

UNIVERSITI TEKNOLOGI MARA

**EDUCATING YOUNG GENERATION ABOUT
MALAYSIA PRINCESS FOLKLORE
THROUGH DIGITAL ILLUSTRATION**

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Thesis submitted in fulfillment of the
requirements for

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Faculty of Art & Design

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CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6th February 2022 to conduct the final examination of Nik Nuraisyah Binti Nik Rozali on her Bachelor Degree (Hons) in Graphic Design thesis entitled 'Educating young generation about Malaysia Princess folklore through digital illustration' in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

As we moving forward to the future, animation movie really famous among young generation especially involve in fantasy and folklore . On 25 May 2020, Edelyn Chow journalist from the world of buzz said that as we always watching Disney princess movie for their awesome plot and story, we never notice that Malaysia also have similar kind of story as the Disney princess did. Thus she say Malaysian folklore also can be next level of animation movie for Malaysia movie and theatre industry. Furthermore, on 15 September 2020, Kelantan football club, The Red Warriors organizes logo design competition to give chance to all designer to create new logo for their club. The winner of this competition is Muhammad Afiff Hakimi Anuar.(Berita Harian, 2020) However, he receive negative comment from Kelantan's citizen not only for direct plagiarism of deer head design on internet but also use the head of deer instead of 'Kijang Emas' as the reference. Thus by the problem statement above, this research exist for a few purpose. First, to educate people about Malaysia princess folklore history. Second, to restore the the folklore and legends so that it will not forgotten by younger generation and mistaken for design application in future . Therefore for this study I used mix method. Observation, interview, survey, secondary research and informal discussions are the sources. Therefore I use secondary research which by using previous articles that I found on internet and also information from books.

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