UNIVERSITI TEKNOLOGI MARA

A STUDY ON THE APPRECIATION MODEL OF MURAL ART IN MELAKA TOWN

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Thesis submitted in fulfillment of the
requirements for

Bachelor Degree (Hons) in Graphic Design

Faculty of Art & Design

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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

This study is proposed because it aims to appreciate mural art in Malaysia. Art appreciation is art appreciation that involves four scopes which are knowing, getting to know, understanding and appreciating works of art. A mural is known as a painting on a wall. Most of the mural paintings are displayed in public places where the public can see them. According to Heinsohon (2015), mentioning graffiti art can also be referred to as mural art. Today, Malaysia uses graffiti art to make the city beautiful.

The question of mural art is how Art Appreciation can be done for Mural Art in Melaka City. The question of mural art is what can Art Appreciation Feldman model identify the mural arts in Melaka Town. To obtain information, this study was conducted by collecting articles. The objectives of the research are as follows, to study about Art Appreciation in Melaka Town Mural. Also to identify the Murals in Melaka Town using the Art Appreciation Feldman model. The study data is analyzed and displayed quantitatively. Through this study, it can be identified that mural art helps improve the visual quality of an area. Dull walls are enlivened by the addition of murals and 3D public art that energize and appreciate.

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