
ACROSS BORDERS

AN OVERVIEW OF ISSUES IN
MANAGEMENT & BUSINESS / SCIENCE & TECHNOLOGY
/ SOCIAL SCIENCE & HUMANITIES
2009-2011

PROJECT TEAM

Dr. Roaimah Hj. Omar
Dr. David Loh Er Fu
Nor Raihan Abu Bakar
Siti Zuraina Gafar@Abd Ghaffar
Muhamad Hanapi Khamis
Siti Nurshahidah Sah Allam

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**Division of Research, Industrial Linkages & Alumni
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PREFACE

Across Borders is designed for use in knowledge development in various disciplines. It is written to accommodate the interest of academicians and industry. The compilation of research abstracts from different fields provides valuable information to assist the expansion of knowledge and development. It also serves as a reference for Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni.

The compilation of proceeding abstracts includes 83 research abstracts that are divided into 3 sections according to their respective disciplines; Management and Business, Science and Technology, and Social Science and Humanities.

It is hoped that this book would inspire its readers to undertake further research in the specific fields or disciplines.

ACKNOWLEDGEMENT

The project team of this Across Borders would like to express their deepest appreciation to all the researchers from the various faculties for their participation. Without their on-going contributions the book would not be possible. We are indebted to the Rector of Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni for mooted the idea of having this book and getting the project started.

We would like to sincerely thank all our friends, colleagues, and acquaintances for their roles, direct and indirect contributions and invaluable support in the compilation of the 83 proceeding abstracts.

ANTHROPOMORPHIC MULTI-SPORT MASCOT: A CASE STUDY OF SUKMA XIII MELAKA 2010

Azahar Harun

Mohamed Razeef Abd Razak

ABSTRACT

As the host of the SUKMA XIII Games 2010, the State Government of Melaka has decided to use a legendary animal *Sang Kancil* (the mouse deer) as its official mascot to represent the state. Hence, the Faculty of Art & Design was given the honor to design and develop the character of the new mascot and also to promote and merchandise the programme. This project demonstrates the process of developing a new mascot concept. A standard design procedure was used as the development method. This procedure included SWOT Analysis, brainstorming, sketches, colour scheme process, personification, prototyping and final design. In order to make an impact emphasis was given on certain body parts like eyes, posture, facial expression and costume. A triangular form was used as the base of the design to enhance visual stability and dynamism. The final output consisted of one main mascot and 28 action mascots.

KEYWORDS

Secretariat of SUKMA Melaka, Anthropomorphic Multi-sport Mascot, Design