

PTAR

*PERPUSTAKAAN
TUN ABDUL RAZAK*



ABOUT US



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INTRODUCTION

Library Tun Abdul Razak (PTAR) Puncak Alam Campus has started its services on 27 July 2009 at 5th Floor, Plaza Satellite Building B (PSB). Through Phase 2 development, Puncak Alam Campus Library has moved into new buildings and fully operation in May 2014.

The new building has four floors that can accommodate 1300 seats at a time. The facilities and services provided is expected to meet the needs of teaching, learning, research and development of knowledge among UiTM.



DESIGN RESEARCH

Issue

- Student has a perception that Library is a boring place
- The library is too quite and not attractive

Problem Statement

- Student always think library is a boring place
- Lack of Art And Design's books
- Many room in the building is not in use
- Student has limited place to eat
- Food that are provided is limited
- Library is opened in office hours not 24

Design Solution

- Renew PTAR official website
- Make an applicaton about PTAR

- Have a big space
- There are various types of rooms and facilities
- Multi info provided
- Clean environment

STRENGTHS

- Limited way of learning
- The place is too quiet and too formal
- Limited space to eat and having rest
- Limited budget and provision

WEAKNESSES

- Can be a good library and multi gallery in UiTM Puncak Alam
- Can be a attractive library
- Can be a good and comfortable library
- Customers can also order and buy some sort of buns, patisseries and coffee

OPPORTUNITIES

- High cost economy
- Changing perception of student concerning the rules of library
- Can make student feels like home

THREATS

SWOT

CREATIVE PLATFORM

AIM

- To make Library as a Multigallery

Communication Objective

- Have an opportunity to the public
- Be able to reduce visitor problem like a place to rest

Target Audience

- Students of UiTM Puncak Alam
- Public visitors
- Staff UiTM Puncak Alam

Competitors

- Perpustakaan Sultanah Bahiyah, UUM
- Perpustakaan Za'Ba, UM
- Perpustakaan Tengku Bainun, UPSI
- Perpustakaan Sultan Abdul Samad, UPM

Benefit

- Can introduce to public about PTAR
- Make the consumer feel happy and comfortable

Positioning

- Focus to promote PTAR to international level.

Design Creative

- Renew PTAR official website
- Make an application for PTAR

Tone & Manner

- Modern feel
- Unique
- Youth
- Fun

BIG IDEA

ONE STOP CENTRE

-To improve PTAR as a multi-functional library with eco green concept



WALL PAINTING
& MIRROR

REFERENCE



TION: LAB

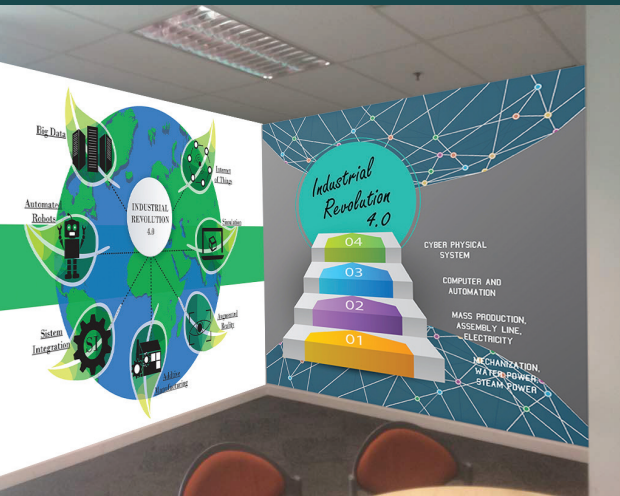
MERCHA

TION HAZRI

REFE

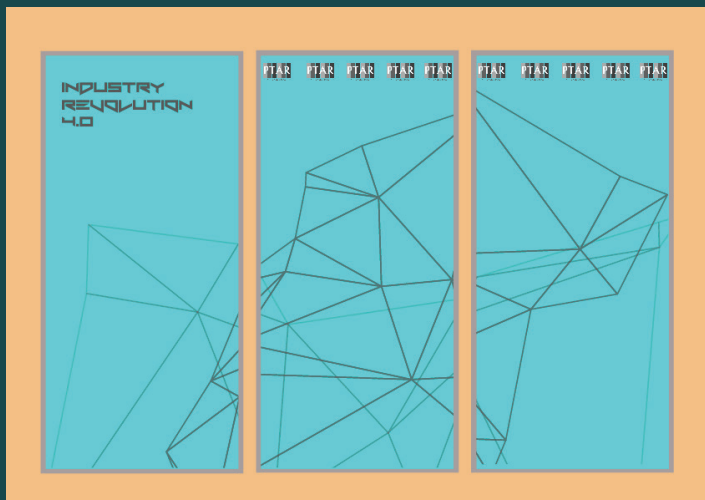
Take material





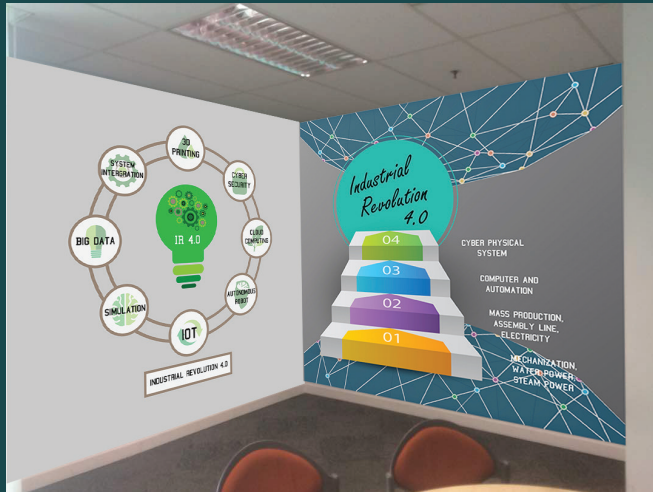
LOCATION: LAB

IDEATION ZUL



LOCATION: LAB

IDEATION HAZRI



MERCHANDISE

REFERENCE

Take material from Bengkel Daya Klang (BDK)



