

## **ABSTRACT**

### *DESIGNING VISUAL ASSETS IN SIMULATION GAME “NENDO LIFE” ABOUT NENDOROID COLLECTOR*

*Nendoroid collectors are people who have a high dedication to their loyalty towards their hobby in collecting Nendoroids (a type of action figure), so they tend to spend their money just to buy objects that they want to collect, despite what they collect are not necessarily benefit in the future. The making of visual assets about Nendoroid collectors is one form of information and media to visually represent how is the life and condition of Nendoroid collector through simulation game that is visually appealing so it increases the attention of target audience to know more about Nendoroid collector especially the one who are still college students. Mobile platform is used so that the game can be played anywhere and anytime, also so that the assets displayed in the form of miniatures. To display the nuances of students who is a collector, data collection methods such as literature study, interviews, and audio visual are used. Then a qualitative method of data analysis was conducted to produce products in the form of visual game assets for simulation themed games.*

*Keywords: Collector, Nendoroid, Visual Asset, Simulation Game*