

Student's Name: Siang Huey Yee

Student's Number: 0369549

e-Portfolio link: <https://hueyyee0369549.blogspot.com/search/label/Design%20Research%20Dissertation%20DIS60304>

Programme: Bachelor of Design (Honours) in Creative Media

Date	Items – Tasks to Do	Progress Remarks / Action/ Reflection	Student's Signature	Lecturer's Remarks
Week 1	<ul style="list-style-type: none"> Module Introduction & Briefing Recalling what was done in the previous module, Design Research Methodology, to better continue with our tasks for this module. 	<p>No Progression on the first week.</p> <p>Reflection: From the senior sample provided by the lecturer, I noticed that they created a literature matrix in an Excel sheet. I found this approach significantly easier for differentiating and analyzing the information from the articles.</p>	Siang Huey Yee	—
Week 2	<ul style="list-style-type: none"> Begin with our literature review Recommended to create a literature matrix in an Excel sheet for better compilation our literature findings 	<p>I have asked my lecturer, Mr. Asrizal, about the literature matrix for the literature review and the e-portfolio, which is our blog.</p> <p>Reflection: I created my own literature matrix on an Excel sheet, which has proven extremely helpful in organizing and synthesizing information from various sources. This structured approach allows me to easily compare key themes, methodologies, and findings across articles,</p>	Siang Huey Yee	Mr. Asrizal has encouraged us to create a literature matrix for our literature review as it is a good practice for compiling the literature we find and read. It also makes it easier for the lecturers to assess our work. For the blog, he suggested creating one final compilation post that includes all the tasks.

		providing a clear foundation for my literature review which makes it easier to identify gaps in the literature and guiding me as I continue with my research.		
Week 3	<ul style="list-style-type: none"> Feedback session with the lecturer to receive advice and suggestions on the task. 	<p>I attended a feedback session with my lecturer in which I scheduled a consultation time to share my progress on the task. I presented my work on the literature matrix and discussed my subtopics and working title for the draft dissertation.</p> <p>Reflection: After receiving feedback from my lecturer, I continued working on my literature review, which I had already completed halfway. I utilized the literature matrix to improve the clarity and depth of my writing, making it easier to organize the information effectively. This process has helped me refine my analysis and ensure a more coherent and structured review, enabling me to better address the research objectives.</p>	Siang Huey Yee	Mr. Asrizal suggested that I revise the working title to be more general, without specifically mentioning any mobile phone brands. Additionally, he advised me to use broader search keywords when looking for articles to expand my search results. He also recommended that I proceed with the literature reviews as soon as possible so he can check if I am on the right track.
Week 4	<ul style="list-style-type: none"> Feedback session with the lecturer to check on my task progression. Proceed with the next section, which is the Research Methodology for the draft dissertation. 	<p>During Week 4, I scheduled another online consultation with my lecturer to share my progress on the task. I presented my completed literature review to receive his feedback on whether it was ready to proceed.</p> <p>Reflection: While working on the review, I found myself slightly stuck at one point, noticing some repetitive content in my writing. To overcome this, I drew inspiration from a senior's sample writing, revisited the articles, and discovered new ideas and perspectives. This approach helped me refine my work and successfully complete the literature review section. After I completed my literature</p>	Siang Huey Yee	Mr. Asrizal advised me to revise the in-text citation of one of the articles with more than three authors, instructing me to mention all the names the first time I cite it in the literature review. Additionally, he recommended that I should revise my research objectives and research questions which were previously done in the Design Research Methodology module. Specifically, he suggested that instead of writing "Apple

		review, I presented it to my lecturer, making adjustments following the consultation.		mobile phones" or "Apple iPhones," I should refer to "Apple iOS" since I am discussing the system rather than a specific device.
Week 5	<ul style="list-style-type: none"> Feedback session with the lecturer to receive advice and suggestions on the task. Proceed with the next section, which is the Results/Findings for the draft dissertation. 	<p>I have scheduled an online consultation with my lecturer in Week 5 to review my progress on the draft dissertation.</p> <p>Reflection: I referred back to my previous <i>Design Research Methodology</i> Task 3 writing, which I had completed during the <i>Research Methodology</i> module. I used this previous work as a foundation, adding longer explanations and expanding on certain aspects to provide a more in-depth discussion of the research methodology. This approach allowed me to build on my existing knowledge and improve the depth and clarity of the methodology section.</p>	Siang Huey Yee	Mr. Asrizal suggested I change some references from "Apple mobile phones" to "Apple iOS" based on the statement and context. While reviewing my Research Methodology section, he mentioned that it looked fine. Additionally, he advised me to proceed to the Results/Findings section, recommending that I first provide the data description, followed by the data figure. He also clarified that the Results/Findings section should include only the data chart and analysis description, with the data discussion to be written in the section following Results/Findings which is the Discussion section.
Week 6	<ul style="list-style-type: none"> Feedback session with the lecturer to check on my task progression. Proceed with the next section, which is the 	<p>During Week 6, I have scheduled another consultation with my lecturer for showing my progress on my Results/Findings.</p> <p>Reflection:</p>	Siang Huey Yee	Mr. Asrizal advised me to modify the table for the open-ended questions to include only the top few most mentioned responses from the respondents. He also suggested adding a brief description for the table before

