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*The Creative Process
of Undergraduate
Final Year Projects*

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Mohd Zaki Mohd Fadil

GRAPHIC PHILOSOPHY

*The Creative Process of
Undergraduate Final Year
Projects*

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Mohd Zaki Mohd Fadil

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Graphic Philosophy: The Creative Process of Undergraduate Final Year Projects

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Rebranding of Freeport A'Famosa Outlet

introduction

Freeport A'Famosa Outlet is a collaboration with London-based Freeport Retail, a global manager and investor in the outlet industry, and was opened on 28 January 2016 by Datuk Seri Utama Dr. Ahmad Zahid Bin Hamidi, Malaysia's former Deputy Prime Minister, and Datuk Seri Ir. Haji Idris Bin Haji Haron, Melaka's former Chief Minister. A famous Australian architect created the Dutch heritage design in collaboration with

the state government of Melaka. The richly greened landscape, designed as an open-air mall, contains five water features, a lake, four parks and lawns, a windmill, and a carousel.

Freeport A'Famosa Outlet was chosen as my final year project after I visited the place for the first time in 2022. I decided upon it because it is one of the main attractions in Melaka. It also has a lot of potential that can be developed to be an outlet that is famous among the tourist and Malaysian citizen rather than its

competitors. The purpose of this project is to develop a fresh image that is suitable for the outlet and making it a worldwide design. The plan for this project is to rebrand in practically every aspect, including the logo, tagline, signs, uniforms, livery, counters, and others.

redesigning logo

This project started with the redesign of the Freeport A'Famosa Outlet logo. The original logo of the outlet is shaped like a square and has orange as the base color and white for the "Freeport A'Famosa Outlet" color. The plan to design the logo is to infuse the identity of Melaka because it is located in the state. The first idea for this logo design was to use two iconic symbols of Malacca into the logo: the Deer (Pelanduk) and the Kesidang Flower.

Furthermore, the colors chosen are maroon and gold to highlight the brand name and draw visitors' attention to the logo.



Figure 1. Original Logo



Figure 2. First Chosen Logo



Figure 3. Final Chosen Logo

However, after going through various processes, the Kesidang flower was no longer included in the design. Deer was chosen as the main symbol of Freeport A'Famosa because it is strongly associated to Melaka and I can concentrate on producing creative ideas with only one subject. The final logo that was picked is a stylized deer composed of geometric principles and floor tiles to further reinforce the Melaka identity in the brand.

wayfinding design

The second stage is to tackle the outlet's wayfinding problem, which is one of the biggest issues. This is due to the fact that, despite the outlet's size and abundance of shops, there is only one directory and it is only available at the main entrance. The majority of the signage appears to be outdated and unmaintained. As a result, customers are more likely to get lost in the store, and there is not enough signage to help first-timers find their way around.



Figure 4. Current Map Directory

A new system is developed to address this issue and make it simpler for customers to navigate in the outlet. Each segment of the outlet is divided into three zones, designated as Zone A, Zone B, and Zone C. Each zone has a unique symbol and corresponding colour to better guide customers. The colours are applied according to zones for the map directory, directional signs, and identificational signage. The Peranakan Tiles, which are stylised to be simpler, are the source of the patterns and symbols. As one of Melaka's most recognizable symbols, Peranakan tiles were picked as the source of inspiration.

The patterns that are developed are used on a variety of items related to Freeport A'Famosa Outlet. The icons used on the wayfinding system are inspired by the shape of Freeport A'Famosa buildings

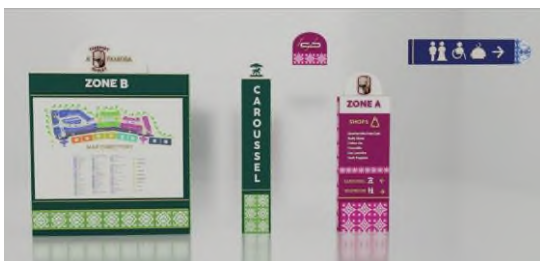


Figure 5. New Wayfinding System



Figure 6. Photo Manipulation

corporate identity

The next stage in finishing this project is to design for the corporate identity. The first item that are redesigned is the receptionist uniform. The receptionist uniform is designed with a minimal concept and the tile patterns are applied in the sleeve section. The top of the uniform is gold coloured while the bottom is maroon coloured. These adjustments are made to make them appear more consistent with the outlet's new image. Women were required to wear blazers as part of their uniform and were permitted to wear long skirts and slacks. Although wearing a hijab is optional, it must be maroon in colour. Blazers and slacks are required for men. They are required to wear ties with their uniforms for accessories. To complete the uniform look, name tags and formal shoes are required for both genders. The design of liveries is then updated. The livery included van and lorry. Gold colors are used as the primary colour. The tile's components are randomly organised and primarily in beige and maroon in colour. The logo is used to further emphasise Freeport A'Famosa Outlet's identity. In order to convey elegance, the counter has also been remodeled with maroon and gold colours and marble textures.



Figure 7. Receptionist Uniform



Figure 8. Livery Design

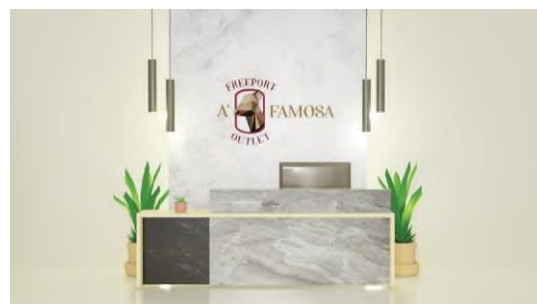


Figure 9. 3D Counter Design

main entrance

Freeport A'Famosa Outlet requires a new main entrance because it doesn't currently have one. To fit in with the existing structures, the entrance was created with Portuguese-inspired architecture. The pillars are built of bricks, while the base texture of the entrance is white concrete. Maroon and beige make up the main entrance's major colour scheme. In order to let visitors know they are where they need to be, the logo is also placed on the main entrance. Additionally, there were words of greeting at the entryway to help visitors feel welcomed.



Figure 10. 3D Main Entrance



Figure 11. 3D Photo Manipulation

photobooth

Additionally, a brand-new picture booth will be built with the goal of encouraging guests to take lovely and interesting photos and set up in front of the windmill. The photo booth's images will feature the outlet's big attraction. This can help the customer remember the store favorably and win the customer over.



Figure 12. 3D Photo Manipulation

advertising poster

The last major change that is redesigned is in the advertising section. The new posters are designed with a minimal concept and large sized typography to make it attractive for the potential customers. Furthermore, to avoid making it difficult for the customer to read while they are browsing the outlet, the posters will be created with photographs as the main focus and minimum text.



Figure 13. Outlet's Poster



Figure 14. Outlet's Celebration Poster



Figure 14. Mockup Poster

conclusion

In conclusion, I really enjoyed doing this subject as my final year project. The learning process has been fun and improving especially in the 3D modelling aspect has made me improve to make mockups and models. My ability to design has improved as a result of the enjoyable learning process, particularly in the area of 3D modelling including creating mockups and models. This makes the project incredibly rewarding and pleasant.

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“Every great design begins with
an even *better* story”

- Lorinda Mamo

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