CREATING VISUAL ASSETS OF KOREAN VOCABULARY CARD GAME NOLJA

Satyaning Maharani
smaharani@student.ciputra.ac.id
Visual Communication Design, School of Creative Industry
Universitas Ciputra Surabaya

ABSTRACT
The Korean vocabulary card game Nolja is a game designed to assist the learning process of Korean vocabulary in an interactive way and suitable for women aged 15-25 years. However, as a new game, Nolja has a fatal problem with its design, namely, the placement of illustrations on the player card which makes the game finish too quickly, there are no tools to assess language proficiency on the card, the typeface on the card is less legible, and strokes on the illustration are too thin, Therefore, it is necessary to design a visual asset for the Nolja vocabulary card game. Visual asset design for Nolja includes game theme design, illustration, educational game system, layout, and content arrangement. This design aims to produce a Nolja card game design that is interactive, educational, and suitable for women aged 15-25 years who have the motivation and function to convey Korean language subject matter well. The design is carried out by qualitative methods through interviews with experts and extreme users in the game and learning the Korean language, distributing surveys to 100 target markets. This design is also supported by data collection from literature studies from books, journals, and articles from the Internet. The design produces a visual asset for the Nolja vocabulary card game with a stronger educational game system and a design style that matches the target market's wishes so that it can be well received by the market.

Keyword: Korean language, Visual learning media, Flashcards, Picture card games, Visual assets.

INTRODUCTION

Korean language in Indonesia has become one of the languages that are used as an international language. The rising demand for learning Korean is

caused by The Korean Wave in Indonesia. Based on data from Twitter (2020), the total number of K-POPers fans in Indonesia is the fourth largest in the world. This claim can be proven by the increasing number of students who want to learn Korean both through formal and informal education.

Learning media is something that can convey messages from a source, to facilitate a conducive, efficient, and effective learning environment. Based on survey data conducted in the Indo-kpop community on March 4, 2020, it showed that it was found that 42.9% of survey respondents had difficulty memorizing vocabulary, 31.2% of survey respondents thought that they experienced this problem due to the boredom with modules which contents were text only. Therefore, to overcome this problem it is necessary to select the right learning media for the user.

Nolja startup brand that was established in early 2020, has been present to help solve the problem of the boredom of the module by providing learning media namely Korean vocabulary card games that are easy to understand, fun, interactive, and suitable for women aged 15-25 years who are motivated to learn Korean languages. To like anything about Korea and like card games, in order to build learning interest, therefore, the material can be conveyed well.

The Nolja vocabulary card game has several fatal problems regarding the visual design of the card and the educational game system, namely, the presence of illustrations on the player card causes the player to look at the illustrations more than the Hangul letters on the cards consequently the game ends quickly and becomes boring, tools are needed to assess the language skills on the card, the text in the card is not readable enough and the strokes on the illustrations appeared to be thin.

From these problems, it can be outlined a problem formulation for the Nolja vocabulary card game namely, designing visual assets for the Nolja vocabulary card game so that the basis of Nolja card game becomes stronger where the workflow of the educational and visual card game system can be made into one purpose. Therefore, Nolja will design a new educational game system by analyzing game features and adding tools that can assess language skills in the instructions of the Nolja educational game system so that the game system becomes strong. Change the card visuals according to the functions and rules of

the game in order for the objectives of this design to be achieved namely, to design visual assets for the Korean vocabulary card games for women aged 15-25 years who are motivated to learn Korean languages and like card games by making the basic of the Nolja card game becomes stronger where the workflow of the educational and visual card game system can be made into one purpose, therefore, the material can be conveyed well, a game experience for users is created and can be accepted by the market.

RESEARCH METHOD

The design was carried out using qualitative methods through interviews with three expert users in the gaming and Korean language learning sector, three extreme users, and distributing surveys to 100 target markets. This design is also supported by data collection from literature studies with sources from books, journals, and articles from the Internet related to designing educational games, educational game systems, the application of tools that can measure language skills, and the interface of educational cards games.

DISCUSSION
Game features

Based on the source of the books and journals, it can be concluded that Game features are components of gameplay, where there is a core basis of game features, namely, goals, rules, feedback system, and voluntary participation which can determine other game features that will be used in the game (McGonigal, 2012). In the educational game, features are designed for learning purposes where these features support in-game content and action for the user's learning process (Kim et al., 2017). Nolja vocabulary card game features that already exist today, such as goal, rules, and feedback system in the game need to be analyzed of its compatibility to support the learning process to comply with the standardization of educational game system and target market.

