



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perak
Kampus Seri Iskandar



ART & DESIGN
COLLABORATIVE
PROGRAMME



BEYOND

REDEFINE™

@redefinebyuitm

eISSN 2821-3629



9 772821 362001

A VIRTUAL
**GRAPHIC
DESIGN
EXHIBITION**
2022

IDEAS No 1, Vol 1

Publisher

UiTM Perak Press
Universiti Teknologi MARA
Kampus Seri Iskandar
32610 Seri Iskandar
Perak, Malaysia

UiTM Perak Website
<https://perak.uitm.edu.my>

College of Creative Arts (Perak)
<https://www.adperak.com>

Editor-in-Chief

Mohd Shahril Abd Rashid
Anwar Fikri Abdullah
Ts. Ahmad Sofiyuddin Mohd Shuib

Editorial

Assoc Prof. Dr Nur Hisham Ibrahim
Prof. Madya Dr Muhammad Abdul Aziz
Dr Hanafi Hj Mohd Tahir
Dr Shahrel Nizar Baharom
Dr Shahrnizam Sulaiman
Azlan Zainal
Nurul Nadiyah Jamaludin
Syahrul Nizam Shaari
Mhd. Nor Osman
Mohamad Quzami An-Nuur Ahmad Radzi
Muhammad Fikri Saidi Othman

Project Coordinator

Mohd Shahril Abd Rashid

2022 COPYRIGHT RESERVED REDEFINE BY UITM

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any mean, electronic, mechanical, photocopying, recording, or otherwise permission of copyright holder.

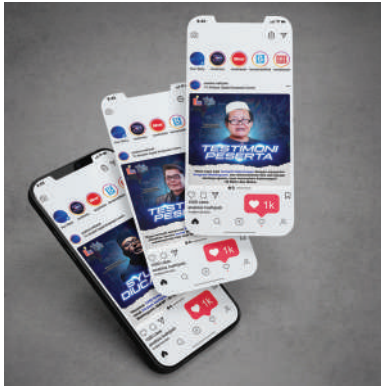
The validity and authenticity of content in every article are the sole responsibility of the respective author/s. Any violations are entirely responsible for the authors.

First Published March 2022

e-ISSN: 2821-3629

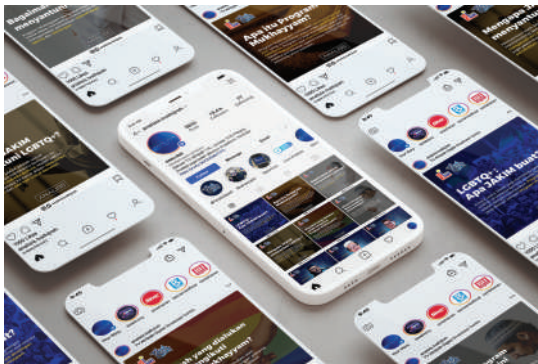
TESTIMONIAL ADS

Basically this testimonial poster was display in the Instagram mock-up. 'Fitrah Qaseh' campaign are choosing analisis.tvalhijrah's Instagram as the main account because it is to display the information such as testimonial posters and informative poster ads. Besides, analisis.tvalhijrah's are the online media that always post about the latest social issues.



NEWSPAPER

For this campaign, it more focus on Sinar Harian and Harian Metro newspaper. Besides, thematic ads poster design was used as the front cover of these newspaper. These 2 types of newspaper was used in this campaign as it is some of popular newspaper in Malaysia and newsbrand can inform and persuade readers. Moreover, newspaper advertising is very effective as it is the media that bring together the information into stories that readers can engage with.



INFORMATIVE POSTER ADS

This informative poster ads includes the information that is concise, and easy to understand. In addition, this informative poster will be posted on the analisis.tvalhijrah's Instagram because it is the most accurate media to provide the information as it is a company under the purview of the Department of Islamic Development Malaysia of the Prime Minister's Department. In addition, these informative ads also can educate people about the benefits of the campaign.

MAGAZINE

In the magazine, it includes thematic ads poster design and advertorial ad. The advertorial ad in this magazines are to shows the detail information about the campaign. Moreover, an advertorial may convey more effective information thus can helps consumers understand more about the campaign.

LOGO

Logo Rationale

'Fitrah Qaseh' campaign logo carries the meaning of returning the LGBTQ+ people to their original (Fitrah) by treating them with love (Qaseh). The blue colour was chosen as the main color of this logo for showing the purity. Also this logo used a logotype style by using Islamic modern font to maintain the identity as it is under JAKIM.



THEMATIC ADS POSTER

Overall, the campaign has 9 posters for thematic ads. This is a part of a thematic ads poster from series 1, series 2 and series 3. Each series has the same headline and subhead and has different visuals and also different bodycopy. Thematic ads poster for this campaign mostly used colors such as blue, yellow and green. The concept used in this thematic ads are persuade visualization as shown in the poster.



HANIS SHAFINAZ
SHAHARUDIN



hanisshafinaz21@gmail.com

FITRAH QASEH CAMPAIGN

Fitrah Qaseh is a campaign by Mukhyyam JAKIM. The objectives of this campaign are to increase awareness and to change Muslims LGBTQ+ community perspective about being felt criminalised, marginalised and stigmatised towards Islamic Campaign. Besides, this programme are totally open to LGBTQ+ community and it does not use any coercion involved.



ORGANISED BY

REDEFINE™



Cawangan Perak
Kampus Seri Iskandar



ART & DESIGN
COLLABORATIVE
PROGRAMME

