

GRAPHIC

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*The Creative Process  
of Undergraduate  
Final Year Projects*

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Azahar Harun and  
Mohd Zaki Mohd Fadil

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# GRAPHIC PHILOSOPHY

*The Creative Process of  
Undergraduate Final Year  
Projects*

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Edited by  
Azahar Harun and  
Mohd Zaki Mohd Fadil

College of Creative Arts  
Universiti Teknologi MARA  
Cawangan Melaka  
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Athiera Hana Mohd Pidaus

**Content**

Fatin Nadia Asmadi

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# Graphic Philosophy: The Creative Process of Undergraduate Final Year Projects

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Jalan Lendu, 78000 Alor Gajah  
Melaka, Malaysia  
Tel: +606 558 2000

Graphic Design by  
Muhamad Aqil Ahmad

## PUBLICATION COMMUNITY

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# How Local Movie Poster Design Contributes to Local Movie Profit

## introduction

In identifying the identity of a film, poster design plays an influential role. The production company of the movie should spend a significant amount of budget on poster design if they intend to make a profit. When a poster design is poorly done, it will negatively affect the profit, while when it is well done, it will positively impact the profit.

For my final-year project, I intend to animate existing local movie posters to attract more local audiences. A movie teaser is another element that plays a crucial role in making a movie successful. An audience can get a glimpse of how a movie producer directs their movie and a summary of the movie. Last but not least, a streaming website will be developed to make it easier for audiences to access local movies.

## problem statement

Kuku Besi, a local movie poster designer, says Malaysian posters always include an image of the artist. However, there is a difference in how the designer creates the design. Aside from its poster's visual appeal, this poster fails to promote the movie due to the negative perception of its audience towards local movies. A poorly designed movie poster can be a huge, missed opportunity for a movie. A terrible poster can be too busy, lacking information, or just plain unsightly. It can miss the target audience or send the wrong message. It can also be too generic or unappealing, making it difficult for potential moviegoers to get excited about the movie.

## movie teaser

4 movie teasers will be produced to breathe new life into local movies. This will help to increase awareness of the movies and generate interest in them, driving more people to the box office. It will also help to create buzz around the movies, which will boost their overall popularity. The teaser video will be uploaded on YouTube because it has a target audience consisting of the cinema audience itself as well as new viewers. YouTube is the most popular video streaming platform, and it is easy to direct people to the teaser video.

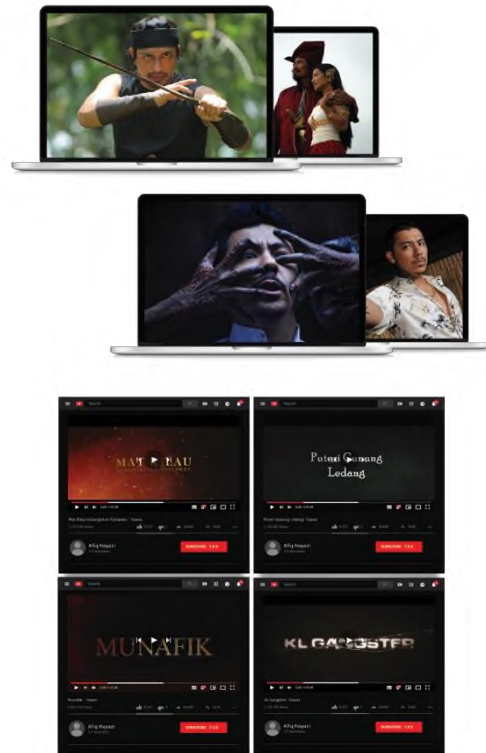


Figure 1. Local Movie Teaser  
Source: Youtube

## animated poster

An animated poster is an object or character in the poster that moves to create the illusion of movement and as if the character is alive. 4 Animated posters will be produced using Photoshop and After Effects. size of the poster is 1080 x 1920 which is standard on size for a telephone screen. The poster will be displayed social media such as TikTok and Instagram Stories, poster as it has many users. The resolution of this animated is critical to ensure that the poster is visible and should clear on the small screens of these platforms. The poster also be eye-catching and engaging to encourage viewers to act. The animation should be short and snappy, as users tend to scroll quickly through these platforms. High-resolution images and videos are important to capture the user's attention and make sure they can clearly see the message. The animation should be engaging and easily understandable and should not be too long as users tend to have a short attention span on social media. Additionally, it should be designed in away that encourages users to act.

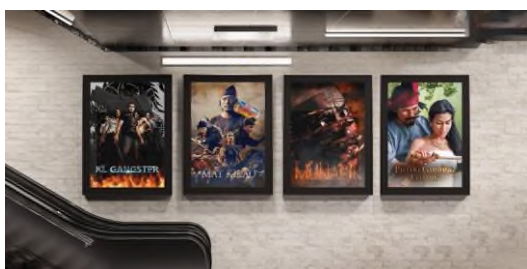


Figure 2. Local Movie Animated Poster  
Source: Youtube

## website

The website serves to display animated posters and local movie teasers that will be produced. By creating a digital platform to showcase animated posters and local movie teasers, the website will allow people to get an early look at the products and this will create hype for them. This will help drive more interest in the movies and increase the potential for success. The website will be built using WordPress and will have its own domain. In a unique and creative way, users will be interested in seeing local movies through this website. By providing an engaging platform to view movie teasers and other promotional material, people will be able to get an early glimpse of the movies and start to build hype for their release. This will create a greater level of awareness and people will be more likely to go and watch the movies, thus increasing the potential for success. and highly visible, thus encouraging more people to visit.

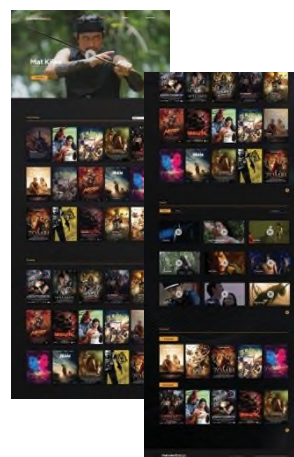


Figure 3. Streaming Movie Website  
Source: Youtube

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

- Lorinda Mamo

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