

UNIVERSITI TEKNOLOGI MARA

**CREATIVE ADVERTISING VISUALIZATION AS A MEDIUM
TO PROMOTE INNOVATION & CREATIVITY GALLERY
AT UiTM SHAH ALAM, SELANGOR.**

MUHAMMAD SHAIFUL NIZAM AZADDIN

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AUTHOR'S DECLARATION

I hereby declare that the work in this thesis is my own except for quotations and summaries which have been duly acknowledge with the Academic Rules and Regulation for Post Graduate, Universiti Teknologi MARA, regulation the conduct of my study and research.

I declare that 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.

Name of Student : Muhammad Shaiful Nizam Bin Azaddin
Student I.D No : 2011800178
Programme : Master of Education (Visual Art)
Faculty : Faculty of Education
Thesis Title : Creative Advertising Visualization As a
Medium to Promote Innovation &
Creativity Gallery at UiTM Shah Alam,
Selangor.

Signature of Student : 
Date : June 2013

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ABSTRACT

Gallery is the latest information on the result of innovation or new products to be highlighted and commercialized to the local community and outside. Disagree on the situation in the museum as the place to take care of monuments or artefacts' result of historical relics. In this regard, the researcher would like to make an assessment of the situation, interaction and expression the visitors to the gallery to see and find out the latest information on the revenue product innovation researchers an exhibitor at the galleries Universiti Teknologi MARA, Shah Alam, Selangor. The aims on this research is the advertising context, globalization has influenced the cultural identity of a country through the use of a global brand. Differences between countries and cultures have been set aside by reason of consumers around the world are motivated by the same desires and needs. This view has mobilized a great interdisciplinary debate among advocator, academics, and even advertisers and advertising practitioners. This research study has use the qualitative and quantitative in experimental base on promotion advertising focus on and promote others education place such as Gallery of Innovation and Creativity, UiTM Shah Alam. Findings indicate identity in the implementation of their advertising creative, creative approach to foreign. In addition, there are also elements of Asian standardization found in this study. Positive goal to find out the view from all angles and the numbers of visitors in the gallery in order to repair and improve the quality of services to the public gallery, both inside and outside the country in order to image galleries UiTM to the international level commercialization. The conclusion, assessments, observations, and insights from the study as well as visitors expression in value from time to time to improve the structuring and management by the gallery at UiTM, in line with the goal of making the University Technology University towards a world-class entrepreneurship with high education levels.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

As it's commonly known, the gallery is as a medium for design innovation commercialization results from individual products or the researchers for the industry are highlighted to facilitate routine activities specifically improve society. Apart from the commercialization of new products, the gallery also serves as a platform for information and activities of creative work is done as an example of innovation and creativity seminars, triggers inspiration, program creator and *Invention, Innovation and Design* (IID) this has been initiated as a result of discussions conducted at the gallery. Universiti Teknologi MARA (UiTM) Shah Alam Main Campus of the University of Malaysia is a place for the commercialization of innovative products in addition to produce many graduates who are disciplined, creative, and innovative integrity, UiTM Shah Alam has put a number of strategic locations to showcase the innovative work which have been contributed by the researchers whether they are students or staff. The venue as mentioned above is Galeri Tun Abdul Razak, Galeri Seni Tuanku Nur Zahirah, Galeri Permata, Innovation & Creativity Gallery (ICG). UiTM Shah Alam is one of the leading organizations that have a special unit for recording and Archives Unit, was established in early 1986 to act as a UiTM meta reference which conserve and take care of the class records of archival value as well as store and coordinate all UiTM's management records. The other aims to act as a