

UNIVERSITI TEKNOLOGI MARA

THE USE OF COLOURS IN UITM WEBSITE

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ABSTRACT

Colour is an important element in designing a website. Literature shows that colour is very much related to a culture. This study investigated the use of colours at University Technology Mara (UiTM) websites including UiTM homepage, faculties and offices. This study was conducted using interviews with five respondents who are all Faculty of Computer and Mathematical Sciences (FSKM) students. The study found that the same colours were used at all of these websites. These colours are actually based on the colours of UiTM logo which are purple, white, blue and yellow.

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CHAPTER 1

RESEARCH BACKGROUND

This chapter explains about the background of the research and the research statement. The research background shows the current situations that are related to support the research. Besides that, this chapter also discusses the research objectives, scope and the significance of the research.

1.1 INTRODUCTION

Nowadays, internet is one of the medium for people to communicate and connecting each other. It is also one of the important and reliable medium to date, so people often use it to look or search for any kind of information in there. As internet have becomes one of the centers of information, many organization have use internet as the source to promoting or displaying their organizations. Of course one of them is the university or any academic organization. These universities or colleges have their own education or academic website to display information to the people.

The web is used as a source of information and for the dissemination of information by many different public and private organizations. After many usability tests, Nielsen concluded that people do not come to the web for an 'experience' - they come for information (Nielsen, 1999).

The universities or colleges can display their information through a website that is called their university website or academic website. This is because internet had become the largest, reliable and fastest medium to get information. But it is important for the