



Dynamic
Interactive
Pitch 3

I. Dear Diary

Core experience:

Explore interactive book & **recall** the past **memories** in school.





Project Overview

Create an interactive book with diary content that record a student's daily life, causing a contrast between the fun student life and boring working life.

The slide features a white background with various colorful, stylized illustrations of fruits and leaves scattered around the text. These include a blue cluster of grapes, a sliced orange, a green kiwi, a slice of watermelon, a yellow lemon, a green leaf, a yellow slice of citrus, a strawberry, a banana, a green leaf, a green kiwi, a cherry, and a whole orange.

Target Audience

Adult

Who experienced the tiredness of working life, who would appreciate fun school life.

Visual References

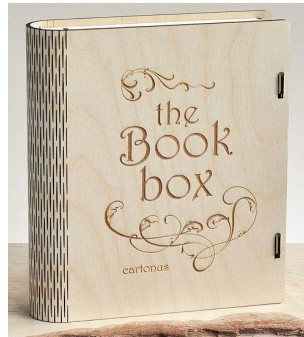
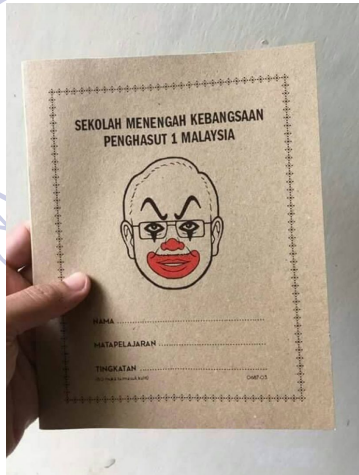


Image References



School Uniforms 



How to bring them back to the past?

1

Memorable Design

Using a packaging that every Malaysian are familiar with – a school booklet.

2

Memorable Content

Using daily scenario of a student as the interactive content interface.

3

Adult Perspective Diary

Appear words that describe feeling of an adult recalling the past memories.





User Flow

1

Open up the interactive book.

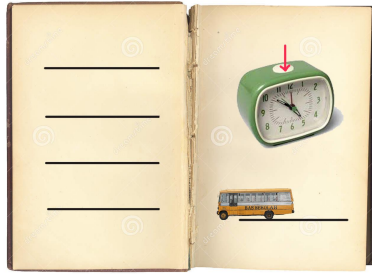
2

Follow the indication to interact with all elements.

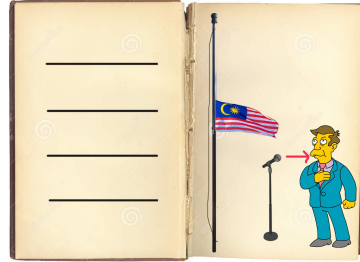
3

Get audio responses & Visual responses from the words that appear.

Wake up to school



School assembly



Salute to the teacher



Sleeping in the class



Eraser battle



Alarm

Why is our class must start at 7.30 am??!



During my school life, it is so fulfilling. Wake up at 6am and gain new knowledge everyday. Now I'm just a slave working for the devil.

Assembly

Today, headmaster talk about life lesson again. It is so boring.



I miss those days when I could just listen to the adults rant about their life and give us life lessons. Now I'm one of the pity worker, experiencing the scenario the headmaster told us about.

Salute

Every day we will need to salute to at teachers at least 10 times.



If I had a chance, I would like to salute to them once more sincerely and solemnly. To thank them for their patience and teaching.

Sleep

I get caught sleeping in class. Miss Tan punish me again. =(



I guess I would be a super successful person if I did not sleep in her class, I'm so smart but it's just a waste I did not use them on the right place.



2. Kedai Runcit

Core experience:

Explore miniature stores & **listen** to casual story happen between different races.



The slide features a white background with various colorful, stylized illustrations of fruits and leaves scattered around the text. At the top, there is a blue cluster of grapes, a slice of orange, a green lime, and a slice of watermelon. On the left side, there is a yellow lemon and a green leaf. On the right side, there is a green lime and a slice of orange. At the bottom, there is a strawberry, a banana, a green lime, a cherry, and an orange. The text is centered and reads:

Project Overview

Create a miniature kedai runcit which toes with everyone's life (Malaysian must have went to a kedai runcit).
Regardless which races own the kedai runcit, all Malaysian still live together using our very own **Malaysia slang.**

