REKA

UNFOLD

ART AND DESIGN OF JOURNAL PUBLICATION (REKA) UITM MELAKA

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RECTOR UITM
FORE WORDS

Bismillahirrrohmannirrohim...
Assalamualaikum Warahmatullahi Wabarakatuh

Alhamdullilah REKA is now published on the second volume. Congratulation to all the lecturers and students of Bachelor of Graphic Design of UiTM Melaka (AD241). In conjunction of Education 5.0 in targeting on producing bunch of creative professional people that not only able to compete to the global level but also love and loyal to the country, nation and religion wise.

The theme for REKA this time is UNFOLD: Profound Creativity that mean, all events and information gradually develop or be revealed. The way to change or inspire people. A proficient critical thinker, always an observer and being honest to all. Obviously, AD241 offers 4 fields which are Multimedia, Advertising, Graphic Design and Illustration, but for this semester the programme only offers 2 fields which are Advertising and Graphic Design.

In the project of advertising field, the students will be doing research and project on current issues in advertising world. While the students taking Graphic Design field will be doing research and project on Malaysia cultural theme.

Ironically, the final year student must do research and project according to the concept of SDG "Sustainable Development Goals" in achieving success towards more challenges and suitable for the future.

It is hope that the students serve as an inspiration for the junior and society not only for UiTM stakeholders but also in other global countries. Replicating the words of virtue by Tun Dr Mahathir Mohammad for the new generation at Malacca recently, do travel and continue to explore knowledge that exists worldwide and come back to the origin in reciprocating the deeds so as to enhance achievement, progressiveness, excellent and development for Malaysia in standing tall on the eyes of the world.

I am proud to see the efforts and involvement of all students of this semester even though they are in a small quantity of 11 students but they are able to cope with executing work such as art activities, research and exhibition. In addition, they are so impressive as they succeed in producing exhibition that is not only competitive but also has a high impact value that carries the virtue of great culture, warrior and Malay heroic.

The work of the lecturers and students of AD241 is absolutely increasing the quality of art, innovation and invention on teaching and learning. As the saying by the famous words of Benjamin Franklin, 'Tell me and I forget. Teach me and I remember. Involve me and I learn'. Congratulation and Thank You.

UiTM dihatiku, Melaka Bandar Bersejarah dan Berwibawa, Sayangi Malaysiaku.

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Bismillahirrohmanirrohim

Assalamualaikum Warahmatullahi Wabarakatuh

First of all, I would like to convey my heartiest congratulation and words of Thank You to the editorial team for producing this journal of Art & Design (REKA). Not forgetting to all the lecturers and the students for their contributions on the content itself. The objective in producing this journal is an effort on encouraging not only on the students but also the lecturers in academic field. Moreover, it is an initiative to uphold, express and expose the ways, creativity and output creation of their designated field as a priceless archive to be kept as a source of references for the new batch of Art & Design students.

I believe with the existence of publication of Art & Design journal for every semester, it not only brings one step ahead for the Bachelor of Graphic Design (AD241) at UiTM Melaka but also as an added value for this Programme. In addition, this will cultivate an everlasting life-long knowledge dissemination towards our students. I will always pray and be pro-active in any endeavor on elevating the programme of Art & Design, faculty and university. Let's nurture the knowledge so that it will be continuously preserved as the centre of excellence, heritage for the nation and future generations.
All the Best and Thank You

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Bismillahirrohmanirrohim

Assalamualaikum Warahmatullahi Wabarakatuh

Alhamdulillah, the Journal of Art and Design (REKA) Volume 2/2020 issue of the Department of Graphic Design (AD241) Faculty of Art and Design of UiTM Melaka had been succesfully published. This journal's publication is a continuation of knowledge exploration among graphic design students in the final year.

The subject of academic discourse, which emphasizes students in the field of academic writing, guides these students. Readers will find various writing on the graphics issues presented by these students.

It is hoped that all the publications included in this journal would enrich the art of graphic design. Therefore, the benefits are not only for social science reference but also to the graphic design artists and art lovers.

Finally, Thank You very much to the students of the final year for contributing the articles and my hearty congratulations to all those involved in the process of publication of the Journal of Art and Design (REKA) particularly to the editorial boards that had worked hard to make the Journal a success. VIVA for ALL.

