IDEALOGY
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Analysing Design Components in Mix Media Cultural Preservation Documentary Culminating in Word Cloud

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ABSTRACT

In today's digital world, keeping cultural heritage alive needs more than just traditional documentary styles. With fast changes in technology and the strong pull of digital media, many young people don't realize they are slowly losing touch with their cultural roots. They often follow global trends and live in a digital lifestyle that makes traditional values and practices feel far away. This journal looks at ten mixed media cultural documentaries and focuses on the design components used like the elements of design, photography, images, video, animation, sound, and typography. The goal is to see how these tools can help make cultural stories feel more real, interesting, and easier to understand for the younger generation. The findings show that when these mixed media elements are combined well, they can improve storytelling and help people connect better with what they see. However, helping youth understand and appreciate culture is not simple. It takes more than just good visuals it also needs smart ideas, content that feels close to their daily lives, and something they can feel emotionally. Mixed media has a lot of potential to do this, but it must be done with care, so the message reaches young people in a way that truly matters.
Keywords: Design component1, Mix media2, Culture preservation documentary3

1 INTRODUCTION

Mixed media define as combination of design components to create an immersive and emotionally engaging storytelling experience. According to *Exploring the Role of Visual Information in Mixed Media Creation (2024)* is a procedure of mixing special kinds of media to create a unique artwork. This technique usually includes elements that include portray, images, video, sound, design, and animation (Vigenesh et al., 2024). Many young people are growing more distant from their cultural roots. With the rise of rapid technological advancement, and the widespread influence of social media, traditional practices and values often take a back seat in the lives of younger generations. Cultural heritage once passed down through stories, rituals, crafts, and community practices is now at risk of being forgotten or overlooked. While modern youth are highly skilled in digital expression and communication, there appears to be a gap between these tools and their use in preserving and celebrating cultural identity. This disconnection raises important questions about how we can reintroduce and reinterpret cultural heritage in ways that resonate with today's youth. One promising approach is through mixed media and visual storytelling in documentary, which can bridge the gap between tradition and modern expression by using familiar platforms to promote meaningful cultural content.

1.1   Research Objectives

This research objective to identify and categorize the design components used in mix media cultural preservation documentary in preserving traditional knowledge, craft, and oral history.

1.2   Problem Statement

In recent years, the preservation of traditional arts and crafts has faced significant challenges due to the declining number of skilled artisans and limited engagement from the younger generation. As senior craftsmen retire without successors, valuable cultural knowledge and techniques risk being lost. Furthermore, traditional art forms struggle to maintain relevance in modern society, especially among youth who are more influenced by globalized digital culture. According to Azizah Adam, Master Craftsman of Gold Thread Embroidery, said that fewer young people are interested in tekat nowadays, which deeply concern her (N. Sallehuddin, 2024). This problem highlights the urgent need for effective documentation methods. This study addresses these concerns by analyzing the design components in a mixed media cultural preservation documentary, visualized through a word cloud; to explore how new media can play a role in sustaining traditional practices.

2 LITERATURE REVIEW

2.1   Culture Heritage Preservation

Nowadays, cultural heritage needs to be maintained because it is the identity of a nation. According to UNESCO, cultural heritage includes artefacts, monuments, a group of buildings sites, and museums that hold diverse value including symbolic, historic, artistic, aesthetic, ethnological or anthropological, scientific and social significance (2009 UNESCO). Traditional culture contains the practices and ways of life of various races in our country. These include tangible and intangible heritage. Intangible heritage refers as non-physical aspect from of a particular culture like folk fore, language, and spiritual belief. Tangible culture refers as physical culture heritage and it divided into two groups which is immovable and movable culture heritage. Immovable cultural heritage consists of building, historic places and monuments while movable cultural heritage include painting, book, document, clothing.

Preserving cultural heritage is very important. It means saving both physical things like art and buildings, and non-physical things like stories, songs, and traditions. Culture is not something that stays the same it changes with time, society, and technology. While many people know about their culture, they often don't follow or practice it in daily life. Because of this, some traditions are slowly disappearing, especially with the fast pace of modern life. To keep culture alive, especially for the younger generation, we need to find the right ways or media to share and show it in a way that they will enjoy and understand.
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2.2   Documentary

Documentaries have always helped in keeping culture alive by showing traditions, rituals, and history that could be forgotten. But now, with digital media growing fast, traditional documentaries may not attract the younger generation as much. Many young people are used to faster, more interactive ways of watching and learning. They prefer short, visual, and engaging content. Because of this, the old style of documentaries might feel slow or boring to them. So, to reach the younger audience, we need to think of new and creative ways to tell cultural stories. According to Jianan Du, traditional documentaries have not gained high audience ratings because length of the video around 50 minute and not in line with the viewing habits of young audiences in the internet era (Du, 2023). As the younger generation increasingly gravitates toward digital spaces and modern forms of entertainment, traditional methods of cultural preservation are being overshadowed. However, It can be can see the rise of hybrid documentaries works that blend traditional storytelling with digital tools and interactive elements offers a unique opportunity to engage youth in preserving cultural heritage.

