GRAPHIC PHILOSOPHY

The Creative Process of Undergraduate Final Year Projects

Azahar Harun and
Mohd Zaki Mohd Fadil

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College of Creative Arts
Universiti Teknologi MARA
Cawangan Melaka
2023

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ACKNOWLEDGEMENTS

Assalamualaikum Warahmatullahi Wabarakatuh,

Alhamdulillah, first and foremost, thanks and gratitude to Allah SWT for His blessing so that we can finish and complete this project. We also like to express our appreciationto Associate Professor Dr. Azahar Harun, who served as our editor-in-chief, for his advice and supervision. He provides us with excellent guidance and helps us to complete thisassignment. We want to thank all of our supervisors from the bottom of our hearts. Wewould like to express our gratitude to the College of Creative Arts at Universiti Teknologi MARA (UiTM) Melaka Branch for giving me a conducive atmosphere to create a goodoutcome. We also would like to thank everyone around us helps throughout our projectand for allowing us to pursue our Bachelor of Graphic Design (Hons.) degree, as wellas for completing this long and difficult path, but we manage to finish our last semestersuccessfully.

All of our primary majoring instructors deserve our sincere appreciation for allowingus to finish our senior project and for their wise advice throughout the semester. They have consistently given us the greatest guidance for finishing this semester. We also want to thank our wonderful lecturers, who never stopped teaching us and had faith in our abilities to produce this book. He brings out the best in us, and we are appreciative of that.

Graphic Philosophy: The Creative Process of Undergraduate Final Year Projects

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Universiti Teknologi MARA Cawangan Melaka
78000 Alor Gajah, Melaka
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e ISBN: 978-967-26941-8-2

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Published in Malaysia by:
Penerbit Kolej Pengajian Seni Kreatif (KPSK)
Universiti Teknologi MARA Cawangan Melaka
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01

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A Study About Wayfinding Design of Mini Malaysia and ASEAN Cultural Park

introduction

Wayfinding design is the important items for every place such as museum, theme park and shopping malls. Decisions about where to go must be made quickly, and anxiety-induced stress may confuse problem-solving behavior of people (Passini,1996). The solution for making decision problems is by having an efficient wayfinding design helps peopleto go through the places with right direction.

For instance, Mini Malaysia and Asean Cultural Park is the big place that have many routes and checkpoints. They are one of the cultural park that have many mini replicas of Malaysia traditional houses. Other than that, they also have cultural entertainment and activities. Based on the activities and the placement of mini traditional house shows that Mini Malaysia and Asean Cultural Park have many routes that might take time for visitor to walk through. In order to help visitor to make decision and guide them to the right path, they need to have an efficient layout design of wayfinding.

wayfinding

Most people might say that signage is wayfinding. However, the real wayfindings are more wider and not only signage but instead the wayfinding designare also implement on the surrounding of place such as building and road. All elements of the environment that are connected to people's deliberate movement and their capacity to mentallylocate themselves in a space are included in wayfinding design.

In 2009, Gibson have stated that wayfinding system aims to give individuals the information or hints they need to navigate instinctively. The statement that has made by academics shows that wayfinding are broad which not only the signage but instead, the connection of signage, directory maps and the designing of space that can lead people to their destination.

In 1970s, the idea of wayfinding was developed. It was preceded by the concept of spatial orientation, which described a person's capacity to cognitively represent the spatial features of a situation and the capacity to situate themselves within that representation. In other words, wayfinding is the process for solving the problems of individual to find their way to their destinations.

Figure 1: Example of Wayfinding Design

Figure 2: Example of wayfinding design

Based on the Figure 1, is one of the designs of wayfinding that works as a navigator for people to go to the place they want just by following the lines on the floor. Same goes to Figure 2, the designer use wallpaint to give direction to people and play with coloursand symbols so that people can easily notice the direction.