IDEATION ASYRAF



IDEATION ZUL



IDEATION HAZRI

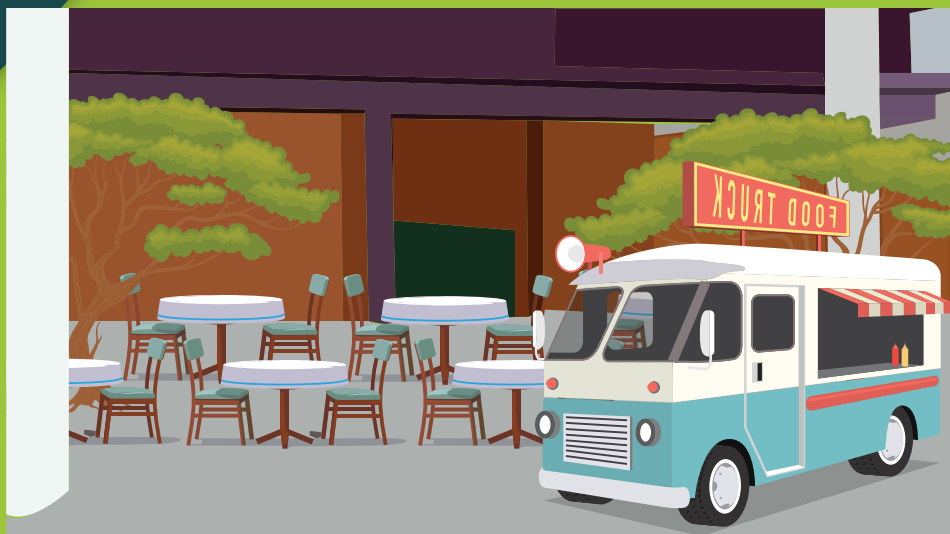


CAFE

REFERENCE



IDEATION ASYRAF



IDEATION ZUL



IDEATION HAZRI



BROSHURE

OUTSIDE

CREATIVE PLATFORM

AIM

- To make Library as a Multigallery

Communication Objective

- Have an opportunity to the public
- Be able to reduce minor problem like a place to rest

Target Audience

- Students of UTM Puncak Alam
- Public visitors
- Staff UTM Puncak Alam

Competitors

- Perpustakaan Sultanah Safiyah, UTM
- Perpustakaan IS 10, UTM
- Perpustakaan Tengku Razali, UPM
- Perpustakaan Sultan Abdul Samad, UPM

Benefits

- Can introduce to public about PTAR
- Make the consumer feel happy and comfortable

Positioning

- Focus to promote PTAR to international level.

Design Creative

- Revive PTAR through website
- Make an application for PTAR

Tone & Manner

- Modern feel
- Simple
- Youth
- Fun

BIG IDEA

ONE STOP CENTRE

- To improve PTAR as a multi-functional library with eco green concept

RESEARCHER & DESIGNER TEAM



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DELIMA

PTAR

PERPUSTAKAAN
TUN ABDUL RAZAK



INSIDE

BIG IDEA

ONE STOP CENTRE

- To improve PTAR as a multi-functional library with eco green concept

CAFE





WALL PAINTING & MIRROR




MERCHANDISE











LIBRARY AS A MULTIGALLERY ONE STOP CENTER



UNIVERSITI
TEKNOLOGI
MARA

PTAR
"LIBRARY for ALL"

CREATIVE PLATFORM

Aim

- To make Library as a Multigallery
- To improve PTAR as same level International library.

Issues

- When there are four the driver stay/read in the bus
- When the student and lecture wait for the next class

Communication Objective

- Have an opportunity to the public
- Be able to reduce visitor problem like a place to rest

Benefit

- Can introduce to public about PTAR
- Make the consumer feel happy and comfortable

Competitors

- Perpustakaan Sultanah Azizah, UTM
- Perpustakaan Carlin, UTM
- Perpustakaan Tenggah Darul, UPSI
- Perpustakaan Sultan Abdul Samad, UPM

Target Audience

- Students of UTM/Puncak Alam
- Public visitors
- Staff UTM/Puncak Alam

Positioning

- Focus to promote PTAR to International level.

Design Creative

- Based PTAR official website
- Make an application for PTAR
- Reorganize the room is more space
- Suitable with variety of food
- It is easy to read
- Add more general reading

Tone And Manner

- Modern feel
- Uniform
- Youth
- Fun

Big Idea



Library as a one stop center.

We want to make PTAR as a One Stop Center because we want to give comfort to PTAR users especially to outsiders that make field trip. PTAR will be filled with creative art so that it can make PTAR users feels happy and comfort.

30%

70%

Wall Painting

Mirror Painting

1. Mirror Painting



2. Wall Painting



3. Merchandise



REFERENCE

1. Intellectual Revolution 4.0
2. Perpustakaan Tim Abul Bank (PTAR)
3. Integrated Marketing Communication (IMC)

RESEARCHER & DESIGNER

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