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UNIVERSITI TEKNOLOGI MARA

**THE ROLE OF MALAYSIAN TROPHY
DESIGNERS AND MANUFACTURERS IN
PROMOTING THE USE OF SYMBOLS FOR
CUSTOM-MADE TROPHIES**

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**Thesis submitted in fulfillment of the requirements
for the degree of
Masters of Art**

Faculty of Art and Design

APRIL 2005

ACKNOWLEDGEMENTS

All praises are due to Allah the Almighty for giving me the strength in completion this thesis. Thanks are due to a number of people from whom I have received a great deal of assistance, encouragement and support.

My greatest debt of gratitude is to my three Heads of Master Program during my research programme, Y.M. Dato' Prof. Raja Zahabuddin b. Raja Yaacob, Professor Madya Dr. Khatijah Sanusi and Dr. Marzuki Hj. Ibrahim.

I take this opportunity to express my profound gratitude and deep regards to my academic Supervisor, Associate Professor Mohainee Haji Khalid for her guidance, constant encouragement and monitoring throughout the research of this thesis work. My thanks also go to my second Supervisor Professor Dr. Kamarudzaman bin Md Isa for his encouragement and contribution of ideas.

I am also grateful to our Dean, Professor Dr. Baharuddin for providing me the timely help in search of references for this thesis. My thanks also go to the Managing Directors and Managers of trophy manufacturers in Malaysia, trophy designers, Fine Metal lecturers and students for their involvements and co-operation in this research. I would also like to thank Mr Siew Kam Sum, M. Ed, an English lecturer in Universiti Teknologi MARA Perak for helping me edit my thesis.

I am also deeply indebted to the Ministry of Science for its financial support to me to undertake this study. This support is gratefully appreciated. Gratitude must also be extended to my beloved mother, parents, and also my parents-in-law for their personal support and encouragement.

Most of all I am not forgetting to express my heartfelt gratitude to my husband, Haji Abu Bakar and my children Noramalina, Nur A'ina Syakila, Hayatul Nufus and Muhafiyaasin for their patience, support and lending me a hand to have a wonderful life in keeping up my enthusiasm and the desire to upgrade my education.

To all of them, may Allah s.w.t bless all of you.

Sharinah Md Nor

2005

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ABSTRACT

The principal objective of this study is to assist Malaysian trophy designers and manufacturers to improve their using symbols in trophy development processes through design recommendations from a custom-made trophy design perspective. This research study aims to help students of the Fine Metal Programme or individuals in any handicraft industry who want to be involved in custom-made trophy making to know the process of design and its execution.

Chapter one discusses the background of trophy design and its manufacturing activities in Malaysia.

Chapter two discusses the literature review to identify a rationale for the need because it provides the researcher with an overall framework of how the topic fits in the 'big picture' or what was known about the previous research.

In chapter three, the research design has incorporated four inter-related phases. Phase One: Literature search and review, Phase Two: Questionnaire Survey and Interview, Phase Three: Case Studies and Phase Four: Observations.

Chapter four shows the process of data collection including the problem arises during research for data collection.

The research findings will benefit those who are involved in this industry. For trophy manufacturers, the research materials can be used as key factors in the formulation of company strategies. The research has identified the role of trophy designer and manufacturer and the part they play in the creating of using symbols in custom-made trophy designs in the face of Made in Malaysia trophy, globalization, and the implementation of Asian Free Trade Agreement (AFTA). The image of the trophy designers and manufacturers will improve in stature paving the way for more opportunities and recognition. This will lead to further improvement in custom-made trophies as part of the Malaysian craft industry for the local and international markets.