As a graphic designer our focus is designing wayfinding. The goal of wayfinding design is to anticipate how people will act in a given situation, including how they will perceive, choose, and comprehend information in crowded enviroments. Themaking of wayfinding decisions have two components which human behaviour and an environmental entity. (Arthur and Passini,1992). The meaning of human behaviour is what the people will do when they want tofind out the right path which they will observe the place, find out the information about the place throughsignage, maps and asking people around. Meanwhile the meaning of environmental entity is what people will receive from their surrounding place which are thesignage, directory maps, the design of building and theroad. Designer need to empathize this process so that they can designing the solution based on the problems that have been experiences by users. A successful wayfinding system must give users the signs they needto be able to recognise when they have reached their target destination.

element of design inwayfinding

To produce an image that can create a variety of emotions, evoke a certain atmosphere, or attract the attention in a specific direction, graphic designers use design elements. While the basic foundations of any image are the design elements, designers also rely on the design principles, which are a set of guidelines for using the design elements in a way that results in compositions that are aesthetically attractive. Indeed, consistent usage of size, colour, typography, and symbol design elements is necessary for a good signage system within a given environment. When combined with the appropriate atmosphere, users are more likely to notice it

colour

Due to culture, previous associations, or even just personal choice, a colour that can cause one person to feel one way spontaneously can cause another to feel another way. (Cameron Chapman,2021) Similar finding from Masterclass article in 2021 was stated that designers employ colour to convey mood, light, dimension, and point of view.

The colour wheel and the principles of colour theory a system of rules for combining, altering, andmixing colours—are used by designers to construct colour schemes. Additional, according to J.Kopacz theeffect of colour is natural human response, effective use of colour in design evokes an emotion in the viewer. Based on all the statements shows that colour can influence people emotion whenever they see it on design. According to a number of comparison characteristics of any two colours, influence arises (value, temperature, saturation, simultaneity, complexity, proximity and scale). You may control each of these characteristics to influence how people see colour in a way that improves the design's shape.

In general, people acknowledge that colour have warm and cool tones which warm colours (reds, oranges, and yellows) or cold colours can be categorised as colours (blues, greens, violet). Meanwhile black and white are neutral modifiers. Cooler colours seem to move farther away from the picture plane, while warmer colours seem to move closer. Moreover, the tendency of the object to catch the viewer's sight increases with the degree of the contrast between context colour and object colour. Similar to how a light background will help a relatively darker object stand out, a dark object will have less strength in a dark background.

Figure 3: Signage that using same dark shade colour palette forbackground and object

Figure 4: Signage that are using contrast colour for background and object(font and pattern)

Based on figure 3, it shows that the signage use dark background and the pattern also use the shade of dark brown which hard to notice from afar. The colour of font that the designer uses is white which people can read and what become the noise is the colour combination that make the signage look eerie and unnotice. Meanwhile, figure 4 shows that the signagethat used contrast colour for background and object (font and pattern) which make the signange more noticable and attractive.

typography

Typography is one of visual communication that havein our surrounding. It can be found in advertisement, poster, television, books, signage etc. The appearance and arrangement of letterforms are referred to as "typography." According to McLean, "typography is the art or ability of creating visual content that engages audiences through language

Typography's importance in wayfinding is frequently only seen from the perspective of legibility. In view of the fact that every wayfinding design and signage havetypography that helps to give an instruction and navigate people to keep in direction. Typography is essentially visible language, a method of visualising language, and an examination of the connections between words and imagery. To use type effectively indesign, one must comprehend its inherent utility. A functionality that is characterised by the straightforward yet efficient mechanism of human perception, notby aesthetic or philosophy.

Figure 5: Signage in Mini Malaysia and ASEAN Cultural Park

For wayfinding design, it suitable to use sans serif because they are need to be displayed on larger sizes andsans serif are more legible. Despite of that this type are more modern, bold and clean which is easy for visitor toread from far. Moreover, using the same typeface is justone aspect of it; there are also a few other aspects to consider, such as size, letter spacing, character spacing, position, and luminescence. Based on figure 5, shows that in Mini Malaysia and Asean Cultural Park are using calligraphy types and the sizing are small which visitor need to come closer to see.

placement of wayfinding

The reason to highlight the placement in wayfinding because users may easily become lost and distracted in crowded settings. People could require frequent updates on their location and the best action to take. Consequently, signage with street names and numbers, junction, and intersection numbers. Along the users' journey, buildings and other structures mustbe present and well-designed. Additionally, if the areais active both during the day and at night, the primarynavigational information needs to be always visible and readable. (Arthur, & Passini, 1992)

conclusion

To conclude, in designing wayfinding, designer must understand and analyse the enviroment to produce a good design. Indeed by having the knowledge of the place, designer will know which colour, font and sizing to use. Moreover, in wayfinding design must always be visible and readable and thats how to knowthe effectiveness of wayfinding.

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“Every great design begins with an even *better* story”

- Lorinda Mamo

Graphic Philosophy: The Creative Process of
Undergraduate Final Year Projects

e ISBN 978-967 -26941-8-2

9 789672 694182

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