

## ICON HMC – schedule

<b>Day 1 (4 Oct 2017)</b>	
9.00 – 10.00	Registration @ SMMTC foyer
10.00 – 10.30	Morning Tea
10.30 – 11.30	Keynote 1, Seminar Hall A MdmJuhaidahJoemin, Managing Director of Giggle Garage
11.30 – 12.30	Keynote 2, Seminar Hall A Prof Dr. Che SuMustaffa, Professor of Communication, SMMTC
12.30 – 1.15	<ul style="list-style-type: none"> <li>▪ Negaraku</li> <li>▪ Biruwarna</li> <li>▪ UUM Corporate video</li> <li>▪ Doa recitation</li> <li>▪ Opening ceremony</li> <li>▪ Best paper award</li> </ul>
1.15 – 2.30	Lunch and break
Invited paper	
2.30 – 2.50	<b>PID33</b> – Burn In Zone: Monitor Physical Activity Intensity with Target Heart Rate [Design and Development of the Game]
2.50 - 3.10	<b>PID73</b> – Design and Development of M-Faraid: An Islamic Inheritance Mobile App [Islamic Creativity]
3.10 – 3.30	<b>PID54</b> – Investigation of Folktale's Dramatis Personae on a Select Malaysian Folktale to Test and Visualize Its Applicability and Pattern in Malaysian Context[Culture & Heritage]
3.30 – 3.50	<b>PID75</b> Classifiable Elements for a Model of Malaysia Digital Game Content Rating System Guideline: A Comparative Analysis [Multimedia]
3.50 – 4.10	<b>PID76</b> – A Systematic Approach to Developing a Framework of Decisional Guidance for Computerized Personal Decision Aid [Multimedia]
4.10	Tea and end of Day 1

<b>Day 2 (5 Oct 2017)</b>			
<b>8.00 – 9.00</b>	<b>Registration</b>		
	<b>Parallel 1@ room 1</b>	<b>Parallel 2@ room 2</b>	<b>Parallel 3@ room 3</b>
9.00 – 9.15	<b>PID41</b> Usability Of Multi-Lingual Mobile Learning Content For Newly Reverts	<b>PID38</b> Interactive Algorithm Animation On Mobile Platform: Design And Development Strategies	<b>PID58</b> A Review of Virtual Reality and Motion Capture In Martial Arts Training
9.15 – 9.30	<b>PID44</b> The Measurement of UUM Bus Helper Mobile App User Satisfaction among UUM Students	<b>PID47</b> Design Features of Virtual Reality Foot Reflexology Stress Therapy	<b>PID59</b> Effects of Digital Persuader for Society In Reducing Children Dental Anxiety
9.30 – 9.45	<b>PID35</b> Incorporating Digital Storybook In Educating Children In Schools In Yemen	<b>PID78</b> Design And Development Of Persuasive Virtual Training Environment For Viva Voce Session	<b>PID40</b> Digital Natives Vs Digital Immigrants: Interpretation of Whatsapp Emojis Meaning
9.45 – 10.00	<b>PID46</b> Digital Storytelling: Means to Improve Education in Yemeni Schools	<b>PID45</b> Abstract versus Realistic Styles: Experience Based Design Graphic Style (EBGDS) Games - lilian	<b>PID68</b> Evaluation for The Archiving Model of Mp3 File In Preventing Duplication
10.00 – 10.15	<b>PID49</b> My e-KPP	<b>PID74</b> Design And Development Of Math Venture Game	<b>PID43</b> Multi-Lingual Supports Usability of Mobile Tongue Cancer
10.15 – 10.30	<b>PID67</b> Non-Applying Signaling Principle Increase Excise and Memory Load in Interactive Learning Material	<b>PID77</b> Enhancing Digital Congkak With Rewards	<b>PID88</b> Improving Experience In Learning Interaction Design Through Action Research
10.30 -10.45	<b>PID70</b> Persuasive Multimedia In Truancy Awareness (PMTA): User Testing On “KitakanKawan”	<b>PID69</b> Augmented Reality Concept for Physics Laboratory Experiment Setting	
<b>10.45 – 11.00</b>	<b>Morning tea</b>		
	<b>Parallel 4 @ room 1</b>	<b>Parallel 5 @ room 2</b>	<b>Parallel 6 @ room 3</b>
11.00 – 11.15	<b>PID48</b> Mobile Learning Applications: Characteristics, Perspectives, And Future Trends	<b>PID36</b> Effectiveness of Island Homestay Advertisement	<b>PID62</b> Determination of Spatial Relationship Features Between Nodule and Lung Zones Inside Chest X-Ray images
11.15 – 11.30	<b>PID42</b> Validating A Conceptual Model of Affective Mediation Digital Training For Training of Trainers (ToT) In Education Through Expert Reviews	<b>PID51</b> Mobile Augmented Reality In Advertising For Printed Media Microenterprise	<b>PID50</b> User Evaluation of Be Careful Mosquito-Borne Viral Diseases Mobile Application
11.30 – 11.45	<b>PID61</b> The Role Of Social Media Marketing Communications In Developing Consumer-Based Brand Equity: A Conceptual Framework	<b>PID55</b> Preferred Element Principle of Design In Effective Photography	<b>PID52</b> Persuasive Technology and Mobile Healthcare: A Critical Review
11.45 – 12.00	<b>PID71</b> Musical Power And Its Affect On Consumer Decision Making	<b>PID63</b> Development of Daily Prayer for Children (DPC)	<b>PID53</b> The Hazards of Smoking Mobile App
12.00 – 12.15	<b>PID60</b> MuziumPadi Kiosk: A Case Study In MuziumPadi Kedah	<b>PID37</b> Wayfinding Concepts And Navigational Performance In Public Environments	
12.30 pm	Lunch end of Day 2		