	Discussion for the draft dissertation.	For the Results/Findings section, I also referred back to the data I previously collected from the online survey via Google Forms, which included generated charts such as pie charts and bar charts. The data descriptions were initially written in Task 3 of the <i>Design Research Methodology</i> module. I have refined the tables to display only the top six most mentioned responses in the open-ended questions after the consultation session.		discussing the data in detail. For the other sections of the Results/Findings, he mentioned that they looked fine and encouraged me to proceed with the Discussion section. He reminded me to ensure that the Discussion addresses the research questions and provides a comprehensive conclusion for this section.
Week 7	<ul style="list-style-type: none"> • Assignment 2 & 3 Briefing Session for Visual Design and Final Dissertation • Feedback session with the lecturer to receive advice and suggestions on the task. • Proceed with the remain sections, Conclusion, Project Design Recommendations, Reference List, Abstract, Acknowledgement 	<p>In Week 7, I attended a consultation session with my lecturer to present the final progress of my draft dissertation before continuing to write the remaining sections. I showed my Discussion and Introduction to my lecturer to receive feedback.</p> <p>Reflection: At first, I was slightly confused with writing the Discussion, but after asking my lecturer and drawing inspiration from a senior's sample writing, I was able to continue with my Discussion.</p>	Siang Huey Yee	Mr. Asrizal recommended that I change the word "hypothesis" in my Discussion to "results and findings," as he mentioned it could confuse readers into thinking there is a hypothesis in this dissertation. He also noted that the remaining sections, including the Introduction, looked good. Mr. Asrizal asked if I had checked the word count to ensure I had met the minimum requirement of 7,000 words. He advised me to finish my entire draft dissertation and refine it if necessary, as he would extend the submission deadline for the draft to next week.
Week 8	<ul style="list-style-type: none"> • Complete the entire draft dissertation and submit it on 	During Week 8, which is Independent Learning week, I continued refining my work, checked for any unfinished sections, and proceeded with completing what was left to be done.		

	<p>Microsoft Teams along with the Google Drive link by 5 PM on November 15, 2024.</p> <ul style="list-style-type: none"> Proceed to Task 2 by starting the creation of the visual design moodboard for the publication of the dissertation. 	<p>Reflection: This week is Independent Learning Week, which Mr. Asrizal extended the due date for the submission of the draft dissertation to this week. This gave me more time to refine my work, continue making progress, and recheck the entire draft. While reviewing, I noticed some small careless mistakes, such as misspellings, that I had overlooked previously.</p>	Siang Huey Yee	—
Week 9	<ul style="list-style-type: none"> Feedback session with the lecturer to receive advice and suggestions on the visual design moodboard. Proceed with the publication visual design using Adobe InDesign 	<p>I have scheduled a consultation session with my lecturer to show my progress where I have shown my moodboard for the Visual Design Publication, to receive approval to proceed and gather suggestions from my lecturer. (Moodboard Canva Slides)</p> <p>Reflection: I have taken time to research my art direction and gather inspirations for the Visual Design Publication mood board, as there are many art styles and color schemes to choose from. This has made me slightly uncertain about which art style to select as the final choice for my publication design for my dissertation.</p>	Siang Huey Yee	Mr. Asrizal recommended that I proceed with a simple and minimalist style for my visual design, suggesting that I experiment with colours to make the design more interesting. Additionally, he advised against using a black background with white text for the paragraphs and contents page but mentioned that it would be acceptable for the book cover. He then asked me to proceed with my visual design, which I will be creating using Adobe InDesign.
Week 10	<ul style="list-style-type: none"> Feedback session with the lecturer to check on my task progression. 	<p>During Week 10, I continued working on the visual design for my dissertation publication. I decided to proceed with a modern and minimalist design that suits and aligns with my topic.</p>		