These new kinds of documentaries mix film, photos, sound, and digital tools to create a more fun and meaningful way to share culture. They help younger people feel closer to their roots by using platforms they already enjoy, like YouTube, TikTok, and Instagram. This makes learning about culture more exciting and easier to understand. These documentaries don't just talk about the past they also show today's culture and real stories from people and communities. Because of that, they can inspire young people to care about their heritage and even help keep it alive and growing in their own way.

2.3   Mix media in cultural heritage

The role of visual information has become increasingly vital in the development of mixed media, particularly in projects focused on cultural preservation. According to *Exploring the Role of Visual Information in Mixed Media Creation* (2024), visual elements are not merely decorative; they serve as powerful tools for storytelling, interpretation, and emotional connection. When integrated effectively, visual content enhances the audience's understanding and engagement with complex cultural narratives (Vigenesh et al., 2024).

Mix media video is a combination of different media such as the element of design, photography, image, video, animation, audio, typography into one single video. To create a mix media video, it often merges different blend of style that offering a unique style video and more engaging experience that using just one method alone. *According to Exploring the Role of Visual Information in Mixed Media Creation (2024)*, it shows that the capability of mix media to increase visual input to a larger target audience and create immersive enjoyment (Vigenesh et al., 2024). That's means it have big potential to capture more people to watch using this kind of style.
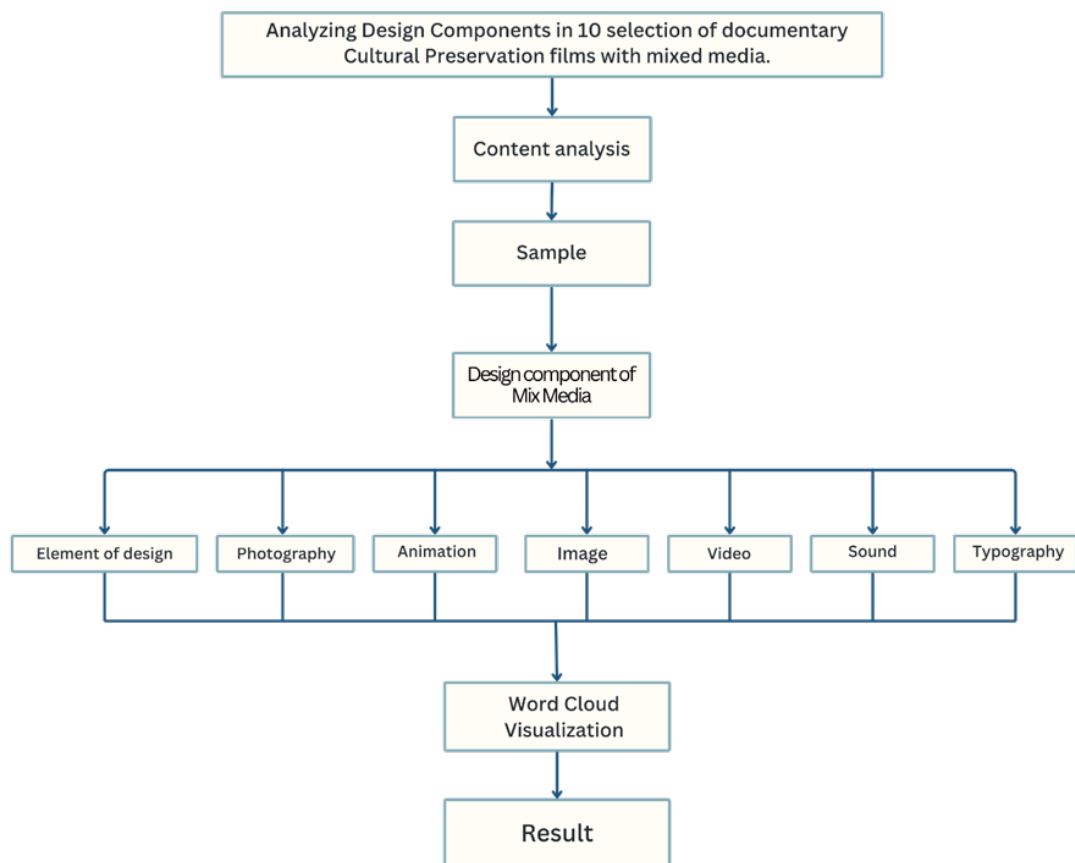
2.4   Design component

