

ISBN : 0000 - 0000
Volume 1, Tahun 2026



Proceedings of the 3rd Student Conference of Innovation in Media and Visual Design (IMDES 2025)

Hosted by



Co Organized by



Proceedings of the 3rd Student Conference of Innovation in Media and Visual Design (IMDES 2025)

Vol 1 : Students 2026

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iv + 225 pages, 21 cm × 29.7 cm
ISBN:

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IMDES 2025 brings together a diverse range of student works from design institutions across Indonesia and beyond.

From interactive media and speculative design to storytelling, sustainability, and systems thinking, this exhibition showcases how young creatives are navigating and shaping the future through design. Whether it's rooted in classroom research, personal reflection, or speculative thinking, each piece here reflects a deep engagement with today's most pressing questions: sustainability, technology, media, identity, and how design can shape human connection.

This year's exhibition is initiated and hosted by Universitas Multimedia Nusantara, as part of its ongoing commitment to fostering critical, collaborative, and globally minded design practices. IMDES is more than a platform, it's an open invitation to exchange ideas, push boundaries, and imagine new futures together.

We have compiled this Program Book to make it easier for participants and visitors during the event. Finally, enjoy IMDES 2025.

— Universitas Multimedia Nusantara

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WHAT IS

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International Conference of Innovation
in Media and Visual Design

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**The Innovation in Media and Visual Design
conference discussed the relationship between
mass media, people, design, and technology, as well
as digital media creation from those interactions.**

The conference interdisciplinary approach draws on design, information, social science, and the humanities, offering/allowing not only to think/design what today's design makes possible, but to invent new things on mass media and society can do using emergent technology. This conference is a sphere for those intellectuals who examine the conceptual design, praxis and research discourse on the exploration of academic merits for the design field and others. IMDES 2025 is the third event in the IMDES DKV UMN series. In 2020, the first IMDES took place virtually, while the second IMDES, which was organized in association with ASWARA, took place in Kuala Lumpur, Malaysia in 2023.

The first IMDES (International Multimedia Design Symposium) in 2020 was held at Universitas Multimedia Nusantara (UMN) on November 10-11, 2020, in Tangerang, Indonesia. The event was hosted by the DKV UMN (Visual Communication Design Department) and took place online due to the circumstances of that year. Despite the virtual format, the symposium was successful, attracting participation from several national and international universities.

The second edition of IMDES (International Multimedia Design Symposium) was conducted in a hybrid format on July 27-28, 2023, in Kuala Lumpur, Malaysia. This event was held in collaboration with ASWARA (Akademi Seni Budaya dan Warisan Kebangsaan) and international universities. The symposium was a success, seamlessly integrating both in-person and virtual participation.

IMDES 2025 was the third edition, featuring an international conference held in a hybrid format both abroad and at Universitas Multimedia Nusantara. Unlike the previous two editions, IMDES 2025 was designed not only as an international conference but also as an international design student conference and exhibition. These two new concepts were the latest additions to the IMDES event series, which was extended from July 17 to July 31, 2025. This was undoubtedly an attractive opportunity for bringing together practitioners and academics in design, technology, and media. In IMDES 2025, the event was divided into three segments:

- Academic Conference: July 30–31, 2025
- Student Conference: May 15–16, 2025
- Student Exhibition: May 15–30, 2025

STUDENT PAPERS

**CREATING CONNECTION: INTELLIGENT DESIGN
FOR A SUSTAINABLE FUTURE**

SUSTAINABLE AND INCLUSIVE DESIGN