

**A STUDY ON THE USE AND FUNCTION OF COLOUR
ON NEW BRANDING HEALTH CLUB**

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TABLE OF CONTENT

AUTHOR'S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii

CHAPTER ONE: INTRODUCTION

1.1 Background of Studies	1 - 7
1.2 Problem Statement	8
1.3 Research Question	9
1.4 Objective Research	10

CHAPTER TWO: LITERITURE REVIEW

2.1 Scope and Limitation	11
2.2 Methodology	12
2.2.1 <i>Secondary Sources</i>	12
2.2.2 <i>Primary Sources</i>	12
2.3 Literature Review	13
2.3.1 <i>Colour Theraphy</i>	13 - 14

CHAPTER THREE: ANALYSIS AND FINDINGS

Research Methodology	15
3.1 <i>Research approach</i>	15
3.2 Data Collection Process	15
3.3.2 <i>Questionnaire</i>	15
Example of Questionnaire	16 - 18

3.4 Respondents background	19 - 31
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3.5 Findings	32
--------------	----

3.5.1 <i>Introduction</i>	32
---------------------------	----

3.5.2 <i>Results of the Questionnaire</i>	32
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CHAPTER FOUR: CONCLUSIONS

4.1 Introduction	33
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4.2 Conclusion	33
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4.4 Design Recommendation	34 - 35
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REFERENCES	36 - 37
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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, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Colours can make us feel happy or sad, it also can make us feel hungry or relaxed. Colour is ubiquitous in individuals' perceptual experience of the world. Daily encounters with people, objects, and environments are rife with colour; colour is even present in dreams. Given the ubiquity of colour in people's lives, it is not surprising that a great deal of research has been conducted over the past century focusing on the physics, physiology, and psychology of colour. Sometimes colours are simply a way of trying to describe the often complex things. Colour is the byproduct of the spectrum of lights, as it is reflected or absorbed, as received by the human brain. Color is the visual perceptual property corresponding in humans to the categories called red, yellow, blue, black, etc. Colour are also relate with our environment, means that, we can see on our living places. From floor to ceiling, paint color reflects your style and makes apersonal statement of what home means to us. Color unites one-of-a-kind accent pieces with manufactured items throughout our home.