In mixed media, different design elements like images, sound, animation, and text all work together to create a strong and emotional experience. Basic design parts like line, color, texture, and shape help build the look and feel of the video. Text is not just for reading it can move and change, helping to show mood and rhythm, especially in animation. Videos help tell the story clearly, while photos show real moments and memories. Sound plays a big role too, as it sets the mood and helps the audience feel what's happening. Animation makes the story more alive and helps people connect with it better. When all these parts are used together, they create a special kind of storytelling that mixed media does best.

3 RESEARCH METHODOLOGY

3.1   Research Design

The research methodology that employs in this research was qualitative data through content analysis (Krinppendorf, 2004), that focused in analyzing design component in documentary cultural preservation with mix media that experiencing to the audience. Ten selections of video cultural heritage documentary have been selected through online platform. Moreover, there are seven type of design component including element of design, photography, animation, image, video, sound, typography to be identified, The Truth Behind the Legend of Pocahontas, Documentary animation film, Into the Vault 2: The Hirayama Mystery, Introduction to Native American History: Ep 1 of Crash Course Native American History, The Man Who Rewired a Kingdom: How Kwaku Dua Rewrote Asante's Royal Bloodline, Documentary: Film Graphics Winner - The Lonely Goalkeeper (Dress Code), How the Aztec Empire was Built by Spies, The Obscure History of Japanese Sea Lords, The History of Beer, and The History of Anime & Japan.

Figure 1 Research flow

3.2   Selection of Sample

Table 1 Selection of sample mix media Documentary

No.	Title &Year	Author	Code
1	Behind the Legend of Pocahontas (2nd November 2023)	Mahebe Media	MD 1
2	nentary animation film (15th May 2024)	hat Sama Rashad	MD2
3	Vault 2: The Hirayama Mystery (16th December 2024)	Jessica Goh	MD3
4	Introduction to Native American History: Ep 1 of Crash Course Native American History (7th May 2025)	Crach course	MD4
5	The Man Who Rewired a Kingdom: How Kwaku Dua Rewrote Asante's Royal Bloodline (7th April 2025)	Andy Akoto	MD5
6	Documentary: Film Graphics Winner - The Lonely Goalkeeper (Dress Code) (29th November 2021)	Andre Andreev	MD6
7	ztec Empire was Built by Spies (2nd February 2024)	PBS Origin	MD7
8	The Obscure History of Japanese Sea Lords (30th March 2023)	PBS Origin	MD 8
9	The History of Beer (6th February 2022)	Cogito	MD 9
10	History of Anime & Japan (12th November2022)	Woo Kong	MD10

This study looks at 10 mixed media video documentaries that help to preserve culture. These videos were found on YouTube and Vimeo using the keywords "mixed media cultural documentary" and "cultural heritage documentation animation." The documentaries were chosen because they use a mix of design elements like photography, images, video, animation, sound, and typography. All of them aim to show and protect different cultural traditions and practices. By watching and studying these videos, I learned how each design part helps tell a story and why it matters in keeping both the seen (tangible) and unseen (intangible) parts of culture alive.
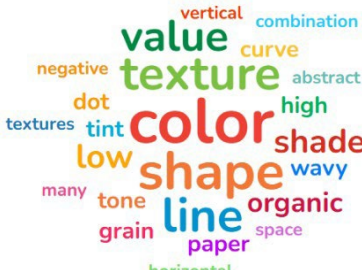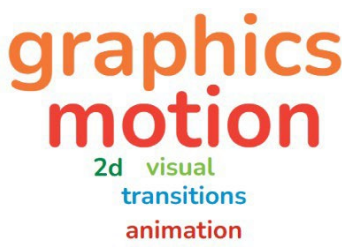
4 DATA ANALYSIS

The data were analysed thematically to identified element of design, animation, photography, image, video, sound and typography in all ten selected mix media cultural heritage documentary.

