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*The Creative Process
of Undergraduate
Final Year Projects*

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Mohd Zaki Mohd Fadil

GRAPHIC PHILOSOPHY

*The Creative Process of
Undergraduate Final Year
Projects*

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Mohd Zaki Mohd Fadil

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 appreciation to 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 this assignment. We want to thank all of our supervisors from the bottom of our hearts. We would 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 good outcome. We also would like to thank everyone around us helps throughout our project and for allowing us to pursue our Bachelor of Graphic Design (Hons.) degree, as well as for completing this long and difficult path, but we manage to finish our last semester successfully.

All of our primary majoring instructors deserve our sincere appreciation for allowing us 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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Using Advertising Design to be Knowledgeable About the Beauty of Down Syndrome Children

introduction

When we talk about down syndrome, most people assume it is autism, especially in Malaysia. often, Down syndrome and autism are diseases that can be categorized in the diseases that always occur among children from birth. Down syndrome is a genetic condition that happens when a child is born with an extra chromosome. The extra chromosome affects the way the child's brain and body develop, leading to developmental delays, intellectual disability, and an increased risk for certain medical issues. A normal baby is born with 46 chromosomes, whereas babies with Down syndrome have an extra copy of one of these chromosomes, which is chromosome 21.

For this final year project, I chose Down syndrome children as the main topic for my research. I will share the journey of my research until the execution. I'm starting by doing my research about Down syndrome through the internet first. I'm trying to find the problem that common related with my topic and usually happen in Malaysia. In the middle of my findings, I found that the problem still happens when people can't differentiate between Down syndrome and

autism. This problem also is from my preference because of when I ask my circle randomly about this, majority are saying that it's the same. So, I decided to propose this topic to my lecturer, and she approved. For the next step after approval from lecturer, I conducted research to find a company or agency related to my topic, which is children with Down syndrome. So, among the organizations I discovered and attempted to contact were the Kiwanis Down Syndrome Foundation and Persatuan Sindrom Down Malaysia, and I had chosen Persatuan Sindrom Down Malaysia as my theme agency. This phase required me to acquire authorization from UiTM Alor Gajah Cawangan Melaka to undertake research for my final year project.

research

After receiving approval from the agency, I was given the opportunity to conduct research in the field of Down Syndrome children at their day-care and kindergarten. This observation has taught me more about children with Down syndrome's behaviour, characteristics, and advice, among other things. Aside from that, I'm learning how to deal with children that have Down syndrome. As we all know, they require extra attention from us to handle because their behaviour is still not that of typical children. Following that, I interviewed some parents of children with Down syndrome about how they care for their children at home. And the majority of them just stated that as parents, we must learn to be more patience. This part is my favourite when doing the research because we can feel the same like what parent feel when handle down syndrome children. From this observation and the interview, provided me with some objectives that I may tie to my research objectives for this project. Among them are to educate people how to take care the Down syndrome children. Other than that, to educate people about the characteristic of Down syndrome Children.



Figure 1. Family with Down Syndrome Children

design process

Now I'll tell you about my advertising design process for this project. My lecturer and I chose to make the main title of this study topic The Beauty of Down Syndrome Children. Next, I divided the design process into three groups: pre-production, production, and post-production. For Pre-production, I conduct the research and interviews mentioned above. Aside from that, I'm doing a survey through Google Forms to gather data for my research, and this form is distributed to members of the general public who have children with Down syndrome. This strategy can assist us as researchers in learning more about the situation. I can tell from this survey what percentage of people know about Down syndrome are still low and that make my point to do this research.

Next, I'm creating a creative brief to help me with my design process and to identify the prospective target demographic that I'll be focused on. Based on this creative brief, I narrowed my scope for the potential audience, and from there, I want to focus on assisting parents in designing fine motor skills activities for their down syndrome children. According to the creative brief, my target audience consists of only parents and individuals between the ages of 18 and 59. From this survey also I had asked them what the best platform to advertise the campaign awareness about The Beauty of Down Syndrome Children. And from this survey, I can make the decision what item execution I will do for this project.

