

REDESIGNING NUSANTARA ORAL NARRATIVES TO CHARACTER DESIGN: NEW POTENTIAL PROCESS APPLICATION IN A TRADING CARD GAME MODEL

Researchers: Ahmad Azaini bin Abdul Manaf and Fytullah bin Hamzah

Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak

This research is to establish the process of designing oral Nusantara folklores characters. The applied creative process adapting Trading Card Game Model by Miller (2011) commonly used as a playable trading cards among enthusiast and collector. The Nusantara characters selected in this study were found potentials to translate into final cards, modified and redesign characters based on commercial requirements. The adaptation of selected folklores “Barongan” Character design selected among many potential characters from Nusantara, Javanese, Singapore, Thailand and Malaysia, shared the same concept. The process of creation the character in the trading cards using DACIDFM (Design>Analysis>ConceptTextual>Defining>Ideation>Media) is an efficient creative process that is potential to enforce towards animation concept industries. These practices accelerate the product outcome, compared the conventional processes that were known strictly bound to the content scope, which cause lengthy process in game and animation studios. The method established to be efficient and economical with multiple and various complicated characters were created apart from “Barongan” with the same manner, in other hand preserved the character originality and yet, appealing to the current market requirement. By adopting the process, the Trading Card Game Model and its applications, currently practiced at Kromosom Sdn. Bhd. an animation studio in Kuala Lumpur. The suggested method on the other hand, not only beneficial to animation and game industry at large, but to the character design itself; has wide potential for Intellectual property in the toy industry, at the same time promoting traditional elements within the textual accuracy.

This research was supported by Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak through research grant No. F03/SpGS/1545/2017

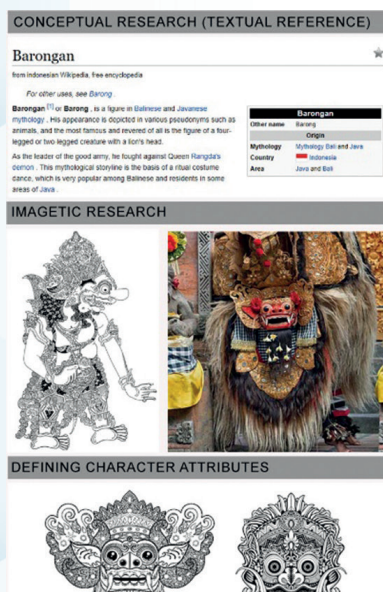


Figure 1: Original visual references



Figure 2: Proposed modernization of commercial characters for trading cards using DACIDFM method