



PERPUSTAKAAN TUN ABDUL RAZAK, UITM PUNCAK ALAM



WHAT IS LIBRARY?

Libraries are places of information. When most people think “library” they think books. And while that is certainly true, these days books take different shapes, such as e-books and audio books. More than just books, libraries are places of information, offering people free access to a wealth of information that they often can’t find elsewhere, whether online, in print or in person. Whether they’re looking for DVDs or the latest best-seller; health or business information found on internet databases not accessible at home, or going for story times and community programming, the library is a center of community for millions of people.

Libraries are community hubs. In addition to connecting people to information, libraries connect people to people. They are safe havens for kids when school is not in session, offering after school homework help, games and book clubs.

Libraries offer computer classes, enabling older adults stay engaged in a digital world. Library level the playing field. As great democratic institutions, serving people of every age, income level, location, ethnicity, or physical ability, and providing the full range of information resources needed to live, learn, govern, and work.

ABOUT PTAR

Tun Abdul Razak Library (PTAR) Puncak Alam Campus commenced its service on 27 July 2009 at Level 5, Plaza B Satellite Building (PSB). Through Phase 2 development, Puncak Alam Campus Library has moved into new buildings and fully operational in May 2014. The new building has four levels capable of accomodating 1300 seats at a time. Facilities and services are expected to meet the needs of teaching, learning, research and knowledge development among UiTM residents.

PROBLEM STATEMENT

Environment is too formal for
student to do group assignment
No attraction to visitors
Internet surpass actual library function
Operation hour mismatch
with student's schedule

OBJECTIVE

To redesign services and virtual
and physical spaces to optimize
the library existence and
important to the community



BACKGROUND ISSUES

Library is actually where all the input and output are produced. All the knowledge that people need have in a library whether for children, teenagers, college students, adults or senior citizen. Unfortunately, nowadays there are no more people like to go to the library.

SWOT ANALYSIS



STRENGTHS

- Has spacious space
- Locate at the center of UITM Puncak Alam
- Has personal space for privacy.
- Grand main entrance

WEAKNESSES

- Environment too formal
- Boring and outdated
- Limited accessibility and not very friendly environment.
- Student feel very timid to use all the facilities like multimedia room.

OPPORTUNITIES

- Located in the nearest crowd of the student.
- Comfortable with spacious space.
- Various facilities.

THREATS

- Lack of supporter
- Unusual feel from the target audience about new innovation
- Operation time mismatch with the target audience's schedule.



BIG IDEA

Build your tent,
spend day and night in library

CONCEPT

Eternal Library



ETERNAL BIBLIOTHECA

Eternal Bibliotheca or eternal library purpose is to focus in making library as 24 hours where visitors are allowed to visit or stay in library until the next morning. This is because most target audiences are students who are mostly staying up late to study.



PROJECT FOCUS

- Story Wall
- Camping Library
- Merchandising

CAMPING LIBRARY

This concept will have all visitors to stay one night or two night camping at the library to do all the assignment like stay up late working at the library.

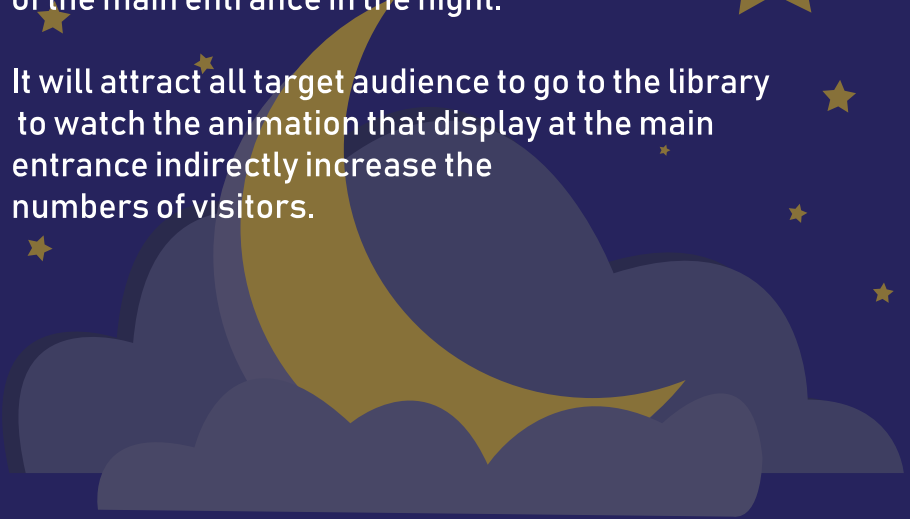
It will maximize the accessibility of the library because student more prefer to complete their task at the college because there's no limitation of time.

It also will create a casual environment that will make target audience feel comfortable.

STORY WALL

This concept will display animation story about history, knowledge and etc at the wall of the main entrance in the night.

It will attract all target audience to go to the library to watch the animation that display at the main entrance indirectly increase the numbers of visitors.



INTEGRATED MARKETING STRATEGY

MESSAGE STRATEGY

To create a welcoming atmosphere by maximizing the accessibility of the library to attract the visitors to visit the library.

COMMUNICATION STRATEGY

Trough story wall, student can learn and at the same time enjoy the story as well. Camping library allow student to enjoy group study and to use the library service at ease in the night.

MARKETING STRATEGY

Camping library can attract student because most student like to stay up late on night. Student nowadays are more to visual than facts so story wall definitely will attract them to visit the library.



