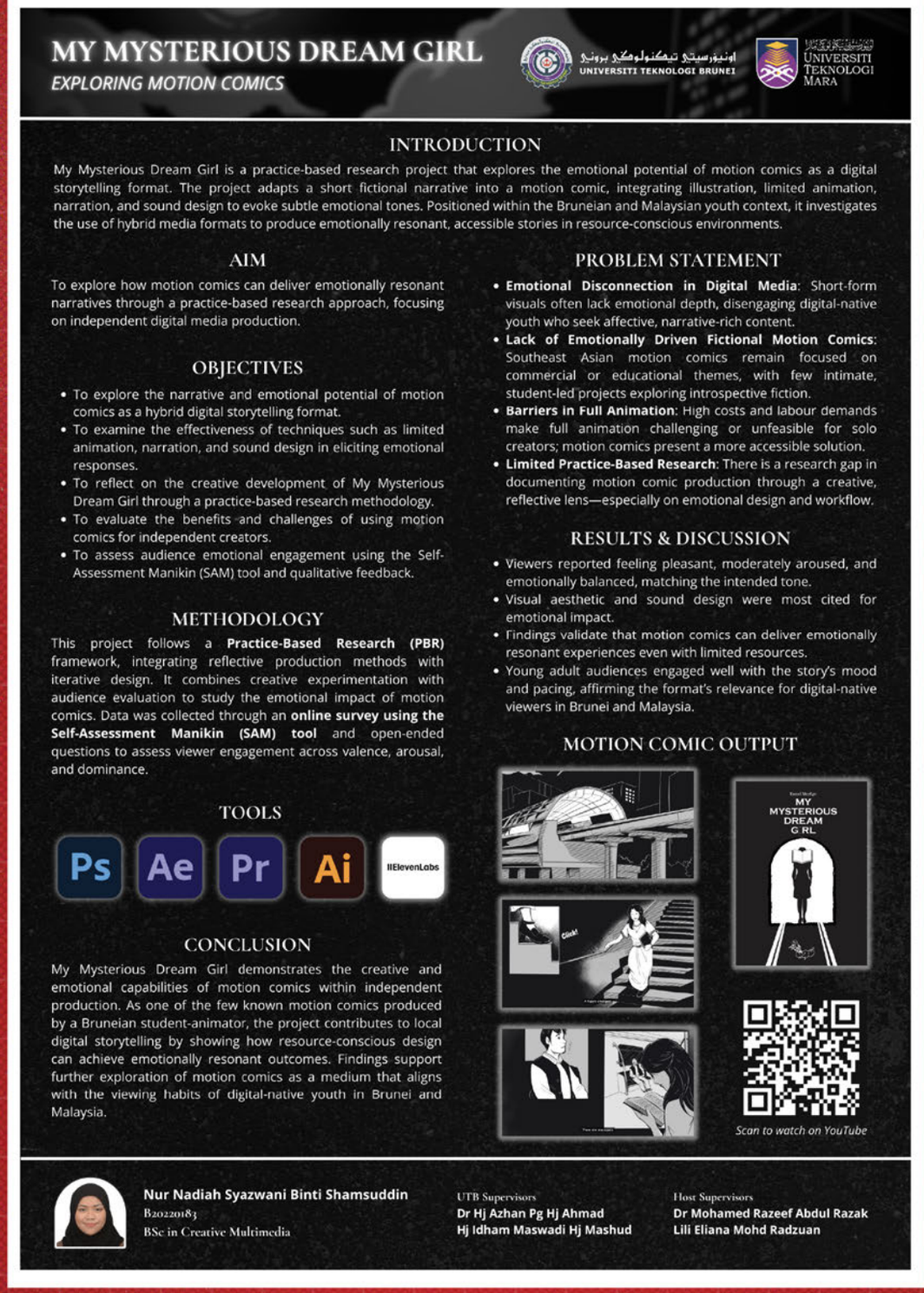
Project Synopsis

Developed over the course of less than three months as part of my ExperiencePLUS and Capstone Project placement at Universiti Teknologi MARA (UiTM), College of Creative Arts and Design, Malaysia, "My Mysterious Dream Girl" is a short-form motion comic animation adapted from a project initiated by my UiTM supervisor. I joined the project to contribute to its animation, sound design, and emotional storytelling elements. The narrative follows a surreal and emotionally charged encounter between two strangers on a train—one of whom is unsettled by the sudden appearance of a girl he feels he knows but cannot place. Built using pre-illustrated comic panels and animated in Adobe After Effects, the project employs limited motion and intentional sound design to create psychological tension and immersive atmosphere. Produced within a Practice-Based Research (PBR) framework, the final animation was distributed on YouTube and evaluated through audience testing using the Self-Assessment Manikin (SAM) tool questionnaire, which measured emotional response across valence, arousal, and dominance dimensions.

