

UNIVERSITI TEKNOLOGI MARA
CENTRE OF STUDIES FOR INTERIOR ARCHITECTURE

**THE DISPLAY DESIGN FOR MALAYSIAN FILM
GALLERY**

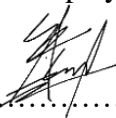
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I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any 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 Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

A display design is a device that presents information about objects, events or situations, to you through your eyes. Sometimes the display will be used in addition to information gained by observing the event or situation directly, but in some circumstances the display may be the only source of information available to everyone. This makes important to have a proper display design used as it involve big showroom area where each showroom contain different types of display. The aim of this research is to provide an interactive display design in Malaysian Film Gallery to attract more customers to come. In addition, as it will provide the position or placement of the display design to a strategic location. Interviews, and questionnaires will be carried on while doing this research to achieve the investigation on the factors, types, and method in display design. The significant on this study may help designer or the owner towards a better planning of Malaysian Film Gallery and display design. Which is to have the best types of display to increase the interaction and conversation among visitors.

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