

DESIGN OF 3D VIRTUAL REALITY ASSETS FOR MA CHUNG UNIVERSITY BUILDINGS USING HARD-SURFACE MODELLING TECHNIQUE AS AN INTRODUCTION MEDIA FOR NEW STUDENTS

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Abstract

The rapid advancement of technology in the digital field has greatly facilitated and eased human problem-solving and overcoming various challenges. One of these digital technologies is Virtual Reality (VR). Virtual Reality is a digital technology that describes an object or situation through three-dimensional (3D) visualization, and users can interact with an immersive virtual environment. Ma Chung University is a private university located in Malang city consisting of five main buildings: the Rectorate, Bakti Persada, Student Center, Balai Pertiwi and RnD. The university's introduction methods are still considered traditional. This research uses a qualitative method with a descriptive approach. The purpose of this research is to design a university introduction media using 3D digital media titled "Design of Virtual Reality 3D Assets for Ma Chung University Buildings using Hard-Surface Modelling Technique as an Introduction for New Students."

Keywords: 3D Modelling, Virtual Reality, Digital Technology