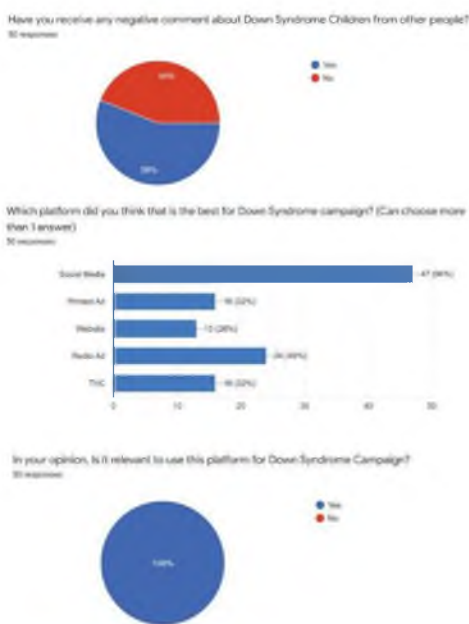


Figure 2. Questionnaire for survey the issue

pre-production

After completing all of the processes, I informed my lecturer of my plans for this project. This project required me to design five advertisements, which I settled on based on a poll I conducted before to this, which include three series major posters, a TVC (Television commercial), a social media advertisement, a transit advertisement, and a booklet. Every item has a purpose and a target audience therefore we need to make a decision and set the target. Following approval, I will create sketches for each item. For the main poster, I develop few sketches about the series and layout positioning before proceeding to production, which is photo shooting. The same goes for social media advertisements, transit advertisements, and booklets. Before going digital, I make a rough sketch to see how it will look. For a TVC, I was making a storyboard which looks roughly like the commercial will be. After all the process for manually, it will go for next step which is semi-comprehensive and comprehensive.



Figure 3. Pre Production process

production

Next, production. This step is my favourite when doing this research. This is the first step toward organizing a photo and video shoot on the field with children with Down syndrome and their parents. For the main poster, I featured parents with Down syndrome children taking family photos in a park in Putrajaya. Even though I struggle with shooting, the children are happy and friendly with me as a stranger they are meeting for the first time. For the booklet and TVC, I used to photo and video shooting at the PDK Putrajaya which is kindergarten of down syndrome children. This is my favourite experience handle a photo and video shooting with the down syndrome children. Fortunately, on that day, I had received assistance from a practical student from Universiti Kebangsaan Malaysia, which is a group of seven students who are assisting and learning how to work with Down syndrome children. Basically, for production, we are more into making a photo and videoshoot in the middle of the process of this research project



post-production

Lastly, is Post-production. For this step, I am currently editing the picture that I've taken before this on production. I use Adobe Lightroom for editing the brightness and contrast for the picture as we focus on editing everything that we set up before on production. For the TVC, I use Adobe Premiere Pro for my editing software and use the footage that I take on production at PDK Putrajaya and Taman Putra Perdana Putrajaya when with a family with Down syndrome children. I need to edit based on the storyboard that I created before proceeding to video shooting. Usually, this Post-Production are more into digital part and process to printing. After converting to digital, we will have a review with our lecturer as we progress with the design. The process may also change slightly after we review the design with our lecturer. But it will make my execution look better than before. After all the progress has been made, I will print the execution design in hard copy and have it ready for assessment soon.



Figure 4. Post Production process (editing)

conclusion

At last, by partaking in this development awareness campaign. I hope to alter the world's perception of children with Down syndrome. As a one-man team, I try to spread insights to break down stereotypes. However, I am hoping that this step will lead to a new degree of progress, such as establishing simulations of how the struggle of individuals with Down syndrome can be communicated more deeply than ever before in the future.

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

- Lorinda Mamo

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Undergraduate Final Year Projects

e ISBN 978-967-26941-8-2



Penerbit Kolej Pengajian Seni Kreatif (KPSK) UiTM Cawangan Melaka

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