Mockup

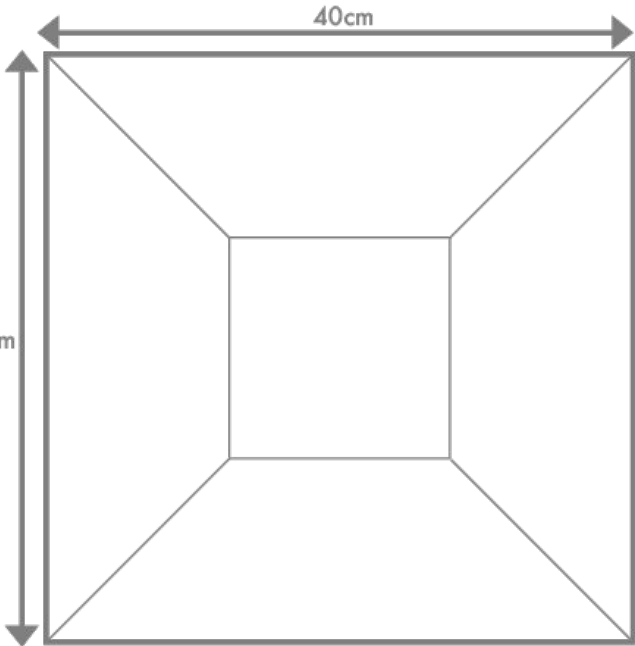


Visual References

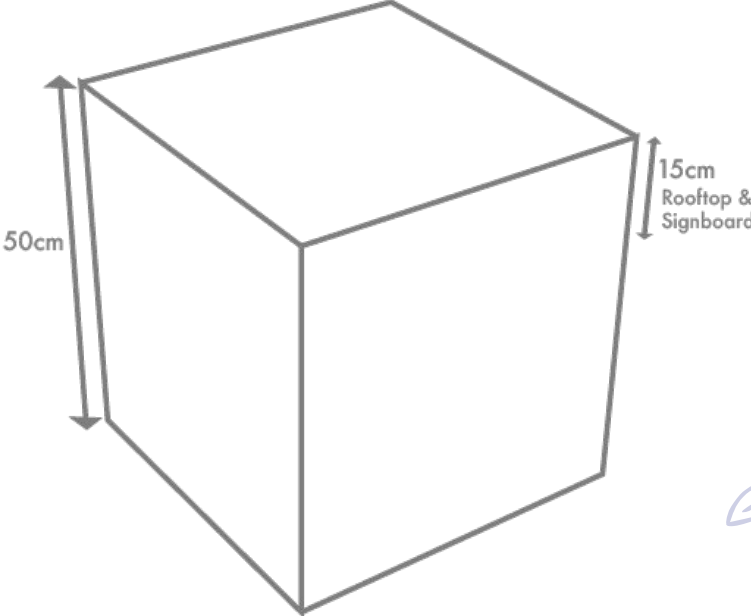


Measurement

Top view



Side view



15cm
Rooftop &
Signboard

User Flow

1

See “Selamat Datang” words appear on top of the box.

2

Follow the instruction on top if the box and put on the headphone.

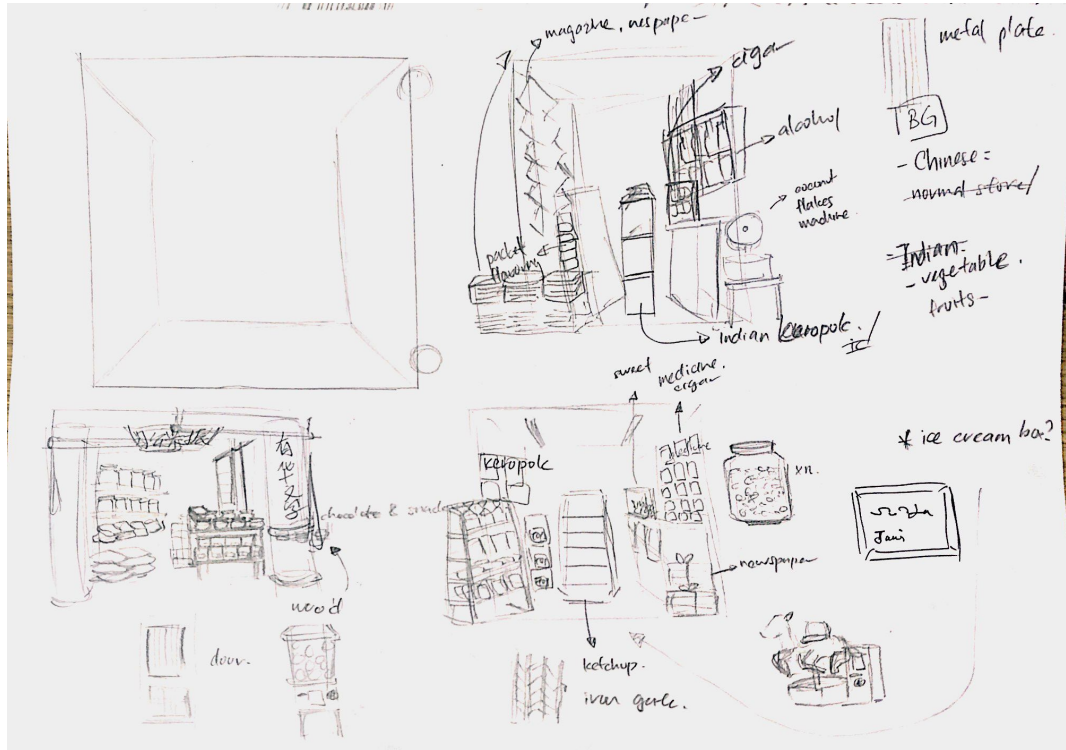
3

Touching blinking objects.

4

Listen to the talking between different races people with Malaysia slang.

