

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
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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
Faculty of Art and Design
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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“Emotion should used in advertising —

Emotional Appeal in Advertising

By: Izz Dania bt Dzulrifle

Emotional attraction is a very effective method of advertising. The target audience must be everyone who has feelings. This marketing method is used to promote the product for consumers. Emotional attraction in the form of advertising also enables people to react or to buy. Brands within a company need to know who their product is, and marketing teams need to understand what their users expect and want. To use short story techniques, they will make their potential clients feel and place themselves in the video. For example, ads on Thai commercial TV have captured the hearts of viewers with emotional videos



around the world. They initially tell about the life of someone who is very emotional and then they point to their product to advertise at the same time to market their product in various forms. (O.Velarde, 2006) This attraction can be applied in many different scenarios in terms of product, service, and ideas. Advertising plays a huge role and affects emotions, attractiveness is a great way to use it. For example, when advertising a non-profit organization ad and looking for a humanitarian charity organization, we can use emotional appeal methods to supplement and express sad and pity emotions and encourage sad people to hurt in the video.

The perfect app to use in advertising

is a method of emotional appeal, a very effective method when using pictures or visuals that make people feel. We can use images that distract us from focusing on the vivid visuals. Using creative visuals and metaphors can get people interested. In addition to making the audience sad, we can make them feel happy, jealous and more. Using the right image for an ad can deliver great information for your target audience (N. Curtis, 2017). That should be no surprise. Studies show that people rely on emotions, rather than information, to make brand decisions and that emotional responses to ads are more influential on a person's intent to buy than the content of an ad. As Douglas Van Praet 2012, author of *Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing*, wrote in *Fast Company*, "The most startling truth is we don't even think our way to logical solutions. We feel our way to reason. Emotions are the substrate, the base layer of neural circuitry underpinning even rational deliberation. Emotions don't hinder decisions. They constitute the foundation on which they're made!"

Historically, people have recognized six core emotions: happy, surprised, afraid, disgusted, angry, and sad. Instead, human emotion is based on

four basic emotions: happy and sad (Dr. Paul Ekman, 2012).

Based on these two categories, the brands are using emotions to drive connection and awareness:

1) Happy

-Brands want to be associated with smiling, laughing, happy customers, and positivity has been shown to increase sharing and engagement. A study in 2010 of the most-emailed New York Times articles found that emotional articles were shared more often, and positive posts were shared more than negative ones.

-When Coca-Cola recently changed its tagline from "Open Happiness" to "Taste the Feeling," it maintained its focus on happy images of people connecting and engaging one another, such as the above ad showing the bond between siblings.



Figure 1 : Coca Cola Advertising " Open Happiness".

2) Sad

-Sad and emotional advertising increasingly high, those ads have turn people into a blubbering, emotional wreck. In the past few years, as brands have recognized the popularity of emotional content, more and more companies have focused on creating inspirational and moving ads. MetLife Hong Kong produced this heartbreaking ad featuring a daughter who describes all the things she loves about her dad, yet the story breaks down when she also describes all the ways he lies to her.



For the Sochi Olympic Games in 2014, P&G continued its theme of recognizing mothers and their unwavering support.

In conclusion, human beings are emotional creatures whose state of mind can usually be observed through their facial expressions. Our emotional responses are so intuitive and deeply ingrained into our brains that we instinctively “react” before thinking or rationalizing a decision. We often don't recognize how irrational many of our decisions are. And if asked, many people will insist that they favor logic over emotion. Advertising has changed drastically over the past two decades as audiences have shifted their attention on-line. If asked to name some of the challenges, marketers might talk about short attention spans. This shows that emotional appeal is very important in making advertising. If you want your customers to be loyal, you have to make them care first. Use emotions in advertising for the best results.

— even
happy
or sad
emotion.”

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