

JOURNAL

Graphic Design Exhibition presented by
Faculty of Art & Design UiTM Melaka
Kampus Alor Gajah

REKREASI

UNFOLD

ART AND DESIGN OF JOURNAL PUBLICATION (REKA) UiTM MELAKA

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**Prof. Dr Abdul Halim
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RECTOR UiTM
FOR 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
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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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“Typography can helps the reader —

The Important of Typography in Publication

By: Nur Eirza Khairunnisa binti Mohd Rezan

Typography plays an integral part in design and publication. In the modern era, the audience is aware of typography, design and others. Typography is used as a more extensive conversation to global visual culture, and the audience starts to increasingly aware of the effects of visual design. Typography is used as letter design in print or digital media. Also bring definition to giving text form and its sense of wonder, (Danielle, 2014). The unique font would add character and relate to the body text, and the reader may notice the typeface faster. Typography is often used to attract the reader. Usually, the reader is quickly drawn

to something new, unique and not commonly seen.

The typeface was category under typography. There is a different type of typeface and typeface gives a fresh font and a new look. In education publication, typography is essential to attract the reader to continue reading and also grab reader attention so that the reader will not be bored. Typography is essential to keep the reader being interested in learning education publication. There are six different typeface sorting, that is a serif, san-serif — monospaced, cursive, fantasy, and script. The most commonly used is serif and san-serif. Education publication can be more interested in having an exciting infographic and fonts (Nathan,



2014). It is essential to draw reader attention and encouraging reader to read more book in future likely

Typography is 95% design, and it is a force in the form of communication art. According to Danielle Hill, 2016, typography can convey feeling. The type of typeface can affect on understanding. The most reader will be choosing a suitable typeface by analysing the font size, and the type elicits a feeling of seriousness and importance when it comes to education publication. Good typography should allow the reader to focus on the content and not the formatting and the reader often notices effective typography. The element of good typography is about consistency, Hierarchy, and Alignment. Typography also plays a role in conveying a more explicit message to the reader. Using a complicated typography might cause a complication to reader thus will lose their interest to continue reading. Below is an example of good and bad typography.

IMPACT ON PRIVATE EQUITY

Illegible text block, likely representing the 'bad' typography example.

Insert Subtitle Here

Illegible text block, likely representing the 'bad' typography example.

Impact on Private Equity

Clear text block, likely representing the 'good' typography example.

Insert Subtitle Here

Clear text block, likely representing the 'good' typography example.

According to the book "The Big Fish Experience" 2013, typography can easily attract and hold reader attention. This is because suitable typography can convey a certain mood or feeling. The reader needs to understand what is the message is being delivered. The usage of clean and comfortable to read font is the key to publication because the reader should be able to comprehend the information that being convey. The "The Big Fish Experience" book also stated that typography should be reader-friendly. Establishes information hierarchy by using different font size and type can make the reader determine the most critical point of the publication. This allows the reader to follow and pay more attention to the education publication. This also helps the reader for being more interested in education publication. Typography also creates harmony by the repetition of the same font aligned, and proportion synchronises the education publication and keeps it uncluttered.

When reading, human eyes follow a natural pattern called a scan path. Usually will break sentences into scans and pauses. Mikael Cho, 2017 stated that human eyes typically move across a page for between 7 to 9 letters before needing to pause to process what the reader is reading. As the eyes scan a sentence, no useful visual processing is happening in

the human brain. Visual processing is entirely dependent upon the information taken when the reader pause. This is important for designing how words can directly impact the reader with the right font and layout.

Lupton, 2004, aims to determine which font size would be the best for reading. Size of the font is also important on education publication if the size is small reader might not get to read and understand the information that being deliver to the reader. The suitable size for publication is 6pt, 8pt, 10pt, 12pt, and 14pt type sizes. The size of 10pt font is the most efficient for reading. However, more reading shift to digital and screen resolutions improve. Larger font sizes can convey a stronger emotional connection.

Based on the above content, it is proven that typography can help the reader to be interested in reading. When it comes to education book, not most people like reading an education publication. By creating an education publication that is using typography can attract the reader to read more and be interested in reading, thus it also helps the reader to gain their reading skills. Typography is a way to grab reader attention and allow the reader to continue reading as they start to get exciting into something new.

Bad Design

The following excerpt is from *Eyes on the Prize*, the companion guide to the public television series on America's civil rights struggle.



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Good Design

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Interested in
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