Sketches for Interior Content



Sketches for Interior Content

Herbs

Rice

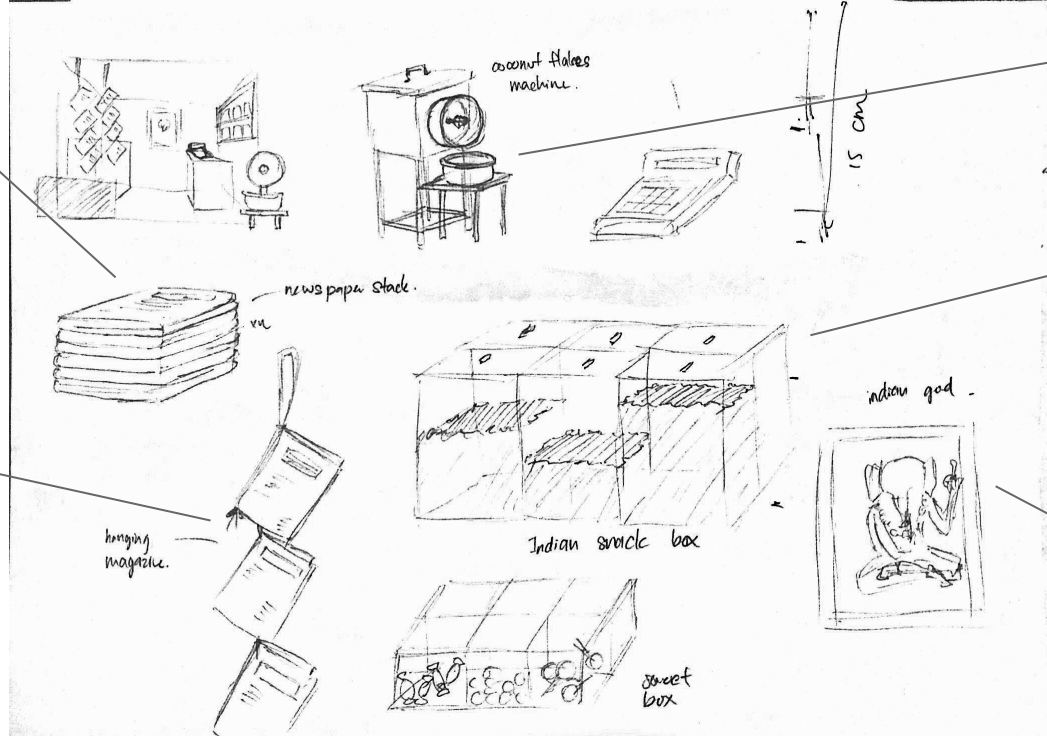
Capsule machine

Snacks & Sweets



Sketches for Interior Content

Newspaper



Coconut flakes machine

Indian snacks

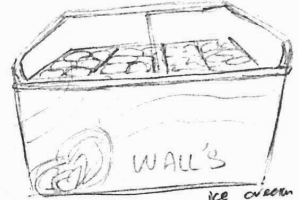
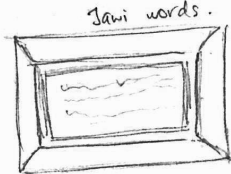
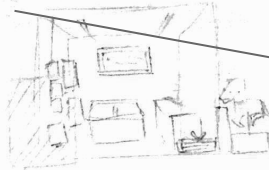
Magazine

Indian snack box

Indian god image

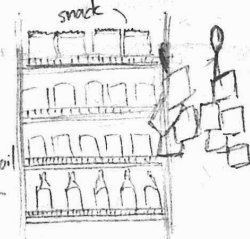
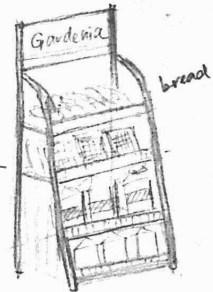
Sketches for Interior Content

Jawi writing



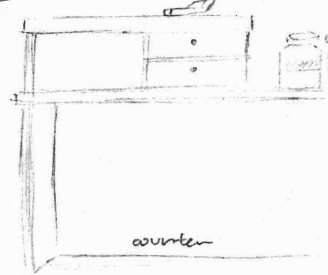
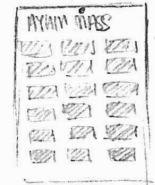
Ice cream box

Bread rack

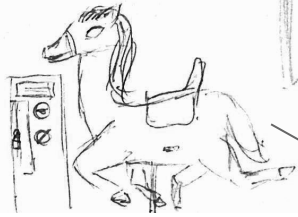


Keropok & snacks

Package spices



Horse riding machine





Content

Script

Chinese Kedai Runcit

Malay-Chinese

[Biscuit bucket]

M: “Kak, biskut ni boleh try ke?”

C: “Nak try kena beli ni. Haha. Nah bagi mu.”

M: “Oish! Sedap betul biskut ni. Berapa ni?”

C: “Ini 100g tiga setengah. Berapa gram lu mau?”

M: “100g cukup dah.”

C: “OK! So sini RM3.5 lah.”

M: “Terima kasih oh aunty.”



Chinese-Chinese

[Longan]

C1: “Si tao po! 今天有某靚龙眼㗎?”

C2: “啊。。龙眼㗎 (think long)。昨天才进新货, 很新鲜哦。”

C1: “Gam ah, bei ngor 500g 啦, 算便宜一点lar.”

C2: “可以啦x2, 给你扣罢了㗎, 平时卖50块滴, 看是你, 算你45块啦。”

C1: “ok lar ok lar. Gam 谢谢了wor。”



Chinese-Indian

[Cinamon]

I1: "Tauke, cinnamon Ada ah ? "

C2: "cinnamon Ada Ada."

I1: "Mau 2 batang berapa ya?."

C2: "timbang dily yaaa..... Okie, sink 300g, so 10 ringgit lah.

packing: Kamu beli cinamon Burt apa oo. "

I1: Cinamon tu Aku masak dgn Kambing dengan garam masala, Oiccc sedan sangat!

C2: Ooo, Bolger bagi receipt ya? Lain kali says Cuba masak!

I1: yang tu perlu 1kg kambing, 300g Cinamon, garam



Indian-Chinese

[Capsule machine]

Indian child: “Excuse me, can I tukar siling?”

Chinese: “Dik, nak tukar berapa?”

Indian child: “ Mau tukar 2 lima puluh sen, naik main pokemon bola
Tu.”

Chinese: “Thank You!”

(machine sound)

Indian child: “Yes! I get the pokemon!”



Malay Kedai Runcit

Indian-Malay

[Biskut piring]

I: “Boss, nak 2 bungkus keropok colourful ni.”

M: “Bukan, ni biskut piring la, apa keropok colourful aduhai(laugh)”

I: “Oh, i though ini keropok, 20 tahun dah.” (laugh)

M: “ (laugh) Kelaka betul.”



Chinese-Malay

[Ice-cream]

Chinese papa: “Ah boi boi! 不可以买ice-cream啊！”

Chinese kid: “Yerrr..我要吃啦！”

Chinese papa: “I say NO ah boi!”