Bloom Taxonomy

Based on the sources of books and journals, it was concluded that Bloom's Taxonomy is a theory that can be used to teach language more extensively and structured and also can be used to measure students' language skills from low to high levels with the domain process of cognitive, affective and psychomotor. Cognitive domain dimensions in Bloom's taxonomy include, (1) memorizing, (2) understanding, (3) applying, (4) analyzing, (5) evaluating, (6) creating (Pancaningrum, n.d.). The cognitive domain in the revised Bloom's Taxonomy contains several additional components such as changes in language terms at each level and more detailed level settings, the example proposed as an application is the level of grammar learning (Nugroho et al., 2019). Nolja vocabulary card game currently requires tools that can assess the language skills of the target market, therefore, Bloom Taxonomy theory will be applied in Nolja educational game system by applying the cognitive domain process and providing time limitations, and creating cards into a per-level series based on the Topic level as well as comply the design that is suitable with the game system (gameplay) and features that are appropriate with the educational games.

Visual Features

Based on the sources of books and journals, it can be concluded that the visual features or can be referred to as the game concept is the identity of a game, which includes game themes, game descriptions, and colours (Carvalho & Gomes, 2016). A game must have gameplay and visuals that can be enjoyed and comfortable to look at therefore it is necessary to have a game concept before building a game design (Adams &Dormans, 2012). Therefore, the purpose of Nolja vocabulary card game must be clear and it requires the user's understanding when playing to determine the design and visual style that is suitable with the target market, therefore it can be accepted well.

User Interface

Currently, the Nolja vocabulary card game requires a User Interface that is easily understood by the target market, therefore the Nolja brand will make a simpler card's User Interface, keep out from complexity, and use creative elements that are easy to understand and comfortable to look at by the user.

Visual Hierarchy

Emphasis is arranging the visual elements based on the importance of each of these elements (Jennifer Audiah & Hananto, 2019). Currently, the Nolja card User Interface needs a proper arrangement of the content and design elements that exist on the card, therefore the Nolja brand will apply the theory of visual hierarchy and emphasis in the card User Interface design by arranging the elements and content existed in the card.

Typography

Based on the sources of books and journals, it can be concluded that typography is one of the important elements in User Interface design, therefore typography needs to be considered when creating User Interface designs by looking at the readability, legibility, visible, and clarity of the typeface used (Graham, 2011). Currently, the Nolja card needs text type that is easy to read for educational content that existed on the card, therefore the Nolja brand will apply the typography theory to the educational content that existed on the card by observing the legibility, readability, visibility, and clarity of the typeface that will be used.

Consumer Reviews

Nolja's primary target market is women, especially teenagers to young adults with the age range of 15-25 years who live in big cities in Indonesia, who have curious personalities likes to learn Korean and likes to learn new cultures, especially Korean culture. The Exposure media of Nolja's target market namely, buying Korean language learning media because they want to do self-growth and to solve their problems, having introvert-analytical-fickle-passive characteristics, and choosing word of mouth as an advertising channel

Visual Concept

Planned doodle or can be called a doodle drawing technique with a plan so that the doodle results are more conceptual and neat, planned doodle art is simple, freehand, and planned (Aini, 2017), Therefore, the Nolja brand uses the

planned doodle style for Nolja's illustration style by utilizing the characteristics of the planned doodle, namely neat, simple and planned which will be combined with the swiss style layout principle, namely simple, minimalist, emphasizing neatness, legibility, and visual objectivity. Therefore, the illustrations to be used are appropriate with the user interface design concept that uses the swiss style.

The typography was chosen using the principle of swiss-style and planned doodle illustration that is using san serif and freehand typography type. To give the impression of fun and playful, therefore, the Nolja brand will use a typography type that characteristic which have characteristics of san serif, rounded, and handwriting as well as maintaining legibility and readability by using a font size that is comfortable to read, that are 12-15 px for body text and 16-25 px for headlines,

The colour contrast also needs to be considered in the letter placement in the text body or headlines. The hierarchy which is the most important factor in determining the readability of writing, with a presence of hierarchy will help readers to be able to access writing easily (Carter, et al, 2018), therefore, the material on the card can be easily read and understood by the user by maintaining the legibility and readability of the typography that will be used.

