

Universiti Teknologi MARA

Study On Typography And Colour For  
Galeri Shah Alam Signage

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A Study On Typography and Colour for  
Galeri Shah Alam signage

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Thesis submitted in fulfilment  
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## **AUTHOR'S DECLARATION**

I declare that the work in this thesis was carried out following the regulations of Universiti Teknologi MARA. It is original and its outcome on my own. This thesis has not been submitted to any other academic institution for any degree qualification.

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

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## **ABSTRACT**

Galery Shah Alam is located at Persiaran Seksyen 14 40000 Shah Alam Selangor. Inspired by Raja Muda Selangor in the middle of 1989. Currently, Gallery Shah Alam is hosting Pameran Terbuka. Every month, Gallery Shah Alam is doing an exhibition. The artwork will be exhibit in gallery 1 and 2. The purpose of Gallery Shah Alam is to bring cultural and artistic activities to help young painters and art exhibitors showcase their artwork. However, gallery Shah Alam 9fail to attract the young generation especially art and design student. Gallery Shah Alam also has a problem with the signage system, which leads to less attraction from them. Signage is one of the important element in wayfinding. It should be located in a public place to show direction. In this research. I would like to study the suitable design element, such as typography, layout and colour that can attract the young generation. Typography and colour are one of the element of design. It is very important in design, especially in graphic design fields. As a graphic design student, typography and colour must be part of the study and design.

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