Malay: “Aiyo! lama -lama sekali, bagi dia makan jer la.”

Chinese papa: “Bukan boss, gigi dia pun dah rosak banyak, nak makan lagi, nanti tak ada gigi lah.” 知道吗！变没牙公啊！”

Malay: “HAHA boi, next time kamu mari, aku belanja kamu makan ya!”

Chinese kid: “Yayyy!” + Chinese papa: “Aduh”



Indian-Malay

Water

Malay: Bang, mahu beli Satu 100plus je.

Indian: okayy, Baru balik dari training ya?"

Malay: ya lah, I mewakili sekolah dalam pertandingan badminton tahun ini. Jadi banyak training lah.

Indian: oh hebatnye Aishah ni.

Malay: Tak lah, malunya cakap macam ni. Tapi thank you ya.

Indian: awak mesti boleh! Berlatih sungguh sungguh ya!



Malay-Malay

[Sweets jar]

M1: “Ketatnya, bang bang tolong buka ni!”

M2: “Boleh! Eh mana adik mu?”

M1: “Oh, dia ada kat rumah buat kerja sekolah.”

M1: “Oh, abang bagi free gulax2 lah! Juga bagi adik ya!”

M1: “Thanq bang!”



Chinese-Malay

[Horse riding machine]

Chinese kid: “妈妈，你看我会骑马！”

Chinese mom: “小心点啦！等下跌下来，不要跟我呱呱叫！”

Chinese mom: “Tengok! Budak ni betul suka main la!”

Malay: “Takpelah! Budakkan!”

Chinese mom: “Pening kepala ku.”

(horse riding machine sound)



Indian Kedai Runcit

Malay-Indian

[Newspaper]

M: “Bang, surat khabar Metro semalam ade tak?”

I: “Tak ade dah lah! Nape nak beli surat khabar semalam punya?”

M: “Tak ada apa penting la. Cuma adik aku ada dalam berita semalam
Nak collect jer.”

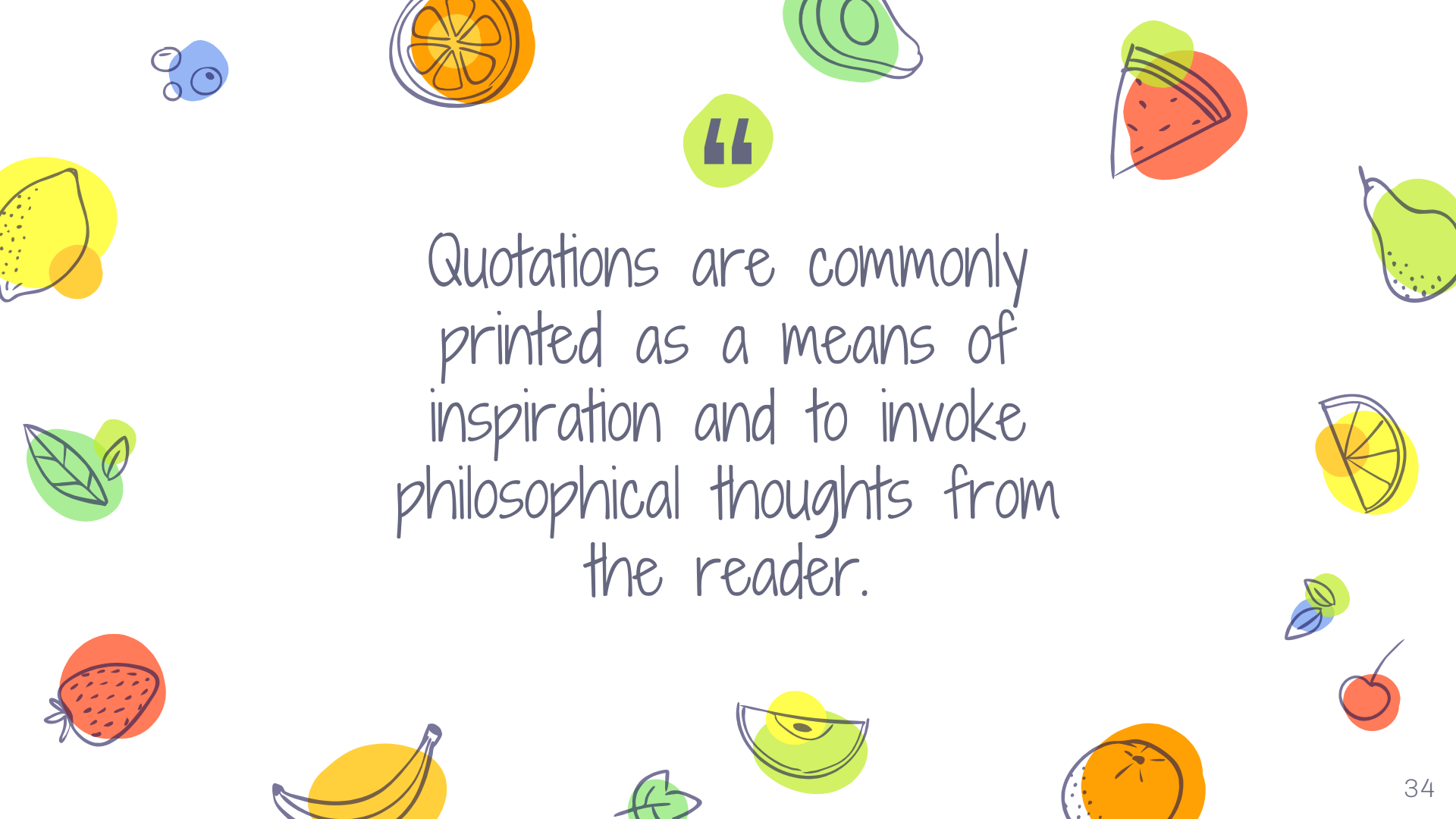
I: “Oh! Filza dapat champion ke?”