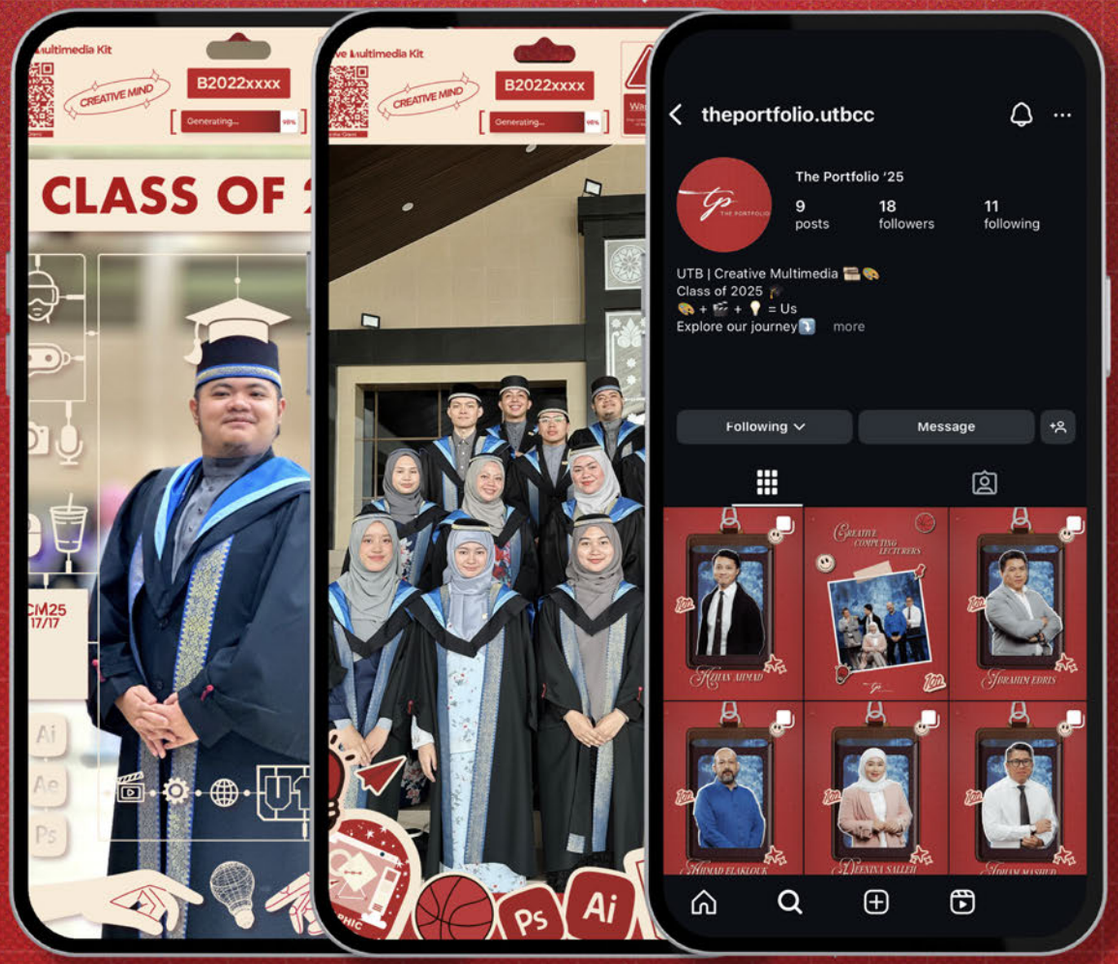
Reflection

Working on My Mysterious Dream Girl has been one of the most creatively rewarding experiences of my academic journey. Being part of a real-world project under my UiTM supervisor challenged me to apply my skills in animation, sound design, and emotional storytelling beyond the classroom.

It pushed me to think more critically about how motion and audio can shape emotional tone in storytelling. I learned how minimal motion, when paired with thoughtful sound design, can evoke powerful emotions. Above all, this journey helped me grow more confident as a creative practitioner and reminded me that even with limited resources and time, meaningful outcomes are possible through clear intent and thoughtful execution.



FEATURES



As part of The Portfolio 2025, a dedicated Instagram account has been established under the handle @theportfolio.utbcc . This platform serves to showcase the students' creative works whilst also introducing the lecturers who have guided the programme. In addition, specially developed Instagram filters provide an interactive element, enabling audiences to engage with the portfolio through a digital medium.

SCAN FOR INSTAGRAM PROFILE

@theportfolio.utbcc

THE PORTFOLIO COMMITTEE

Back Row:

(L–R): Akmal Danial bin Hamid, Abdul Qalif bin Haji Jamaludin.

Front Row:

(L–R): Nurin binti Suffian, Norizzati Syahirah binti Abdullah, Siti Nurhafizah binti Md Abu Soffian, Nur Sabariah Aliah binti Kassim Selamat, Muhammad Zakwan bin Haji Zunaidi, Muhammad Hasbol Wafi bin Sertini, Ak Saiful Nasri bin Pg Zaini.

IN COLLABORATION

HEAD OF MAGAZINE
Noor Deenina binti Hj Md Salleh

CHIEF EDITOR
Md Zakwan bin Haji Zunaidi

ASSISTANT CHIEF EDITOR
Nur Sabariah Aliah binti Kassim Selamat

DESIGN & LAYOUT
Abdul Qalif bin Haji Jamaludin
Nur Sabariah Aliah binti Kassim Selamat
Md Zakwan bin Haji Zunaidi
Akmal Danial bin Hamid

MAGAZINE INFO
Akmal Danial bin Hamid
Nur Sabariah Aliah binti Kassim Selamat
Md Zakwan bin Haji Zunaidi
Norizzati Syahirah binti Abdullah

COVER DESIGN
Nur Sabariah Aliah binti Kassim Selamat

SOCIAL MEDIA
Siti Nurhafizah binti Md Abu Soffian
Norizzati Syahirah binti Abdullah
Nurin binti Suffian

PHOTOGRAPHER
Ak Saiful Nasri bin Pg Zaini

INSTAGRAM FILTERS
Md Hasbol Wafi bin Sertini

LOGO
Sara Khadhra 'B' Khalidkhan

CREATIVE COMPUTING

SCHOOL OF COMPUTING & INFORMATICS

UNIVESITI TEKNOLOGI BRUNEI

https://bit.ly/CC_UTB_ThePortfolio