

**UNIVERSITI TEKNOLOGI MARA**

**AN INVESTIGATION ON THE CREATIVITY AND AESTHETIC  
VALUE OF COMMERCIAL PHOTOGRAPHY IN MALAYSIA: A  
CASE OF ADVERTISING CAMPAIGN ON BILLBOARD**

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**DESIGN REPORT SUBMITTED IN PARTIAL FULFILMENT /  
REQUIRED FOR THE MASTER DEGREE OF VISUAL  
COMMUNICATION & NEW MEDIA (AD773)  
FACULTY OF ART AND DESIGN**

**APRIL 2006**

Accepted by the Faculty of Art and Design, Universiti Teknologi MARA , in partial fulfilment for the degree of Master of Art and Design (Visual Communications and New Media)

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## **Acknowledgement**

In the name of Allah, the most Gracious and the most merciful who has given me the faith and strength to complete this work. First and foremost, I would like to extend my sincere and genuine to my supervisor, Mr. Nik Ridzuan Nik Yusoff for his immeasurable and 'inexhaustible' practice, guidance and support towards the completion of this dissertation. My gratitude is also directed to Mr. Radzuan Mohd Rafee, Photography Coordinator, School of Art And Design, University Technology Mara, Perak Campus for he supported and permission to doing the interview with Uitm Perak Campus students.

My sincere thanks also go to the professor and lecturer in Master degree programmed, Faculty of Art and Design, University Technology Mara, Shah Alam, Selangor, who give me their support and never-ending encouragement in my pursuit for higher education. A special thanks to the all Art Director and Commercial Photographers who have contributed and spent their precious time in this research.

To my parents who have taught me all the values of life that I now hold and cherish and who have always given me the cushion of confidence to rest upon whenever I fall down. Last but not list, my gratitude to Ms. Noriza Arzain, Ms. Farina, Ms. Nur Shatera, all staff in Photography Department, School Art and Design, Uitm Shah Alam and to all my friends who have contributed directly and indirectly in making this research process.

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## ABSTRACT

**Introduction:** This research is an investigation on the creativity and aesthetics value of commercial photography in Malaysia of advertising campaign on billboard advertisement.

**Statements of problems:** More images and campaigns on billboard advertisement in Malaysia have been exploited by the related parties in advertising production. Most of the images represented the Western culture and life, without considering the effects to the Malaysian surrounding and culture.

**Methodology:** Applied research methods use quantitative and qualitative measurement. Interview and design survey to obtain information and feedback from the respondents and collection data from observation was made by recording sample on billboard advertisement.

**Finding:** The findings of this research, is to find and apply the importance of creativity and artistic in photography as the main medium to promotion, information and education on billboard advertisement and to persuade the society to use the billboard as an important medium.

**Conclusion:** The conclusion for this research is, on whole, it is agreed that effective creativity and aesthetic values must be emphasized in every images of commercial photography in Malaysia on future to attract the attention of society which can be as a main medium for information.

**Recommendation:** The researcher offers the following recommends that the outline, rules and process in producing commercial photographic images on billboard advertisements must be investigate from the basic level. Terms of ideas, concept and contents must be unified into producing an image that can be used as a main medium for promotion, information and education to benefit the community.