

**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

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# 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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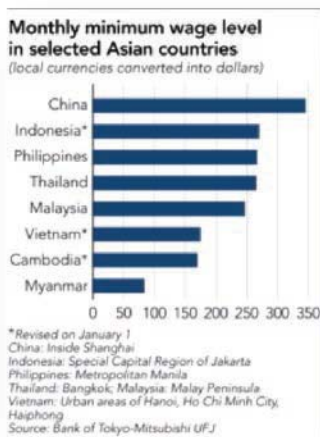
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# “Some people will take advantage —



## Graphic Designer: How to Stabilize Price Range?

By: Mohd Ikmal Hanif bin Bokhori



Source 1: Bank of Tokyo

Since gaining independence in 1957, Malaysia has successfully diversified its economy from one that was initially agriculture and commodity-based, to one that now plays host to robust manufacturing and services sectors. In the graphic design world, we still have a problem with putting our service charge to the client. In Malaysia, most of the graphic designer was underpaid from what they give to the client. This thing happens because of many reasons, and we must do something before the graphic designer being suppressed event more.

A graphic designer does not get paid as they should have because of many factors, and one of them is because of the pricing domino effect. Domino effect has happened when junior graphic designer put lower price for their artwork. This will give a lousy perception to the client about all graphic designer are easy to get and can be paid by a little cost. This will affect every senior designer price rate because most of the client will go for the cheapest one, and once this thing happens, all the price will slowly decrease, and that time domino effect occurs.

We can learn a lot about the business end of design by trial and error and reading articles and books. One thing that is seemingly impossible to get a grasp on is about pricing that we put for every job we take. Whether we are a student, a young designer, or a seasoned pro designer, pricing jobs can be one of the most frustrating parts of the creative process. The cost of the original work is very subjective. While it makes some people uncomfortable to talk about art and money together, but some people will take advantage of paying very low to the designer as their payment. This is some ways on how to stabilise the price range that we can use in the future.

Firstly, pricing hourly for every work or an amendment. Hourly pricing can be incredibly advantageous in certain circumstances and can count every progress that you had made as a payment for your job. Hourly pricing, also known as rate-based pricing, is commonly used by consultants, freelancers, contractors, and other individuals or labourers who provide business services. Hourly pricing is essentially trading time for money. Some clients are hesitant to honour this pricing strategy as it can reward labour instead of efficiency.

Secondly, we also can use licensing and rights-management between our client and us. Most designers take into account the hours they'll put into a project when coming up with a price, but the seasoned professionals use it as part of the way they quote a plan, and not as the only defining factor. Once we feel comfortable with our hourly rate and can somewhat accurately predict how long it will take us to do something. We also have to consider a few other things that will boost your prices and turn this design hobby of ours into an actual sustainable career. We inherently own the rights to anything we create. This is why it's incredibly important to read every

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Contract for every job.

Thirdly, discover client's budget and returns. We are finding out the client's budget upfront, at least a ballpark figure so we can take a quick call whether the project is worth our time. If the client has a limited budget, that will be easy for us.

We know straight away whether to make an effort to pitch to them because preparing an estimate and quote can take a few hours. If the client is unwilling to quote a specific budget or even a range, instead of badgering them for a number, you can request them to fill out a discovery worksheet and include queries about their goals at the same time can make our time worth with the payment given.

In a nutshell, there is anyways that we can practice to stabilise our price rate and make a positive domino effect do not happen to our career. There is a few ways that we can do such as pricing hourly for every work, we also can use licensing, and rights-management between our client and us and we also must discover client's budget and returns to make sure we can get the payment that we deserve. If we practice this way, we can stabilise the price rate our service in this industry and can make people more respect graphic designer itself.

— by paying very low to designer as their payment”

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