The basic premise for this research was to investigate visual elements of the Malay Traditional Culture that infused in typography. The aim of this research was to ascertain the impact that an audience received and to get indepth knowledge for possible creative directions on the design of a typeface. Understanding the culture and traditions were the key elements in experimenting the idea of developing one’s typeface design. Once the appreciation of particular culture and traditions were realised, possible creative directions on the design and creation of typeface which derived from the visual elements of the Malays cuture. In order to design a quality and good typefaces, one need to focus on the concept, history, personality and traits of typefaces which then will characterized the identity and personality of the typeface. Many basic religious concept were introduced during the adoption of Islam in The Malay Peninsular. The Arabic scripts become so internalized within the Malay language. It was found that from the data analysis that Jawi characteristics were the base of concept and fundamental elements in the Malay culture. It has been a main contributing role of personality and it reflects the Malay identity.

In the advance of today’s interdisciplinary research, a new era of art and health science has emerged. New, wider knowledge has given opportunities to artists exploring the use of art and its therapeutic purposes in health care environments. As Alzheimer’s disease increases around the world with still no absolute medication to solve the problem, art has become the alternative treatment. Various studies have shown that art is the only medium that can be perceived positively by Alzheimer’s patients regardless of their remaining abilities and limited skill capacity. Nevertheless, with sound art exploring public spaces to exhibit, and seen as not too distant from conventional art approach such as music therapy, the use of sound art is still not fully utilized to support a healthy environment in Alzheimer’s care centers. This study aims to explore the applicability of sound art as therapy for Alzheimer’s patients. This project has investigated the issues, nature, and reasons that arise through literature reviews, pilot studies, observations and conducted interviews. In particular, it has focused on identifying the potential of sound characteristics, components and elements of sound art making. Views and opinions obtained from this method were used as data to form a prototype, which is known as Alzheimer’s Soundscape. This model has been tested on Alzheimer’s patients as respondents in order to observe their perceptions, usability and affectivity. Finally, the data that gathered was analyzed and a guideline about the applicability of sound art as therapy created. Results from this research benefits the field of sound art in terms of new knowledge. It is on this form that the therapeutic potential is distinguished from conventional sound art. The outcome of the project includes the identification of therapeutic sound elements for sound art making, the empirical evaluation of its applicability as therapy use for Alzheimer’s patients, and finally an evaluation of the sound art elements, process, design, composition and recommendation for future research.