

Universiti Teknologi MARA

Typography on Drink
More Water Posters

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Bachelor in Graphic Design (Honours)
Faculty of Art and Design

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Thesis submitted in fulfillment
of the requirements for the degree of
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AUTHOR'S DECLARATION

I declare that the work in this academic writing was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and the results of my own work, unless otherwise indicated or acknowledged as referenced work. This academic writing 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 Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

I declare that the word Water is essential. It plays an important role in us as it covers up to 70% of the human adult body. It regulates the body temperature, blood circulatory, digestion and endocrine system. Human body uses water in all its cells, organs, and tissues to help maintain other bodily functions too. It is important to rehydrate by drinking plenty of plain water and eating foods that contain water because the body loses water through breathing, sweating, and digestion. The amount of water we need depends on a variety of factors, how physically active we are and whether we are experiencing an illness or have any other health problems. The purpose of this research is to identify about typography used in posters of drink more water and improvise it at the end of this research as to deliver the message successfully to the audience and ensure acknowledge the society. Three basic elements of typography will be used throughout this research and they are color, alignment and typeface. The criticism will be made by using Feldman method of art criticism.

TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF FIGURES	vi
LIST OF PLATES	vii
CHPATER ONE: INTRODUCTION	1
1.0 Research Background	1
1.1 Problem Statement	5
1.2 Research Objectives	6
1.3 Research Questions	6
1.4 Significance of Study	6
1.5 Scope and Limitations	7
1.6 Summary	7
CHAPTER TWO: LITERATURE REVIEW	9
2.0 Introduction	9
2.1 Definition of Drink More Water	9
2.2 Effects of Dehydration	9
2.3 Poster Design	10
2.4 What is Typography	10
CHAPTER THREE: RESEARCH METHODOLOGY	12
3.0 Introduction	12
3.1 Type of Research	12
3.2 Theoretical Framework	13
3.3 Research Framework	14
3.4 Sampling	15