M: “Yalah! Kita semua happy betul!”

I: “Oh baguslah bersakit-sakit dahulu, bersenang-senang kemudian.

(laugh)



The background is white and decorated with various colorful illustrations of fruits and leaves. At the top left, there are blue bubbles. Below them is a yellow lemon. To the right is a slice of orange. Further right is a green kiwi. At the top right is a slice of watermelon. On the far right is a green pear. In the middle right is a yellow slice of orange. Below that is a small green and blue leaf. At the bottom right is a red cherry. At the bottom left is a red strawberry. In the bottom center is a yellow banana. At the very bottom are a green leaf and a green kiwi slice. In the center, above the text, is a green circle containing two black quotation marks.

Quotations are commonly printed as a means of inspiration and to invoke philosophical thoughts from the reader.



Big concept

Bring the attention of your audience over a key concept using icons or illustrations

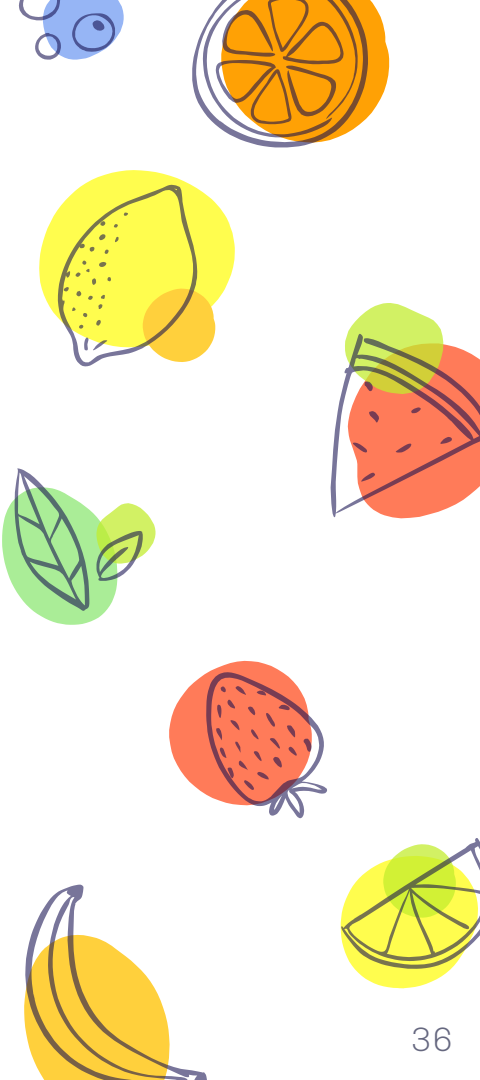
You can also split your content

White

Is the color of milk and fresh snow, the color produced by the combination of all the colors of the visible spectrum.

Black

Is the color of coal, ebony, and of outer space. It is the darkest color, the result of the absence of or complete absorption of light.

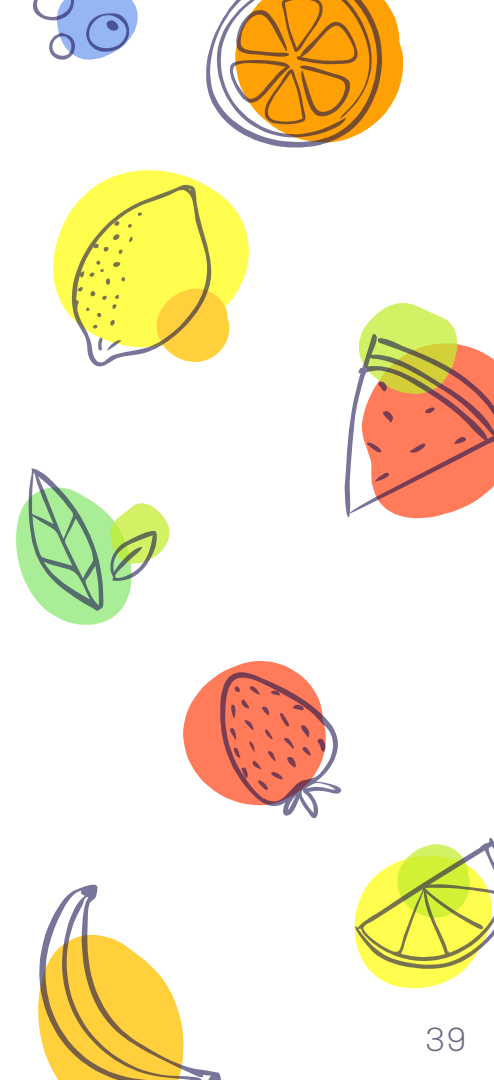
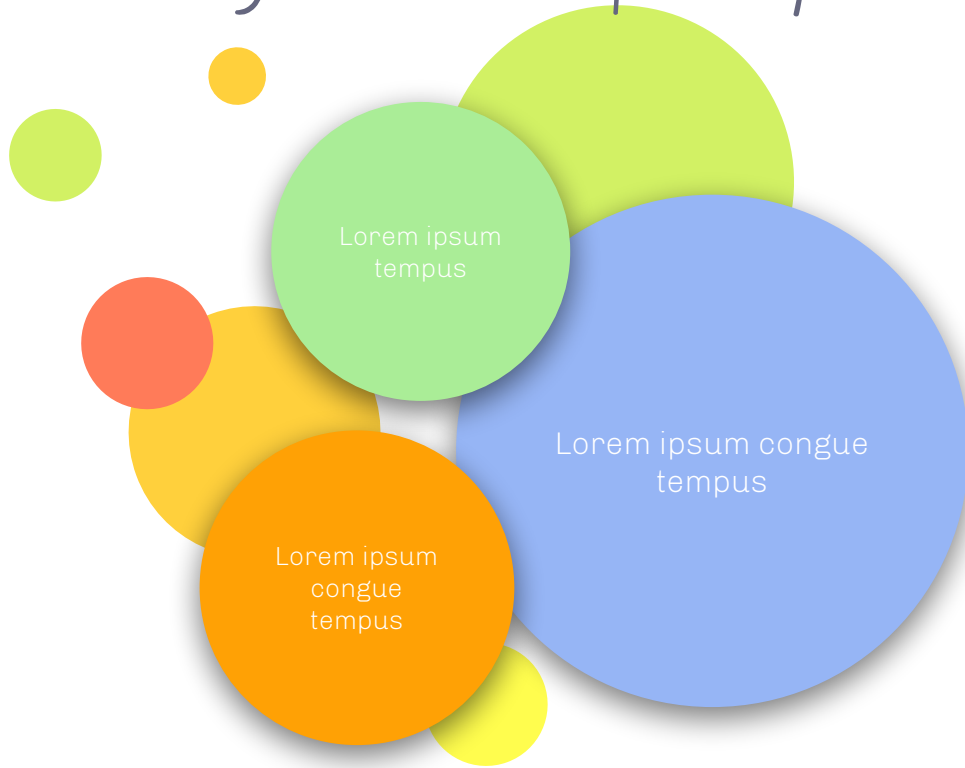