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"Emotional design strives to create —

Evoke emotion through typography

By: Muhammad Hadi bin Anuar

Typography, the design, or selection, of letter forms to be organized into words and sentences to be disposed of in blocks of type as printing upon a page. Typography and the typographer who practices it may also be concerned with other, related matters, the selection of paper, the choice of ink, the method of printing, the design of the binding if the product at hand is a book, but the word typography without modifier most usually denotes the activities and concerns of those most involved in and concerned with the determination of the appearance of the printed page (Warren E. Preece, 2019).

A typeface is a collection of letters. While each letter is unique, certain shapes are shared across letters. A typeface represents shared patterns across a collection of letters. Typefaces that are selected for their style, legibility, and readability are most effective when following the fundamental principles of typographic design. A design for a set of characters. A font is the combination of typeface and other qualities, such as size, pitch, and spacing.

For example, Times Roman is a typeface that defines the shape of each character. Within Times Roman, however, there are many fonts to choose from different sizes, italic and bold. The height of characters a font is measured

in points, each point is approximately 1/72 inch. The width is measured by pitch, which refers to how many characters can fit in an inch. Common pitch values are 10 and 12. A font is said to be a fixed pitch if every character has the same width. If the widths vary depending on the shape of the character, it is called a proportional font (Vangie Beal, 2019)

Meanwhile, **emotional design** strives to create products that elicit appropriate emotions, to create a positive experience for the user. To do so, designers consider the connections that can form between users and the objects they use, and the emotions that can arise from them. The emotions a product elicits can strongly influence users' perceptions of it. Emotions play a central role in the human ability to understand and learn about the world. Positive experiences kindle our curiosity, and negative ones protect us from repeating mistakes. Humans form emotional connections with objects on three levels that is the visceral, behavioral, and reflective levels. A designer should address the human cognitive ability at each level to elicit appropriate emotions to provide a positive experience. A positive experience may include positive emotions for example pleasure and

trust . On the other side is negative that is fear, anxiety, depending on the context, for example, a horror-themed computer game (The Interaction Design Foundation, 2018).

Visceral emotional design appeals to our first reactions when we encounter a product. It mainly deals with aesthetics and the perceived quality from a mere look and feel, and the engagement of the senses. Here, we examine what inner or gut reactions tell us about an item. Behavioral emotional design refers to the usability of the product, our assessment of how well it performs the desired functions, and how easily we can learn how to use it. By this stage, we will have formed a more justified opinion of the item. Finally, reflective emotional design is concerned with our ability to project the product's impact on our lives after we have used it for example how it makes us feel when not holding it, or what values we find ourselves attaching to the product in retrospect. Here is where designers will want to maximize the users' desire to own that item (The Interaction Design Foundation, 2018).

Typography is an essential element in graphic design and communication. Usually, itis used to carry information, so it must have some common-sense characteristics such as high legibility and

readability, scalability and appropriateness. But there is yet another level to explore, where typography can play a big role that is evoking and triggering emotions. We all know about emotions because we experience them every day. Emotions influence the way we make decisions, evaluate risks, solve problems and categorize information. In advertising and product design, emotions are a well-known subject. In web design, the emotional design has just recently made its way to usability. Design is still useful and usable but when we design for the emotion we intentionally trigger emotional responses in our users, keeping them motivated and helping them perceive a personality. In another words, when people are emotionally involved, they tend to create a relationship with your site and they will visit it again and again. But most of all, they will share the experience with other people. Research has demonstrated that people without the capacity for emotional response are unable to make simple cognitive decisions, like what dress to wear today or what to eat for lunch (Aliotta, C. 2013.).

Here are 3 reasons why we should go for emotional design:

I. Emotion dominates decision making
We experience emotion every day and through emotion we actually screen the world around us while making decisions.

II. Emotion increases motivation
Emotion, as we saw, commands attention and helps us to focus, it actually makes information memorable, resonant and eventually, actionable. If we trigger the right emotion, people are motivated and chances are high that they will perform the desired action or complete a task

III. Emotion affects memories and creates personalities
We memorize things through association and emotion is the way we create negative/positive associations. Once we have defined the emotion, we give a personality to that product and we interact with it according to that personality.

— that elicit appropriate emotions, to create a positive experience for the user."

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GRAPHIC DESIGN
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