

UNIVERSITITEKNOLOGIMARA

**THE ROLE OF POSTER IN RAISING
ENVIRONMENTAL AWARENESS**

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requirements for

Bachelor Degree (Hons) in Graphic Design

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CONFIRMATION BY EXAMINER

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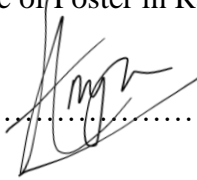
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I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

This study was conducted to study the effectiveness of poster in raising environmental awareness. Poster, known as a temporary promotion of an idea, product, or event put up in a public space for mass consumption. Typically, posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both eye-catching and informative. Posters may be used for many purposes. They are a frequent tool of advertisers (particularly of events, musicians, and films) and other groups trying to communicate a message. Posters are also used for reproductions of artwork, particularly famous works, and are generally low-cost compared to the original artwork. There are two objectives in this study to analyse and solves the problems. The objectives in this is to find out the effectiveness by using poster as a tool of advertisement and communication and to study the role of poster in raise environmental awareness among wider audiences. The researchers in this study will be provide secondary data from research from journals and articles. Also, researchers will be used quantitative and qualitative method that involving forms survey on a target audiences to do analysis about the researchers. According to Green and Growing Patrick (2018). Environmental awareness is very easy to understand. Essentially, it is being aware of the issues that our earth is currently dealing with. Issues like deforestation, pollution, our ozone layer, water waste, landfills, and so much more. All of these issues are the direct result of human actions on the environment. Everything we do during our daily lives is worsening the effects of climate change and pollution. If we continue on our present course of not changing anything, we will not have an earth to live on anymore. To conclude, Posters and flyers can be used as part of your public campaigning to raise public awareness among large numbers of people.

TABLE OF CONTENTS

CONFIRMATION BY EXAMINER	2
AUTHOR'S DECLARATION	3
ABSTRACT	4
ACKNOWLEDGEMENT	5
TABLE OF CONTENTS	6
CHAPTER ONE: INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statement	2
1.3 Research Objectives	2
1.4 Research Questions	2
1.5 Significance of study	3
CHAPTER TWO: LITERATURE REVIEW	4
2.1 Introduction	4
2.2 Poster	5
2.3 Poster As a Communication Tool	5
2.4 Poster and Flyer	5
2.5 Purpose and Function of a Poster	6
2.6 Using Poster to Raise Awareness	6
2.7 Environmental Awareness	7
2.8 Environmental Awareness Movement	7
CHAPTER THREE: RESEARCH METHODOLOGY	8
3.0 Introduction	8
3.1 Research Approach	8
3.1.1 Descriptive Research	8
3.1.2 Secondary Data	9
3.1.3 Questionnaire	9