

JOURNAL

Graphic Design Exhibition presented by
Faculty of Art & Design UiTM Melaka
Kampus Alor Gajah

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UNFOLD



Cawangan Melaka
Kampus Alor Gajah

ART AND DESIGN OF JOURNAL PUBLICATION (REKA) UiTM MELAKA

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**Prof. Dr Abdul Halim
Bin Mohd Noor
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**RECTOR UiTM
FORE WORDS**

Bismillahirrohmannirrohim...
Assalamualaikum Warahmatullahi Wabarakatuh

Alhamdulillah REKA is now published on the second volume. Congratulation to all the lecturers and students of Bachelor of Graphic Design of UiTM Melaka (AD241). In conjunction of Education 5.0 in targeting on producing bunch of creative professional people that not only able to compete to the global level but also love and loyal to the country, nation and religion wise.

The theme for REKA this time is UNFOLD: Profound Creativity that mean, all events and information gradually develop or be revealed. The way to change or inspire people. A proficient critical thinker, always an observer and being honest to all. Obviously, AD241 offers 4 fields which are Multimedia, Advertising, Graphic Design and Illustration, but for this semester the programme only offers 2 fields which are Advertising and Graphic Design.

In the project of advertising field, the students will be doing research and project on current issues in advertising world. While the students taking Graphic Design field will be doing research and project on Malaysia cultural theme.

Ironically, the final year student must do research and project according to the concept of SDG "Sustainable Development Goals" in achieving success towards more challenges and suitable for the future.

It is hope that the students serve as an inspiration for the junior and society not only for UiTM stakeholders but also in other global countries. Replicating the words of virtue by Tun Dr Mahathir Mohammad for the new generation at Malacca recently, do travel and continue to explore knowledge that exists worldwide and come back to the origin in reciprocating the deeds so as to enhance achievement, progressiveness, excellent and development for Malaysia in standing tall on the eyes of the world.

I am proud to see the efforts and involvement of all students of this semester even though they are in a small quantity of 11 students but they are able to cope with executing work such as art activities, research and exhibition. In addition, they are so impressive as they succeed in producing exhibition that is not only competitive but also has a high impact value that carries the virtue of great culture, warrior and Malay heroic.

The work of the lecturers and students of AD241 is absolutely increasing the quality of art, innovation and invention on teaching and learning. As the saying by the famous words of Benjamin Franklin, 'Tell me and I forget. Teach me and I remember. Involve me and I learn'.
Congratulation and Thank You.

UiTM dihatiku, Melaka Bandar Bersejarah dan Berwibawa, Sayangi Malaysiaku.

Prof. Dr Abdul Halim Bin Mohd Noor
Rector
UiTM Melaka Branch



Rafuzan bin Jaafar
Programme Coordinator
UiTM Melaka Branch

PROGRAMME COORDINATOR FOREWORDS

Bismillahirrohmanirrohim

Assalamualaikum Warahmatullahi Wabarakatuh

First of all, I would like to convey my heartiest congratulation and words of Thank You to the editorial team for producing this journal of Art & Design (REKA). Not forgetting to all the lecturers and the students for their contributions on the content itself. The objective in producing this journal is an effort on encouraging not only on the students but also the lecturers in academic field. Moreover, it is an initiative to uphold, express and expose the ways, creativity and output creation of their designated field as a priceless archive to be kept as a source of references for the new batch of Art & Design students.

I believe with the existence of publication of Art & Design journal for every semester, it not only brings one step ahead for the Bachelor of Graphic Design (AD241) at UiTM Melaka but also as an added value for this Programme. In addition, this will cultivate an everlasting life-long knowledge dissemination towards our students. I will always pray and be pro-active in any endeavor on elevating the programme of Art & Design, faculty and university. Let's nurture the knowledge so that it will be continuously preserved as the centre of excellence, heritage for the nation and future generations.
All the Best and Thank You

Rafuzan bin Jaafar
Programme Coordinator
Bachelor of Graphic Design
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UiTM Melaka Branch



**Dr. Liza Marziana
Binti Mohammad Noh**
Chief Editor Journal
REKA 2/2020
UiTM Melaka Branch

CHIEF EDITOR FOREWORDS

Bismillahirrohmanirrohim

Assalamualaikum Warahmatullahi Wabarakatuh

Alhamdulillah, the Journal of Art and Design (REKA) Volume 2/2020 issue of the Department of Graphic Design (AD241) Faculty of Art and Design of UiTM Melaka had been successfully published. This journal's publication is a continuation of knowledge exploration among graphic design students in the final year.

The subject of academic discourse, which emphasizes students in the field of academic writing, guides these students. Readers will find various writing on the graphics issues presented by these students.

It is hoped that all the publications included in this journal would enrich the art of graphic design. Therefore, the benefits are not only for social science reference but also to the graphic design artists and art lovers.

