

**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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# “Advertising used to attract —

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## Color Psychology in Advertising

By: Puteri Adlin Afina bt Azam Fitri

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In this current modern era, advertising has several types of techniques used to attract consumers to a product or service. The most commonly used techniques are those involving human psychology that gives a touch to the heart but gives high impact. According to Orana Velarde (Visme.com, 2016), marketing a product or service by touching emotions or memories related to sentimental issues to consumers can remind personal information about them when associating with the product or service, which shares about importance and benefits of the product or service. Successful advertisements can



appeal to consumers and create a sense of normalcy and encourage potential users to be attracted to them so that they buy or create something that is shared within the advertisement.

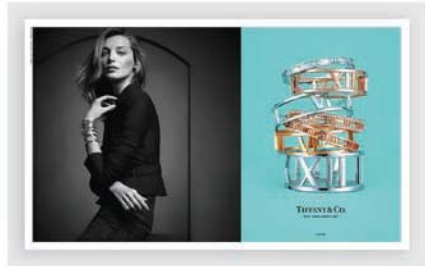
Most advertisements and campaigns of a product or service use one of several popular and effective techniques, and some of them are techniques that use human psychological learning (Tara Kimball, 2018). In addition, some advertisements use direct sales techniques that inform consumers and potential consumers directly about the products or services offered. That way, users will get information directly and consistently with a user-friendly understanding.

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However, visual advertising plays a role in attracting potential users by teasing the soul, fantasy or personality of the target audience or campaign. There are several techniques used, and one of them is color psychology.

Color psychology technique in advertising gives impact psychologically for humans since having eyesight is one of the important senses, influencing the behavior and any decision-making. According to Lindsay Kolowich (Hubspot.com, 2017), different types of color can give buyers and audiences different perspectives on how to give a reaction and gain their attention to an advertisement. Colors do present in the background, in the typography, in the photography, in branding and also visualizations so it is important to portray the exact color palette according to a targeted audience and the purpose of the advertisement because one single wrong tone used could end up giving the wrong emotion to potential buyers.

The use of bright and meaningful colors is the first example. This technique is used all the time, in every type of visual marketing. Color psychology advertising techniques are easy to understand. Creative advertising relies on attractive color schemes to send



Daria Werbowy featured in the Tiffany & Co. advertisement for Spring/Summer 2014

wordless messages. Simple options like using bold colors (for example the color red) can attract users' attention to click on the advertisement. Sometimes a color in a brand is so important that it becomes its own identity, such as Coca-Cola in red and white or Tiffany in turquoise blue. The advertisement below uses the Tiffany brand colors and black and white images to complement.

In conclusion, the use of colors to capture and engage emotions in advertising is very important for marketing today although it can be tuned depending on one's personal preferences. Successful branding will always utilize color studies to gain attention from targeted audiences. The advertisements that succeed in boosting the market for a service or product are from companies that value the opinion of consumers to draw attention from new ones to try to give the company loyalty.

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