A picture is worth a thousand words

A complex idea can be conveyed with just a single still image, namely making it possible to absorb large amounts of data quickly.

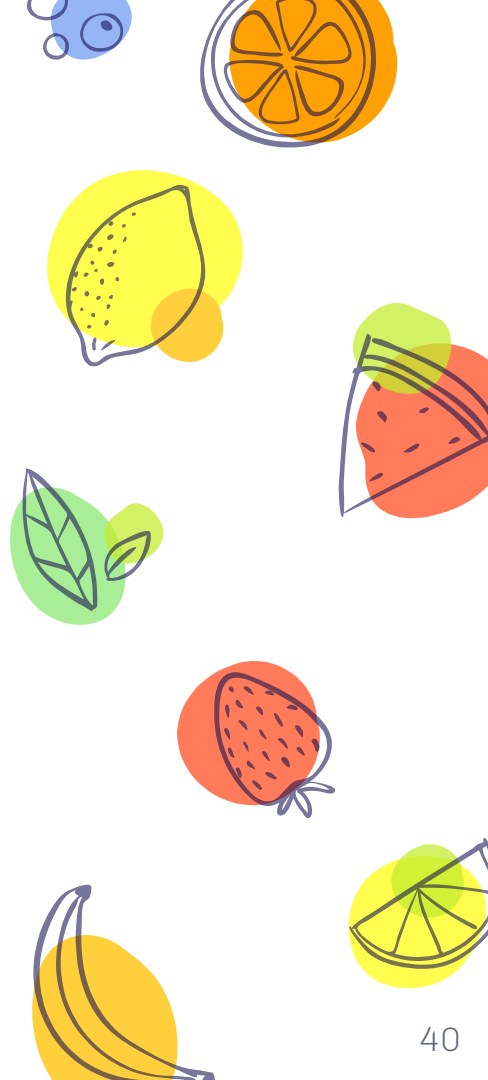


Use diagrams to explain your ideas

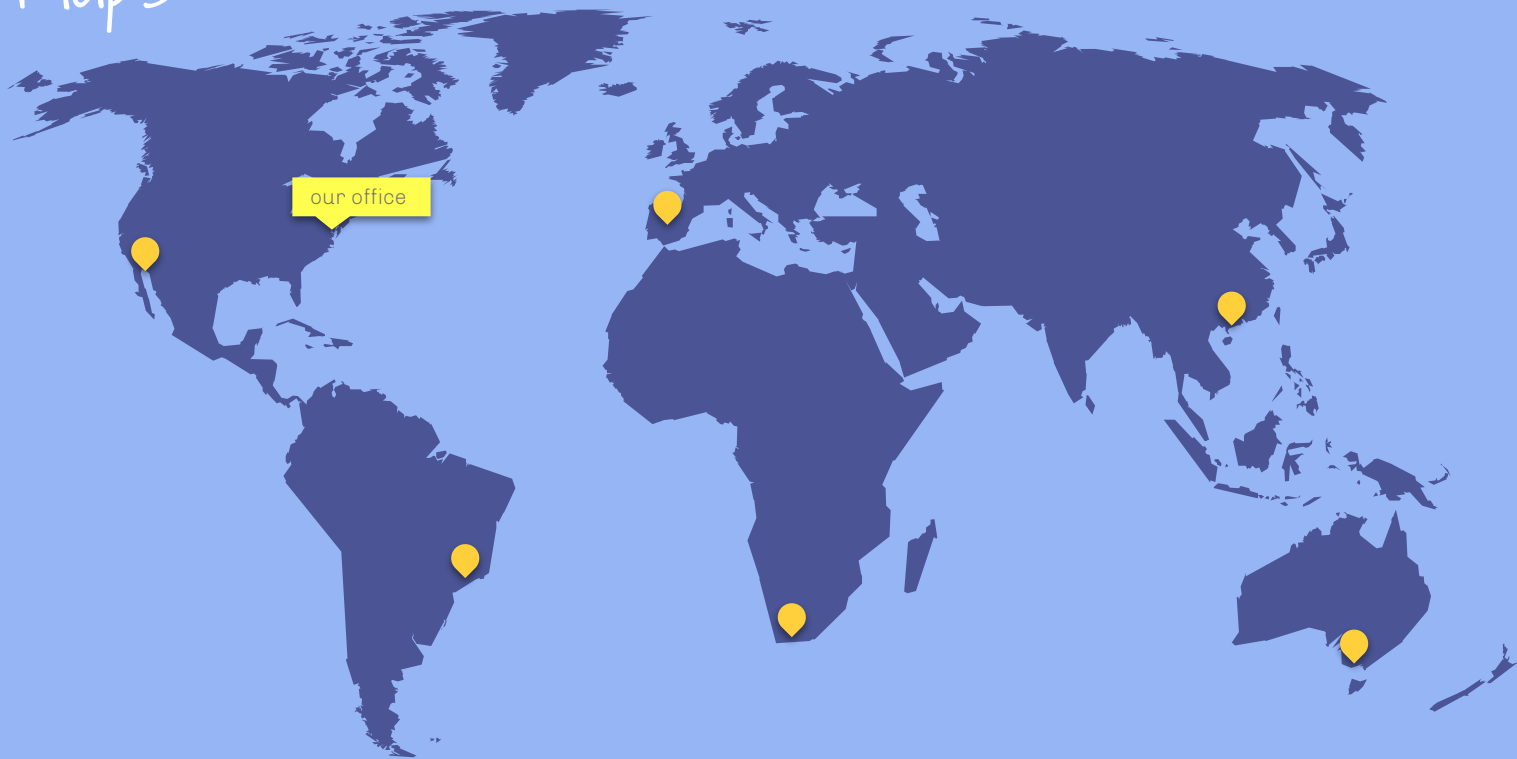


And tables to compare data

	A	B	C
Yellow	10	20	7
Blue	30	15	10
Orange	5	24	16



Maps





89,526,124

Whoa! That's a big number,
aren't you proud?



89,526,124\$

That's a lot of money

185,244 users

And a lot of users

100%

Total success!

Our process is easy

1

Vestibulum congue tempus

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor.
Donec facilisis lacus eget mauris.

2

Vestibulum congue tempus

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor.
Donec facilisis lacus eget mauris.