Finally, Thank You very much to the students of the final year for contributing the articles and my hearty congratulations to all those involved in the process of publication of the Journal of Art and Design (REKA) particularly to the editorial boards that had worked hard to make the Journal a success. VIVA for ALL.

Dr. Liza Marziana Binti Mohammad Noh
Chief Editor Journal REKA 2/2020
Bachelor of Graphic Design
Faculty of Art and Design
UiTM Melaka Branch

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“Visual advertising doesn’t —

Visual in Advertising

By: Noor Atheerah Redza bt Rezduan

Advertising has many different uses: to create and promote the image of a company, product, or brand, to make announcements, to make sales, or to support a cause. The main goal of advertising is persuasion. It relies heavily on promoting products and services, charitable causes, individuals such as politicians and celebrities, as well as ideas. As a marketing communication tool, advertising is an essential element in the mix of integrated marketing Communications. Advertising also provides users with information that allows them to differentiate between products. It enables businesses to bring new products



to the attention of consumers enough to keep them in business. In this way, it energizes the engine of people's economy (Cartwright, S., 2016). By contrast, visual advertising doesn't always sell products directly. Sometimes it sells ideas, visions or even fantasies related to what the brand has to offer. Ad designers and creatives rely on several tactics to optimize their visual advertising success and success. Some of these approaches may seem technical, but there is still a lot of psychology involved. For example, psychological problems in the way colour set the mood, how the language of the character supports the message, and how symbols are used to represent objects or ideas. This advertising

technique is not a good rule of thumb for how to create a visual ad; rather, it is a wealth of information for designers and marketing professionals. They exist to help creatives generate better ideas for advertising and visual graphics(Rossiter. R. J.,1982).

Advertisers' instructions on how to create effective ads make many references to mental imagery, especially visual representations. Thus Claude Hopkins in the pre-TV era (1923) referred to "the power of pictures;" Leo Burnett (1947) advised writers to use "word pictures;" and David Ogilvy (1963) known as the "brand advertising" advertising school. However, advertiser-specific suggestions on advertising stimuli can be quite shocking(Rossiter. R. J.,1982).

The effectiveness of an ad is a function of what it says and how it is reported. Some creative elements, like visuals, copy, music, come together to create a successful ad. Although much research has been done on these individual elements to determine what works and what doesn't work, there is no formula for success and several ways to measure truly creative advertising ideas. According to the guidelines published by Ogilvy and Mather, to get the ads right, you need two things: 1)

simple, inspirational, insightful and straightforward strategies and 2) when to do the right job. A lot of literature has discussed how different elements of advertising are. In this chapter, we focus on the visual aspects of advertising. Investigations on how visual elements can help improve the effectiveness of advertising have been in place since marketers began adopting full-scale marketing activities in the late nineteenth century. In this chapter, we will review some of the findings from this literature and then narrow our focus to specific visual image categories, that is, visual art (Patrick. M. Vanessa,2008).

Also, Paul Messaris, in his book *Visual Persuasion: The Role of Images in Advertising* (1996) states that there are three significant roles in visual images that can be played in advertising. They can capture emotions by simulating the appearance of real people or objects, they can act as a photographic proof that something is happening, and they can create an implicit link between what is sold and some other image. As mentioned, all three functions of this advertising image come from the primary, essential features of visual communication. It also spawned a variety of advertising practices, ranging from celebrity endorsements to hidden camera interviews to shots of politicians standing in front of the flag. To gain a

systematic understanding of the relationship between the basic properties of images, on the one hand, and many visual advertising techniques, on the one hand, and many optical advertising .

Visual images are used to capture attention, stimulate curiosity, visualize product features and benefits, create and develop personalities for products, associated products with specific symbols and lifestyles, and establish brand identity in the mind of the target audience. The visual image is an evident influence on the overall assessment of the brand. For example, advertisers use visual imagery to enhance or reinforce messages about their products. When something neutral (product) is paired with something that evokes a positive (visual) affective response, the positive visual quality can be interpreted by the user as well as the advertised product. Eye-tracking studies have been used to show that users first focus on dominant images in print ads before hearing verbal information. Paying attention is facilitated by a) the size of the image, where the bigger picture works better than, the smaller, b) the colour of the image, where the colour image works better than the black and white, and c) the vividness of the image, where Larger colours work better to attract attention. It is well established that visual representation has an impact on the



Figure 1 shows the example of visual that are used in advertising.

effectiveness of the advertisement and the evaluation of the advertised product. Still, it is unclear how this effect is given. It has been suggested that the visual component of advertising performs two main functions that are both literal and symbolic. Literally, visuals provide factual information about a product or service (e.g. a picture of the product itself), and symbolic visuals play an indirect role in connecting the image of the product or service with the meaning assigned to it (Patrick. M. Vanessa, 2008).

always sell a product directly."

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