

Interactivity Concepting "A Special Cafe"

Brief

Cafe adalah tempat bersantai dan menghabiskan waktu, dimana pengunjung dapat memesan minuman juga makanan sembari menikmati fasilitas yang ada. Baru-baru ini, cafe bertema unik seperti cafe kucing dan cafe toilet sedang marak-maraknya dibahas dan dikunjungi. "A Special Cafe" menawarkan konsep cafe bebas yang unik dan "spesial" berdasarkan persepsi peserta masing-masing.

Rules

1. Tidak boleh mengandung SARA, tidak mengandung hal-hal provokatif, pornografi dan kekerasan.
2. Karya berbentuk digital, apabila karya dibuat secara manual, maka hasil akhir berupa **scan 150 dpi**.
3. Submisi dalam ZIP (**Nama_JudulKarya_IC**), berisi penjelasan dan gambar (**.pdf**).

Artwork Criteria

1. Berukuran **A2**, warna menyesuaikan konsep (boleh **penuh warna / hitam - putih**).
2. **Aset visual / sketsa** (logo, perpektif interior, detail aset penting).
3. **Bentuk interaksi** dalam pengembangan ide konsep (sistem, penjelasan letak interkasinya).
4. **Latar belakang karya** (alasan membuat karya, tujuan, USP (Unique Selling Point)).

Assessment Format

Konsep 40%
Orisinalitas 40%
Kerapihan 20%

Form Link

<http://tiny.cc/kurawal4registandsubmit>

Contact Person :

Fira

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Brief

Cafe is a place to relax and spend time, where visitors can order drinks and food while enjoying the facilities there. Recently, unique themed cafes such as the cat cafe and toilet cafe are rife about being discussed and visited. "A Special Cafe" offers a unique and "special" free concept based on participant's perceptions.

Rules

1. It should not offend any ethnicity, religion, race, inter-group relations, and does not contain any provocative matters, pornography and violence.
2. Display the final artwork digitally. If the artwork is made manually, the final result should be **scanned 150 dpi**.
3. Submission in ZIP (**Nama_ArtWorkTitle_IC**), containing explanation and images (**.pdf**).

Artwork Criteria

1. **A2** in size, the color should match with the concept (maybe **full color / black & white**).
2. **Visual assets / sketches** (logo, interior perspectives, important asset details).
3. **Form of interactions** in the concept ideas' development (system, explanation of the interaction settings).
4. **Artwork's background** (motive for creating artwork, purpose, USP (Unique Selling Point)).

Assessment Format

Concept 40%
Originality 40%
Tidiness 20%

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