

**UNIVERSITI TEKNOLOGI MARA**

**EXPLORING KINETIC  
TYPOGRAPHY AS AN  
ALTERNATIVE MEDIUM IN  
DELIVERING MESSAGES**

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Thesis submitted in fulfillment  
of the requirements for the degree of  
**Master of Art**

**Faculty of Art and Design**

March 2015

## ABSTRACT

Animated texts are derived from Kinetic Typography which symbolizes the strategy of the art of expression. Variation in Kinetic Typography is in its capability to add considerable emotive articles and empowering functions that are normally found in films. This includes set of words detailed in the spoken concept. Kinetic Typography is an important approach in visual communication when delivering messages and creating influence in educating and creating responsiveness visually. An objective of this research is to study the audiences' awareness on the use of Kinetic Typography in social society campaigns. Based on user and gratification approach, people used media for obtaining information and knowledge. Therefore, Kinetic Typography can be expected to be an important method in visual communication to deliver messages. This study provided eight samples of social community campaigns that used Kinetic Typography. They were then used to measure the acceptance level among the respondents. Questionnaire was administered via online application to measure the respondents' perception on Kinetic Typography. Samples were among 400 respondents from Multimedia University, mainly students and professional employees in the district of Melaka Tengah. Research findings showed that majority of the respondents agreed that Kinetic Typography approach gave better understanding in educating and creating awareness in visual communication. It also provided more input rather than just images. It is also show that the expression of the typefaces communicated some expression to deliver the message to its audience effectively. According to the research findings, appropriate typefaces exploitation during this video increased the meaning of the messages when Kinetic Typography was deployed and as such, perfectly deliver the messages as intended.

## ACKNOWLEDGEMENTS

Alhamdulillah, thanks to Allah with the help that allow me to complete this thesis successfully. Foremost, I would like to convey my frank thankfulness to my advisor Prof Madya Mohd. Aris Abdullah for encourage of my master study and research, for his endurance, expertise, passion and vast knowledge. I appreciate his knowledge and skills in many areas and his assistance in writing reports. Also, thanks to Dr. Rosita Mohd Tajuddin as a Programme Coordinator (Research) of Post Graduate Studies, Faculty of Art and Design, University of Technology MARA, Shah Alam.

Very special thanks to Mr. Hafnidzam Adzmi, whose gave me with technical support and become more of a mentor and my second supervisor. It was however his perseverance, considerate and kindness that I completed my master thesis.

I would also like to express thanks to my family for the encouragement they give me through my whole hard time and in particular, I must acknowledge my husband Mr. Md. Airie Agus bin Azmi Agus, my parent and family in law, without those encouragement and love, I would not have completed this thesis.

Finally, I would like to say thank you to all people who directly or indirectly involve in doing this research. Alhamdulillah.

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