

UNIVERSITI TEKNOLOGI MARA

**THE CONTRIBUTION ROLE OF
PERSONALITY-BASED TYPEFACE
IN REFLECTING A COUNTRY'S
IDENTITY**

MASTURA BINTI HAJI MOHD JARIT

Thesis submitted in fulfilment
of the requirements for the degree of
Doctor of Philosophy

Faculty of Art & Design

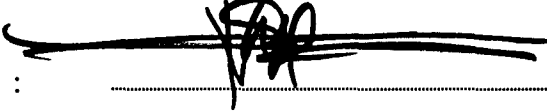
November 2017

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result 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 Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Mastura Binti Haji Mohd Jarit
Student I.D. No. : 2006156971
Programme : Doctor of Philosophy - AD 990
Faculty : Art & Design, Shah Alam
Thesis Title : The Contribution Role of Personality-Based Typefaces
in Reflecting a Country's Identity

Signature of Student : 
Date : November 2017

ABSTRACT

The basic premise for this research was to investigate visual elements of the Malay Traditional Culture that infused in typography. The aim of this research was to ascertain the impact that an audience received and to get indepth knowledge for possible creative directions on the design of a typeface. Understanding the culture and traditions were the key elements in experimenting the idea of developing one's typeface design. Once the appreciation of particular culture and traditions were realised, possible creative directions on the design and creation of typeface which derived from the visual elements of the Malays cuture. In order to design a quality and good typefaces, one need to focus on the concept, history, personality and traits of typefaces which then will characterized the identity and personality of the typeface. Many basic religious concept were introduced during the adoption of Islam in The Malay Peninsular. The Arabic scripts become so internalized within the Malay language. It was found that from the data analysis that Jawi characteristics were the base of concept and fundamental elements in the Malay culture. It has been a main contributing role of personality and it reflects the Malay identity.

ACKNOWLEDGEMENT

Bismillah,

Alhamdulillah, after a long struggle and discomfort I finally thrive in my doctoral work. There are number of people whom this paper might not have been written and whom I am greatly indebted.

First of all, I wish to express my gratitude to my PhD supervisor, Assc. Prof Dr. Ruslan Abdul Rahim for his thinkings and passions and patience in assisting me with great skills in structuring papers.

I wish to acknowledge the support received from the faculty members of Faculty of Art & Design, Puncak Alam and Shah Alam. It was not only a stimulating research community but also an arena of peer support, advice and great fun. Dr. Azliza binti Aris, Dr. Mumtaz Mokhtar, Assc. Prof Ghazali Daimin, Dr. Saemah Yusof, Wan Zamani Wan Zakaria, Jamizan Jalaluddin, Nazirah Mohamad Ba'ai, Hasma Ahmad, Mohd Hafiz, Maifarah Ahmad, Ida Hartini, Nik Atila Atasha, Wan Nor Raihan, Farah Aini Lugiman, Rose Dahlina and Dr. Saiful Akram who have been a joy to work with.

To the staffs of National Archive, thank you for the support given to me during my data collecting periods.

To my husband, Mohammad Zaman Huri, who are willing to engage with my struggle and discomfort, and who has been the source of encouragement and inspiration to me throughout my life, a very special thank you for giving me 'space' throughout the writing periods.

To my lovely sons, Danish Ammar and Darwish Ammar, thank you for the space and encouragement. I love you both.

To my sister in law Noor Khayati, your assistance and support means a millions to me. Thank you

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENTS	v
TABLES OF CONTENTS	vi
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF PLATES	xiii
CHAPTER ONE: INTRODUCTION	
1.1 Introduction	1
1.2 Background of the Study	3
1.2.1 History of Visual Awareness in Malaysia: Illustrated Development in Malaya in 19 th Century	6
1.3 Statement of the Problem	24
1.4 Aim and Objective of the Study	25
1.5 Delimitation & Limitation of the Study	25
1.6 Research Methodology	26
1.7 Significant of the Study	27
1.8 Summary	29
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction: Typography And Graphic Design	32
2.2 History of Typography	33
2.3 Visual Communication Design	40
2.4 Principles of Graphic design	41
2.5 Basic of Typography	41
2.5.1 Typeface	42