The colour palette was chosen based on the principle of the Swiss style that is using colours that tend to contrast in order to bring out the legibility of letters in small sizes, as well as the use of solid font colours (Migotuwio, 2020). Therefore, the Nolja brand will use the swiss style principle for the selection of colour palettes that will be there in each card series, the colours that will be used are bright pastel colours that represent the Nolja brand image, namely fun, playful, and smart.

Following the Swiss design style and planned doodle style, the design elements of the Nolja brand are inspired by the planned doodle style design, namely, hand-drawn minimalist elements with bright colors in the form of lines or shapes that comply with the main illustration. These elements were also applied in the card games and packaging illustration. The illustration for the Nolja card is simple, minimalist, emphasizes the neat aspect, and is combined with bright pastel colours to give the impression of fun, playful, and friendly.

Figure 1. Nolja logo
Source: Researcher documentation

Figure 2. Nolja master design and layout
Source: Researcher documentation

After conducting a testing process of Nolja brand design work through interviews with expert users, extreme users, and surveys of the 100 target audiences it can be concluded on each topic analyzed. The conclusion of the interview analysis from expert users, extreme users, and 100 target audiences, that is regarding the design and effectiveness of Nolja vocabulary cards, the design style of that Nolja vocabulary card is appropriate with the target market. Using Swiss design style and Planned Doodle illustration style that emphasizes

the aspect of simple, tidiness, legibility, orderly, and suitable for user interface design, and using bright pastel colours that appropriate to women, However, according to expert users, extreme users, and 100 target audiences, regarding the text readability on the card is still too low, therefore it is necessary to intensify the color on the text. Regarding material emphasis layout, according to some extreme users, expert users and target audiences, the main vocabulary material on each card is not visible because the layout is evenly shared.

From its function of the Nolja vocabulary card is suitable with the preferences of expert users and extreme users, that is to be able to facilitate to learn the Korean language with a game system of 'memorize and repeat' so the player will naturally memorize due to that game system. However, according to Mr. Adhicipta regarding the card size, Nolja's vocabulary cards are rather small to be an educational card game, so it is necessary to enlarge the card to comply with the standardization of educational card games.

Design Revision

Based on the analysis results on the Nolja card design, there are some problems, namely, the text readability is still rather low, the text colour needs to be enhanced, there is no main vocabulary material on each card since the layout is evenly justified and the card seems small as the learning media. To overcome this problem, the Nolja brand has arranged the layout of the card's User Interface and material emphasis by changing the size of the card from 7x11 cm to 8x12 cm suitable with the Dixit card as the size standard for educational games, removing the frame so it doesn't seem 'tight' and more spacious, placing the main vocabulary material on the top left in order to make the main material more highlighted, placing material of sample of daily sentences and Indonesian and English translations under illustrations in a balanced way so that it is comfortable to read, change the typography type in the text for the material from gaegu font into KCC무럭무럭 font which has the characteristics of a high level of readability due to the thickness and looks solid, rounded, and san serif, therefore it will remain conform with the Swiss design style and planned doodle that applied to the card, and darken the pastel blue colour to become navy blue in the text colour and illustration stroke to make it look clear and solid

Figure 3 Revision of Nolja Personality Card Design
Source: Research

Figure 4. Details of the Nolja Card Design Revision
Source: Researcher Documentation

CONCLUSION

After being re-tested to expert users, extreme users, and 100 target audiences, the Nolja vocabulary card still needs improvements in the layout, typography type, and card colour, it is necessary to have a brand identity on each side of the Nolja card packaging and provide Indonesian subtitles on the Nolja gameplay tutorial video. Therefore, the Nolja brand would change the User Interface of the Nolja vocabulary card based on the input from expert users, extreme users, and target audiences and keep on following the design style that has been determined so they will not deviate from the main design style, provide packaging identity on the front, back, and right-left sides of the packaging as well as adding information and product value proposition, and change the English subtitles on the gameplay tutorial videos to Indonesian. For the future suggestion for this design to be resumed further is by developing the potential of the Nolja vocabulary card game by testing the Nolja vocabulary card game. Therefore, the input and opinions about Nolja vocabulary card games can support the potential development of Nolja vocabulary card games.

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