3

Vestibulum congue tempus

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor.
Donec facilisis lacus eget mauris.



Let's review some concepts

Yellow

Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

Yellow

Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

Blue

Is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.

Blue

Is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.

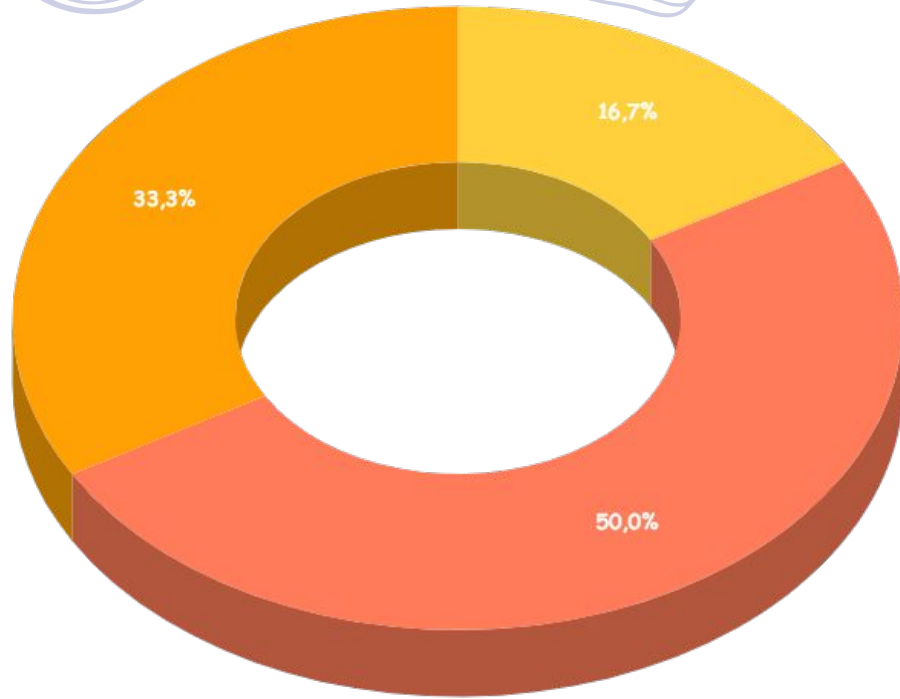
Red

Is the color of blood, and because of this it has historically been associated with sacrifice, danger and courage.

Red

Is the color of blood, and because of this it has historically been associated with sacrifice, danger and courage.

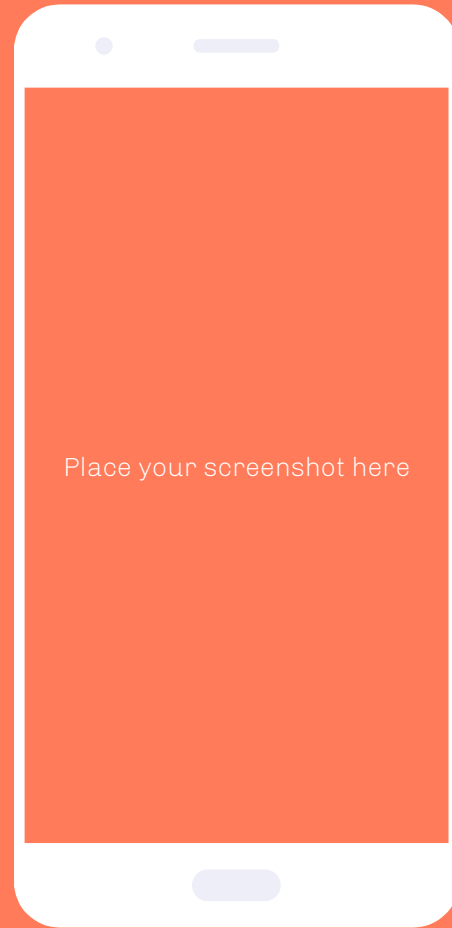




You can insert graphs from [Google Sheets](#)