Table 2 Data analysis of mix media Documentary

Documentary Mix media	Element Of Design	Animation	Photo graphy	Image	Video	sound	Typo graphy
DESIGN COMPONENT OF MIX MEDIA							
MD 1	Used organic shape, high value, tint colour, negative space, and texture.	motion graphic for visual and transition	-Black and white - Photo journalistic - landscape	-Collage - Traditional Illustrations	Interview video	Narrator sound using story telling approach	Serif font in capital letter No longer text only the key point
MD 2	Use Texture and, tone color, curve and wavy line	2D animation	**No**	sketches	Use a lot Live footage video	Background music and voice over people to narrate the video	The text only appears in the end of the video
MD3	Used Organic shape, tint colour, high value and texture	Motion graphic for visual and transition	-Archival photography	illustration	no	Narrator sound using story telling approach	no
MD4	Used curve and wavy line, colour, paper texture and abstract shape	Motion graphic for visual and transition	Real live event, archive and people	Sketches, illustration	Live footage video	Narrator sound using story telling approach	Serif and san serif font as On-screen text
MD5	Use dot Line, organic shape, shade colour, and paper texture	Motion graphics for visual and transition	Real live item	Vector illustration	no	Narrator sound using story telling approach	Serif and san serif font as On- screen text
	Straight line, shape, shade colour, grain texture, and low value	Motion graphics for visual and transition	Real live person	Vector illustration	Real live footage video	Narrator sound using story telling approach	no
	Shape, shade colour, grain texture, low value	Motion graphics for visual and transition	Real archive document	Illustration, sketches	no	Narrator sound using story telling approach	Serif font
	Line, shape, shade colour and low value	Motion graphics for visual and transition	Real archive, photo	Illustration	no	Narrator sound using story telling approach	Sans serif font
	Combination of many Shape, colour, and textures	Motion graphic for visual and transition s	Real archive, photo	Vector illustration	archival clips, Real live footage video	Narrator sound using story telling approach	Sans serif font
	Dot Line, tone colour, low value	Motion graphic for visual and transition	Real live event, archive and people	Illustration	Footage or archival clips for authenticity	Background music and voice over to narrate video	Sans serif font

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4 RESULT

Table 3 Result of Design Component in mix media Documentary

Element of design	Animation

Photography	Image

Video	Sound

Typography	

Element Of Design	Animation	Photography	Image	Video	Sound	Typography
Colour, Texture, Shape, Line, Value, Curve, Organic, Wavy, Shade, Tone, Abstract, Paper, Vertical, Horizontal, Combination	Graphics, Motion, 2D, Visual, Transitions, Animation	Real, Archive, Live, People, Landscape, Photo, Document, Item, Photojournalistic, White, Black, Archival, Event	Illustration, Sketches, Collage, Vector, Tradition al, Illustrations	Footage, Video, Clips, Interview, Real, Archival, Live, Authenticity	Sound, Narrator, Voice- over, Storytelling, Approach, Music, Background, Narrate, People	Serif, Sans, Font, Text, Letter, Capital, San, On-screen, Appears, End

5 FINDING

The word cloud analysis of the research highlighted several essential design elements commonly used in each mixed media documentary videos. Elements like color, texture, shape, and line show that design plays a big role in setting the visual feel. Animation uses graphics and motion to make the content livelier and engaging. Photography highlights real and live moments, often using archived or documentary-style images. Images such as illustrations and sketches help explain or support the story visually. In video, important terms like footage, clips, and interviews show how real video content is used to tell the story. Sound is also important, with words like narrator, voice-over, and storytelling showing how audio helps guide the viewer. Typography includes serif, sans, and font styles, which make the text easier to read and more fitting to the mood. Overall, each design part supports cultural stories in its own way, helping viewers connect with the content.

6 DISCUSSION

The word cloud shows that different design components work together to help tell stories in cultural preservation documentaries. Each element plays its own role. For example, colors and textures bring out the mood, while shapes and lines help guide the viewer's eyes. Animation and graphics make the story more interesting and easier to understand. Real photos and video clips give a sense of truth and memory, showing actual people, places, or events. Illustrations and sketches are used to support ideas when real images are not enough. Sound elements like voice-over and music help explain and add feeling, while text styles like serif and sans fonts make sure information is clear and fits the style of the video. These mixed media tools not only support the message but also help people feel more connected to the culture being shown.

7 CONCLUSION

This research explored how design elements like images, sound, animation, and text work together in mixed media documentaries to tell cultural stories in a more interesting and meaningful way. By looking at ten videos and creating a word cloud to see which elements were used most, the study found that mixing these tools helps make culture easier to relate to, especially for young people. The results show that mixed media can be a strong way to connect old traditions with modern styles. But just adding creative visuals is not enough it's also important to tell the story well and make it feel real. When done with care, mixed media can help young people see their culture as something alive, important, and worth keeping.

AUTHOR CONTRIBUTION

All authors played equal contribution towards the production of this paper

CONFLICT OF INTEREST

The author declares no potential conflict of interest with respect to the research, authorship, and/or publication of this article.

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