TARGET AUDIENCE

The target audience of the library is the students in UiTM, lecturer and staff of UiTM and also visitors

TONE AND MANNER

- Casual friendly
- Creative
- Friendly

IR4.0

INDUSTRIE 4.0

Industry 4.0 is the digital transformation of industrial markets (industrial transformation) with smart manufacturing currently on the forefront. Industry 4.0 represents the so-called fourth industrial revolution in discrete and process manufacturing, logistics and supply chain (Logistics 4.0), the chemical industry, energy (Energy 4.0), transportation, utilities, oil and gas, mining and metals and other segments, including resources industries, healthcare, pharma and even smart cities..

Industry 4.0 creates what has been called a "smart factory". Within the modular structured smart factories, cyber-physical systems monitor physical processes, create a virtual copy of the physical world and make decentralized decisions. Over the Internet of Things, cyber-physical systems communicate and cooperate with each other and with humans in real-time both internally and across organizational services offered and used by participants of the value chain.

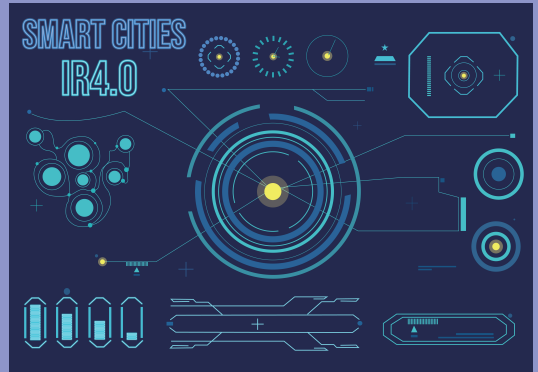
SMART CITY

Smart Cities are much more than just an effort by sovereign nations to modernize their infrastructure. They are a focal point for growth drivers in several key ICT areas including: M2M/IoT, Connected Devices, Broadband Wireless, Cloud Computing, Big Data and Analytics. Smart City developments are causing many technologies and solutions to integrate with convergence seen across with many resource areas including energy, water, sanitation, and other essential services.

WALL DESIGN IDEATION



Designed by Afiq Junaidi

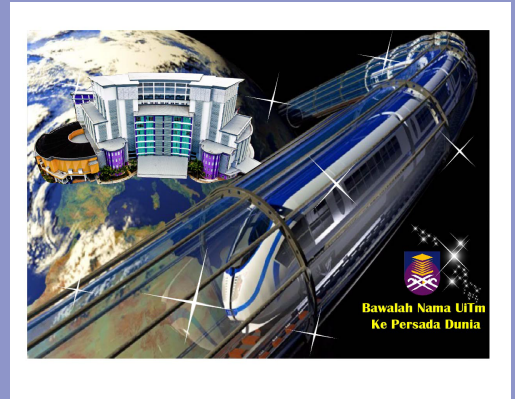
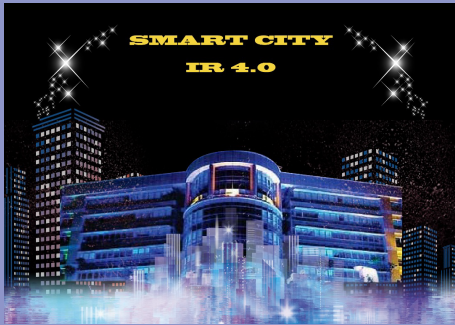


Designed by Ain Ameera

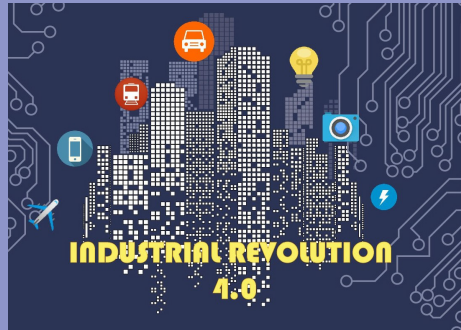


Designed by Nur Sabrina

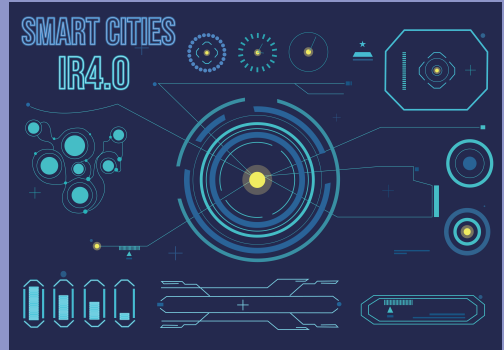
WALL IDEATION DESIGNED BY AFIQ JUNAIDI



WALL IDEATION DESIGNED BY NUR SABRINA



WALL IDEATION DESIGNED BY AIN AMEERA

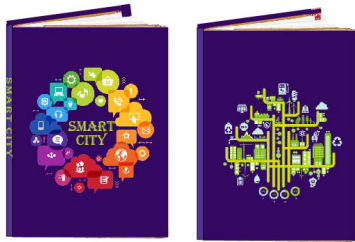


MERCHANDISE

MERCHANDISING

Merchandising is everything you do to promote and sell your products once the potential customer is in your store. When we talk about merchandise, we are talking about products available for sale, typically in a retail setting. Colorful water bottle with printed doodle and typography. It comes with bright and colorful with the same size.

MERCHANDISE IDEATION



FRONT

BACK

Notebook



Bottle



Handkerchief

BY:

Paragon



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NUR SABRINA 2016667188



AFIQ JUNAIDI 2016667242