

ABSTRACT

Abstract

This project aims to develop visual assets for PataLand, a Metaverse application themed around music and beaches, focusing on the innovative integration of 3D design and UI/UX. Using the Agile methodology, the development stages included requirement gathering, planning and design, implementation, and asset testing. The design process utilized tools like Blender for 3D modeling and Figma for UI/UX design, with optimization techniques such as mesh reduction and efficient texturing to ensure optimal performance across various devices. A total of 30 visual elements were developed in this project. Survey results and usability testing showed a 250% improvement in application performance and an increase in playability across devices from 40% to 90%. In conclusion, the innovations in visual asset development and the methodological approach used successfully created elements that can be seamlessly integrated into the PataLand application, enhancing the overall user experience.

Keywords : Visual Asset Development, Metaverse, 3D Design, UI/UX