

A Discussion on the Design Practice of College Students for Virtual Avatars in Social Media Ecology

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Abstract : Due to digital transformation and social media development in recent years, various real-time interactive digital tools have been developed to meet the design demands for virtual reality avatars, which also promote digital content learners' active participation in the creation process. As a result, new social media design tools have the characteristics of intuitive operation with a simplified interface for fast production, from which works can be simply created. This study carried out observations, records, questionnaire surveys, and interviews on the creation and learning of visual avatars made by students of the National Taiwan University of Science and Technology (NTUST) with the VRoid Studio 3D modeling tool so as to explore their learning effectiveness on the design of visual avatars. According to the results of this study, the VRoid Studio 3D character modeling tool has a positive impact on the learners and helps to improve their learning effectiveness. Students with low academic achievements said that they could complete the conceived modeling with their own thinking by using the design tool, which increased their sense of accomplishment. Conclusions are drawn according to the results, and relevant future suggestions are put forward.

Keywords : virtual avatar, character design, social media, vroid studio, creation, digital learning

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