

Gamified Learning Management System Game Asset Planning 'Klasster' with Myerson's Method to Increase Interest in Education Games for Elementary School Students

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Abstract

The increasing development of technology, especially in terms of games, games themselves have shown their existence in the field of education and there are many games that exist today which aim to advance the education of their users. On the other hand, the Covid-19 pandemic itself has become a big obstacle in the world of education where all things education must end with the online system. This in itself is a problem because students cannot participate in learning activities optimally and not many also think that the online education system is very ineffective and boring. The role of the Klasster game is to maximize teaching and learning activities to make it easier for children to like and have a fun and interactive impression even though it is still an online system. The planning itself gather the data using qualitative method and Myerson's method to get the most valid data for this design. This The purpose of this design is to design assets that can give users an attractive and exciting visual impression so that the Klasster game itself can fulfill its vision and mission as a whole. In addition, printed promotional media in the form of concept art books from the design of the Klasster game assets are also designed and there are also tote bags, clothes, and masks which aim as promotional media to increase people's brand awareness of the Klasster game.

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