

ABSTRACT

Advances in digital technology have spurred changes in people's learning methods, especially through mobile applications that provide flexibility and access without time or location limits. However, amidst the rapid development of educational apps, learning media for drawing, which is part of fine arts and design, has seen little progress, despite drawing's important role in enhancing creativity, visual communication, and critical thinking. This field is commonly taught in majors such as Visual Communication Design (VCD), Fine Arts Education, and other visual arts study programs. On the other hand, the drawing process requires motivation and perseverance. This study aims to design a gamification-based learning to draw mobile application prototype as an innovative solution that integrates digital learning structure with game elements such as points, levels, challenges, and rewards. A Design Thinking approach is applied to user needs, formulate problems, and develop solutions based on optimal user experience. Data collection was conducted by observing similar applications (Procreate, Duolingo, and ArtWorkout), using questionnaires, and conducting interviews with targeted users. This application is intended for students, college students, and young artists in Indonesia, especially those in areas with high technology access. It is hoped that the results of this design can increase user motivation and involvement in learning to draw independently, and answer the limitations of interaction, flexibility, and personalization in digital-based visual arts learning.

Keywords: drawing, mobile app, gamification, Design Thinking, digital learning