HIMAL-US: A MULTIMEDIA BASED COMIC BOOK

ON THE LEGEND OF GUIMA AND ARAS

An Undergraduate Thesis

Presented to the Faculty of the

College of Information and Communications Technology

West Visayas State University

La Paz, Iloilo City

In Partial Fulfillment

of the Requirements for the Degree

Bachelor of Science in Entertainment and Multimedia Computing

by

JM G. Delgado

Christ Mae E. Diaz

Erjohn S. Fernandez

Veronica E. Lumahan

June 2024Approval Sheet

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| Dr. Joel T. De Castro |  | Ms. Christy Villano |
| Panel |  | Panel |
|  |  |  |
| Engr. Karen Alinor Dumpit |  | Ms. Janine Defante |
| Panel |  | Panel |
|  |  |  |
| Dr. Evan C. Sumido |  | Mr. Mark Joseph J. Solidarios |
| Panel |  | Adviser |

Concurred:

Dr. Evan C. Sumido Dr. Ma. Beth S. Concepcion

Chair, EMC Dean, CICT

June 2024

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JM G. Delgado

Christ Mae E. Diaz

Erjohn S. Fernandez

Veronica E. Lumahan

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Abstract

This capstone project aimed to use a multimedia-based comic book in storytelling to improve individuals' visual literacy and it can be a tool for entertainment to expand the readers’ knowledge in the preservation of Guimaras’ culture - The Legend of Guima and Aras. This study's primary objective is to create a digital comic book with unique characters, background music, and stylized animation. This multimedia-based comic book works on computer and mobile devices in Windows, macOS, Android, and iOS operating systems. It offers an immersive digital experience of the island's legend and allows readers to connect more deeply with the story. The output of this study will be beneficial to various groups. Firstly, it will enrich the knowledge of children, students, and teachers about the Guima Aras Legend. Additionally, the local community, governmental, and non-governmental organizations of Guimaras will benefit from this multimedia comic book on The Legend of Guima and Aras, serving as a valuable cultural resource. Furthermore, artists will find inspiration in this work for creating multimedia artworks, fostering creativity and innovation. Lastly, future researchers will have a solid preference for their studies related to this topic. This study was conducted on sixty-nine (69) participants which forty-one (45) came from Guimaras and twenty-three (24) outside of Guimaras chosen through convenience sampling. The overall computed mean of the Entertainment Aspect of the comic book from survey questions garnered an "Excellent" interpretation with E7-Characters having the highest score of 4.49. After a thorough examination, verification, and validation, it was concluded that the proposed multimedia-based comic has successfully met the readers’ expectations and accomplished the set objectives.

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