

GRAPHIC

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*The Creative Process  
of Undergraduate  
Final Year Projects*

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Azahar Harun and  
Mohd Zaki Mohd Fadil

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# GRAPHIC PHILOSOPHY

*The Creative Process of  
Undergraduate Final Year  
Projects*

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Edited by  
Azahar Harun and  
Mohd Zaki Mohd Fadil

College of Creative Arts  
Universiti Teknologi MARA  
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# Graphic Philosophy: The Creative Process of Undergraduate Final Year Projects

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# Developing Brand Identity for Aurora Park in Port Dickson

## abstract

The purpose of this research is to understand the current issues of Aurora Park on the graphic design study in order to create a good brand identity. This is because they do not have a precise brand identity that can represent them as Aurora Park. Other than that, this research also aims to help Aurora Park stand out from other animal parks in Port Dickson and also to be comparable to zoos abroad that have a good brand identity. This research can help Aurora Park to get a good brand identity that can promote them as an animal park in Port Dickson. Furthermore, viewers can be more aware about the existence of Aurora Park Port Dickson. As a result, Aurora Park can be well-known not only in Port Dickson itself but also outside of the state. This is because Port Dickson is a tourist hot spot, so that it is easy for tourists to find out about Aurora Park. Tuah Centre.

## introduction

Port Dickson is one of the popular holiday spots among Malaysians as well as foreign tourists. There are many interesting places to visit in Port Dickson but the most loved by visitors is the beach. After enjoying bathing on the beach, surely visitors will want to find other interesting places to visit to fill the excess time on vacation. Aurora Park Port Dickson is a place that can be visited in Port Dickson. Aurora Park Port Dickson is located in Teluk Kemang, Port Dickson. It is owned by three business partners.

Aurora Park is an animal park that provides various types of animals for visitors. More interestingly, Aurora Park also provides lighting displays at night to further enliven the concept of Aurora Park. Therefore, visitors not only can explore the animals during daytime, but they also can visit the animals at night as well as enjoying the atmosphere of colorful lights in line with the name of Aurora itself. Aurora Park officially opened on January 22, 2022.



Figure 1: The main entrance of Aurora Park Port Dickson

## problem statement

The main problem of Aurora Park is there is no brand identity that can present them as Aurora Park properly. One of the biggest problems is it does not have no official logo as it is the most important thing for a company. Logos help in the creation of a brand identity for a company to inspire trust recognition and admiration for a business or product (Kristie Lorette, 2022). Other than that, Aurora Park does not have a good signage as it can be a good marketing platform to promote Aurora Park. Effective business signs can help a great deal in drawing more visitors to your business. (Ryan Brady, 2021)

## design process

There are 5 stages of design process that have been used in developing brand identity for Aurora Park Port Dickson.

The first process is empathize where research need to be conducted to develop an understanding of users. In the month of October, site visit was carried out to collect the data of research. In this process, data analysis were collected by taking pictures of all view at the place started with the outside and inside view of the park. These views include entrance, ticket counter, the animals, light display, and signage.

Second process is followed by the define process where this is the time to compile the knowledge information obtained during the Empathize phase. In the define process, a problem was identified which is Aurora Park did not have a brand identity. The fundamental issues that have been discovered are then defined by analyzing and synthesizing the observations. These are three objectives to develop brand identity for Aurora Park.



Figure 2: The main entrance view



Figure 3: The view in Aurora Park



Figure 4: One of the animal cages

These are three objectives to develop brand identity for Aurora Park.

- To identify the visual design that needs improvement for better design outcome.
- To build a new branding design for Aurora Park as design plays the important role in creating a good branding.
- To promote Aurora Park with more attractive designs that can attract customers.

Thirdly, here goes the process of ideate. Preparation of idea generation takes place in this process and can start to "think outside of the box," explore for new ways to approach the problem, and discover innovative solutions to the problem statement that have been created. Here, brainstorming is really beneficial. Organize ideation and brainstorming sessions to look into ways that may create a better experience. In order to balance the needs of the user and the company, the designer sketch a variety of potential flows and design options.



Figure 5: A few sketches of logo ideas

Figure 5 shows a few sketches of logo ideation before step in the next process. This is important in making sure the design process work successfully. From Figure 5, sketches number four is the chosen logo for Aurora Park Port Dickson.

The logo is symbolized from one of the animals in Aurora Park which is Peacock. Peacock was chosen to be the icon that represent Aurora Park because it is the most colourful animal in the park that can represent the colour of aurora too. In addition, peacock has its own light sculpture at the entrance of the park.

After ideate process, there will be the fourth process which is prototype. Here is where it starts to create solution. This stage is experimental. The purpose is to find the optimal solution for each issue and to identify the components of the work ideas that function and those that do not.



Figure 6: The logo design



Figure 7: Wayfinding and animal nameplate

Figure 6 and Figure 7 show the developed design of the Aurora Park Port Dickson logo and the signage that includes wayfinding and animal nameplates. This is where the colour, icon, shape and typography have been applied creatively. These are among the solutions in developing brand identity for Aurora Park.

Logo design in Figure 6 is using the magenta colour with the code of 990A5C. This colour is a group of purple colour which is one of aurora colour that can relate with the aurora element.

The final process of design is the implement process which need to put the plan into action. This process is to make sure the solution is implemented and touches the lives of users. Implementation is the simple act of applying design for whatever goal it was intended. The actual project result is constructed during this phase.



Figure 8: Logo design implementation on paper



Figure 9: Map implementation on signage

Figure 8 and Figure 9 show the implementation of design. Figure 8 is the logo design that has been implemented on a paper for corporate item. Figure 9 is the map directory design that has been implemented on a physical signage. This brings to the conclusion that Aurora Park branding identity has been developed properly according to the five design process.

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

- Lorinda Mamo

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