



**THE IMPACT OF ATTRCTION FOR ENVIRONMENTAL GRAPHIC DESIGN
ON CHERATING SURF CAMP**

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TABLE OF CONTENT

1. ACKNOWLEDGEMENT	iii
2. ABSTRACT	iv
3. CHAPTER 1 : Background research	
1.0.1 Surfing Lesson	3
1.0.2 About Surfing lesson	4
1.0.3 Surf Lesson Package	5-7
1.1 Types of Environmental Graphhic Design	7
1.1.1 Wayfinding	8-10
1.1.2 Information Graphics	10-11
1.2 Elements of Environmental Graphic	11-12
1.3 Signs and Symbols	12-13
1.4 Typography	14-15
1.5 Problem Statement	16-17
1.6 Objective of The research	18
1.7 Significant of Study	18
1.8 Limitation of Study	19
1.9 Delimitation of study	19
1.10 Scope of Study	19
1.11 Definition of terms	20
1.11.1 Environmental Graphic Design	20 - 21
1.11.2 Branding	22

4. CHAPTER 2 : Objectives and research Methodology	
2.1 research Methodology	25
2.1.1 Quantitative Analysis	25
2.1.2 Qualitative Analysis	25
5. CHAPTER 3 : FINDING AND ANALYSIS	
3.0 Introduction	26
3.1 Questionnaire	26
3.2 Survey	26
3.3 Demographic	27 - 30
3.4 Psychographic	31 - 38
3.5 Analysis	39-40
6. CHAPTER 4 : CONCLUSION AND RECOMMENDATION	
4.0 Conclusion	41
5.0 Recommendation	42 - 47
References	48
Appendices	49- 53

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of University Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, University Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Environmental design is the process of addressing surrounding environmental parameters when devising plans, programs, policies, buildings, or products. Environmental design can also refer to the applied arts and sciences dealing with creating the human-designed environment. These fields include architecture, geography, urban planning, landscape architecture, interior design and graphic design. Environmental design can also encompass interdisciplinary areas such as historical preservation and lighting design. In terms of a larger scope, environmental design has implications for the industrial design of products: innovative automobiles, wind-electricity generators, solar-electric equipment, and other kinds of equipment could serve as examples. Currently, the term has expanded to apply to ecological and sustainability issues.

The purpose of this research is to analyze the impact of interaction environmental design and branding identity on surf camp Malaysia. To understand environmental design, it is important to know the area itself and the culture. This research will focus on local people from age 21 until 35 years old. Surfing has long been of interest to local people but is not given exposure because of this sport in monsoon season. The environment also gives a big role to attract people to join in surf camp. One research question has been formulated in order to get an answer posed in this research. This can be measured and testable data which involves both qualitative and quantitative research to gather and analyze implicit and explicit about environmental design in Cherating surf camp, Malaysia. In order to get the result to support and solve the problem, a primary such as questionnaire has to be hand around and interviewed to the target audience and also secondary data such as site visit for visual, article and journal. The results will 100% based on the interview, questionnaire and research to get the solution of the