	<ul style="list-style-type: none"> Proceed to complete the visual design for the remaining sections. 	<p>Reflection: I ran out of ideas for maintaining a consistent theme throughout the visual design of the dissertation publication which left me slightly stuck on certain sections. Since the dissertation is about 88 pages long, I wanted to avoid repeating the same design elements while ensuring everything stayed within the chosen theme. This made it challenging to come up with different designs while maintaining consistency.</p>	Siang Huey Yee	—
Week 11	<ul style="list-style-type: none"> Feedback session with the lecturer to receive advice and address inquiries to ensure a clear understanding of the module. Proceed with the remain sections of publication design 	<p>During Week 11, I scheduled another consultation session with my lecturer to present my nearly complete visual design and receive feedback to demonstrate my progress.</p> <p>Reflection: I have nearly completed my visual design for the publication in Adobe InDesign. We will be using the Flipbook HTML5 platform to create an e-book for this publication design, which gives a realistic feel even though the design will not be printed.</p>	Siang Huey Yee	Mr. Asrizal suggested that I avoid using "Cont." in the title of the design for continuous sections of the same topic. He also advised us not to include excessive graphic elements that are unrelated to the topic, as they might appear confusing and misaligned with the content. Instead, he recommended focusing on hierarchy, colour and text placement to make the design look interesting while keeping it simple, clean, and visually appealing. Additionally, Mr. Asrizal addressed our inquiries regarding the submission of the visual design and the final dissertation.
Week 12	<ul style="list-style-type: none"> Assignment 4 Briefing Session for Research for Article Publication - KREATE 	<p>In Week 12, it was the submission deadline for the Visual Design Publication and Final Dissertation assignments. We were required to submit the Visual Design Publication as a PDF, along with the Flipbook HTML5 link for the e-book version, and upload the Final Dissertation PDF to</p>		Mr. Asrizal addressed my inquiry regarding the AI percentage of my final dissertation, noting that my percentage was slightly higher than the required threshold. He

	<ul style="list-style-type: none"> Submission of the Visual Design Publication PDF and Turnitin Report of Final Dissertation on Microsoft Teams via Google Drive link by 11.59 PM on December 15, 2024. Proceed to begin the task for research for article publication 	<p>MyTimes via the Turnitin portal to generate the Turnitin report PDF. All these documents had to be submitted together in Google Drive for final submission on Microsoft Teams.</p> <p>Reflection: I double-checked my work before submitting it to ensure both my dissertation writing and visual design publication were in order. I felt nervous when I discovered that my AI percentage was slightly higher than the required threshold, but I was extremely grateful to my lecturer for allowing me the opportunity to revise and resubmit my final dissertation.</p>	Siang Huey Yee	advised me to rewrite certain sections to resolve this issue and ensure the content aligns with the guidelines. Additionally, he asked me to resubmit the revised version within two days. I appreciated his guidance and the opportunity to make improvements, as it gave me the chance to refine my work and meet the necessary standards.
Week 13	<ul style="list-style-type: none"> Resubmitted the revised version of the Final Dissertation. Began writing the article publication for KREATE. 	<p>I have begun my research for writing the KREATE article publication, using samples from seniors as references, along with the template and examples provided by the lecturer on MyTimes.</p> <p>Reflection: I started writing my research article publication after identifying my keywords, main content, and key focus areas from my dissertation. I rewrote the article by referencing my dissertation writing to ensure consistency and relevance.</p>	Siang Huey Yee	—
Week 14	<ul style="list-style-type: none"> Complete and Submit the final assignment for article publication for KREATE on Microsoft Teams via Google Drive 	<p>During Week 14, it will be the submission of the final assignment of this module. We were required to submit our whole google drive link for this module along with 3 subfolders: Draft Dissertation, Visual Design Publication & Final Dissertation and Research for Article Publication.</p>		Mr. Asrizal addressed my inquiry about the final assignment submission details, informing me that he would post the submission instructions on Microsoft Teams.

	<p>link by 11.59 PM on January 5, 2025.</p>	<p>Reflection: I am truly grateful for the opportunity to take this module, as I have learned so much throughout the process. Not only did it help me enhance my writing skills and improve my English proficiency, but it also allowed me to gain a deeper understanding of my research topic. Through extensive research and analysis, I explored the impact of emotional design on mobile platforms, focusing specifically on Apple iPhone users. I collected valuable user experiences and feedback which provided me with a well-rounded perspective and enriched my understanding of how emotional design influences user behavior and perception. Additionally, I gained significant knowledge about visual design for publication. I learned that publication design should strike a balance between creativity and minimalism, avoiding overly fancy or overwhelming elements. This balance ensures that readers remain focused on the main content without unnecessary distractions. This deeper understanding of my topic and the principles of publication design has not only refined my academic skills but has also broadened my appreciation for the importance of thoughtful and user-centric design in both research and creative projects.</p>	<p>Siang Huey Yee</p>	
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