

Universiti Teknologi MARA

Colour Element in Children
Reading Book
Case Study: e-Xra Book

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Dissertation submitted in fulfillment
of the requirements for the
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AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Reading is a big part of our lives and it has been taught since we are little. Reading is important in early-child education for the children. Early-child education or early-child development is actually take places during the children's brain growth phase. It is important for them to have reading skills, so they can do complex reading when they grow up. But nowadays, the rate of literacy in Malaysia is still low and it is improving but still it did not achieve the target to get 100 per cent in 2020. Children attention also attract to the mobile phone or television more than books as they seems more enjoyable than the books. So, this research is to study about colour as it is can attract their attention. The researcher study also about the element of colour and what kind of colour that they like. With this, the publisher can come out with children reading book using colour that recommended. Other than that, the children reading book that were used in this research is e-Xra book. This book actually was used in Dzuliman kindergarten children that in age 4 until 6 years old. The researcher will study the colour that in e-Xra Book by using Newton's colour theory which is primary colour, secondary colour and tertiary colour. The researcher also were suggested that what kind of colour system that suitable for children reading book and whether the cover of e-Xra book consist that particular colour.

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