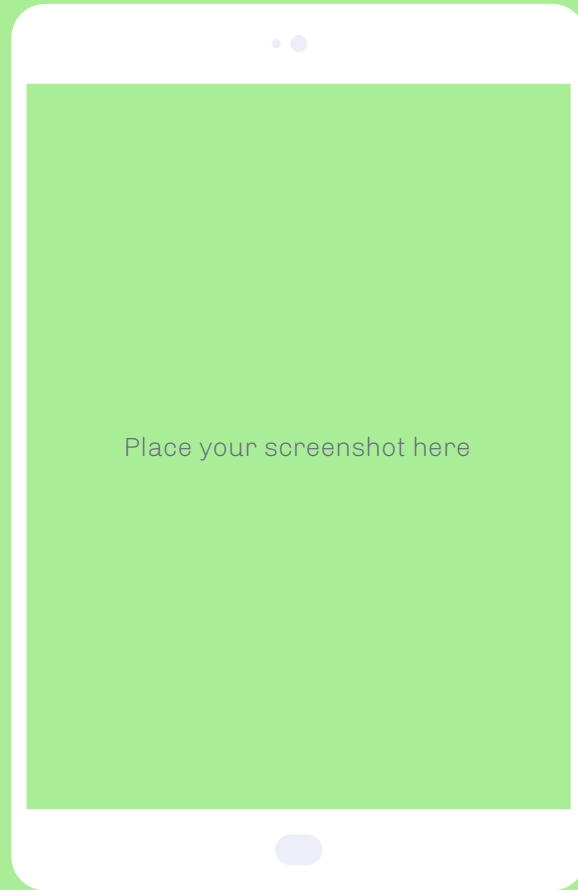
Mobile project

Show and explain your web, app or software projects using these gadget templates.



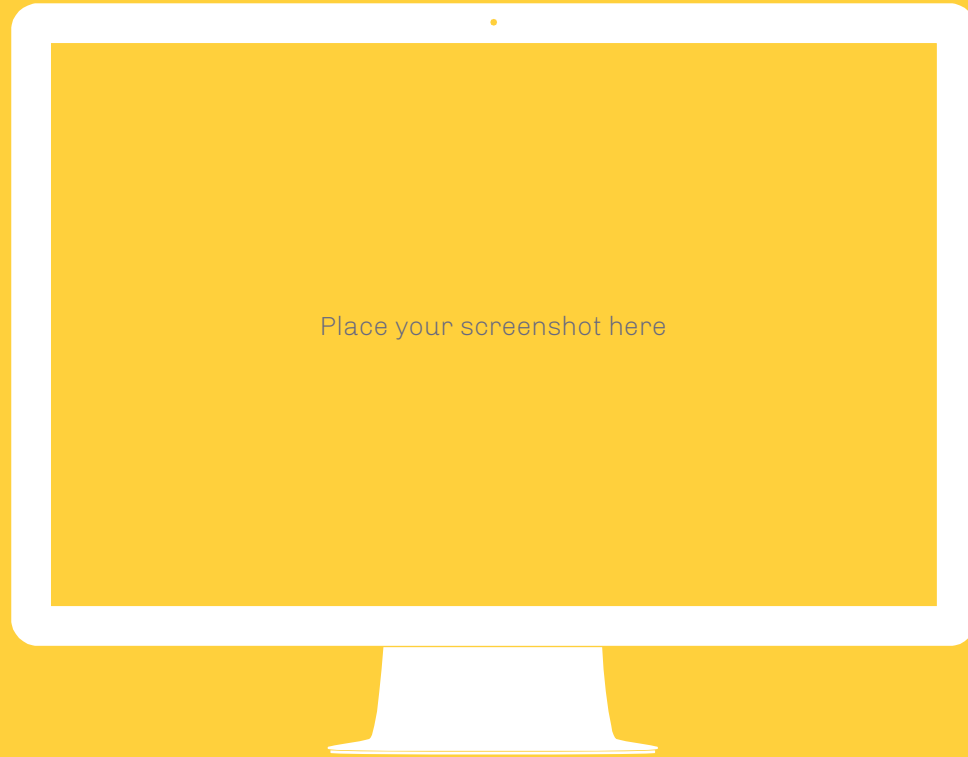
Tablet project

Show and explain your web, app or software projects using these gadget templates.



Desktop project

Show and explain
your web, app or
software projects
using these gadget
templates.





Thanks!

Any questions?

You can find me at:

@username

user@mail.me

Credits

Special thanks to all the people who made and released these awesome resources for free:

- ✗ Presentation template by [SlidesCarnival](#)
- ✗ Photographs by [Unsplash](#)



Presentation design

This presentation uses the following typographies:

- ✗ Titles: Shadows into light two
- ✗ Body copy: Chivo light

You can download the fonts on these pages:

<http://www.1001fonts.com/shadows-into-light-two-font.html>

<https://www.fontsquirrel.com/fonts/chivo>

You don't need to keep this slide in your presentation. It's only here to serve you as a design guide if you need to create new slides or download the fonts to edit the presentation in PowerPoint®



Extra graphics





SlidesCarnival icons are editable shapes.

This means that you can:

- Resize them without losing quality.
- Change fill color and opacity.

Isn't that nice? :)

Examples:



Now you can use any emoji as an icon!
And of course it resizes without losing quality and you can change the color.

How? Follow Google instructions
<https://twitter.com/googledocs/status/730087240156643328>

