GRAPHIC PHILOSOPHY

The Creative Process of Undergraduate Final Year Projects

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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

PUBLICATION COMMUNITY

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Raya:Digital Travelougue Guide Aapplication To Kuala Lumpur

Abstract

The creative process of Raya, a travelogue application with elements of chibi and manga style illustration to be implement. The pipeline discuss it's justification of based on the late 20th century influences globally and how the layout is developed to be easy access for everyone. This design is convenient and devoted towards the Ministry of Tourism, Arts and Culture, Malaysia due to post covid-19 has affected the normsof travelling. By the end of the production, the application design as a mini tour guide to experience traveling in a whole new light at the same time encourages Malaysia's tourism to promotes in modernstyle illustration concept.

Keyword: Manga Style, Apps, IllustrationTuah Centre.

introduction

The purpose of this study is through the changes of travelling and experience. In terms of changes globally from the pandemic through endemic, the whole homo sapiens started to appreciate the modern living we have today. Application through digital norms has conducted a new lifestyle where most actions are reachable through media technology

Travelling is one the bucket list due to limited area of attraction for everyone.As technologies evolved as the globe turns soon became obvious of its impact towards the tourism ministry. The experience may be different from the new tourist attraction as some places may shut down or open at the wrong moment. For this many would prefer honest reviews instead of dependingwhole towards the Tourism agency which has the possibility of increasing rates along the travel.Hence way to retrieve information faster requires visual communication design to decrease the timelooking andmore experiences the moment as every second count.

Problem statement

Due to changes in endemic most governments, even in Malaysia – are in a rush to open tourist spots to increase the country's economy at the same time risingback after the sudden lockdown we have been going through due covid-19 (Chan ,2021) Tourist expecta- tions are getting to the destination without any issues in between. However they would rely on their phone to obtain information in their journey. Some may not be reliable, outdated and time consuming to process information. This will lead to feeling distress and mood-killer which most will call.As fast how news spreads, I want to apply a contemporary illustration design for the travel application. Not just because of aesthetic reasons, as Illustration, it is to find the immediate interaction which approaches complex information. (Gao Ping,2020)

Taking account of side activities which also leads to an economic crisis for small businesses that are placed around the tourism area leave unaware Based on these issues, most traveller play a huge role in influencing others in why and how they can experience travelling and secure assurance. Printed travel guidebooks are considered demised as we continued to digitize existing resources (Iaquinto,2011) such as YouTube Travel Vlog, Facebook Blogs, Trip Advisor and K look and Instagram post.Therefore, this research is thorough to understand the illustration stroke,whether it's in visual in terms of children's book illustration or comic illustration style to fit as the design guidance we are going for to be the best match as digital guidebook which are relevance to the users.

Method

The best way to obtain the right audience for the design of travelogue application through the survey, observation and visual research to determine style and concept fitting the idea of Raya. The survey will be distribute among UiTM Alor Gajah and some university student to achieve the main justification of the design which is applying the right illustration stroke and style for the app. Observation are conductedto review other developers and designer work of how toapply illustration style and it's convenience to adapt in digital travelogue application and how it effect the users . Visual research is to study the existed interactive visual design which helps the application of illustration art . The visual research can be reference from any digital channel to understand how the concepts can be use. For the sake of accuracy in visual illustration, I have visited places in Kuala Lumpur which deserve more recognition as the tourism spot for everyone canenjoy at the same time able to gain cultural and entertainment experiences. However due to lack of budget and limited time, I was still able to travel to sixplaces via public transport within 3 days.

Creative Process of Raya

As a starting point for this project, I decided to designa mascot for the travelogue app to serve as the simple visual user interface. As a result,the idea for "Raya" developed, based on Malaysia's national flower, the bunga raya, as a representational design that would hopefully grow into an instantly recognizable icon.

Users' perceptions of Raya's character design as being straightforward and adorable have an impact on how interesting they find the application's interactions to be. This is based on observations I've made of how a well-known game developer, Hoyoverse, uses its characters to host web events where users may engage with them and learn more about the most recent changes to their game (refer figure 1.1).This exemplifies how individuals view incorporating graphic style as appropriate similar to photography in standard travel applications can be possible. Since reading and processing information might be time-consuming, information can still be delivered to the user clearly and quickly by using more graphic art. The travelogue app's name is RAYA, making it simple to find on Google Play and the App Store.

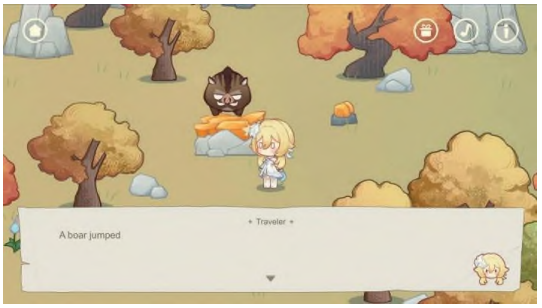

Figure 1.1 Genshin Impact Website Event " Step Into The Future'

Applying the Application Style: Modern Style Illustration

In order to express the sense of simplicity and directness that I am aiming for and make it easier to gather information in one sitting, I choose the chibi style for character design for this project. Additionally, the use of manga style has been spreading since the late20's century attracting global audience to be use as medium in broad types of channels (Mahaseth.H 2019) is evidence of how the art has contributed to its cultural impact globally. Chibi style is similar to anime style, which has a significant impact on the communityand internationally

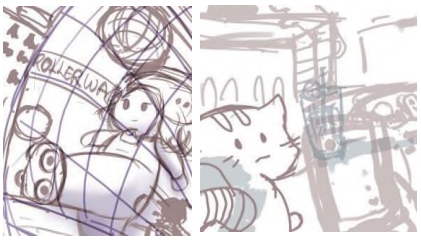

Figure 1.2 Sketches for chibi and manga style illustration

Application Layout and Illustration Implication

It's crucial for me to carry out wire frame design after selecting an idea or concept from sketches in order to determine the layout and when to use a particular illustration style. Despite putting a lot of effort into the artwork, it is imperative that we rethink how to prevent illustration graphics from crowding the application and detracting from the project's primary goal. For it to be user-friendly, the design needs to be segmented into sections and given straightforward labeling. My travelscan be divided into three categories based on the locations I visited, including Hauntu, Petaling Street, Monster A Garden, Rollerwa, and Central Market

As the design, illustration, and applications all worked together, I made the decision to create my own ui/ux design based on Raya's distinctive qualities, such as her eyes and rounded edges. The width size needs to be exactly 2px and cannot go over a set of guidelines. (Figure 1.3)

Figure 1.3 Ui/Ux Design within guide of 2px stroke width

Finalized Design Application

By the completion of the process, there will be a total of 6 illustrations and elements. Raya and Friends have been added to the application to strengthen its identity and represent Malaysia, a multiracial nation with the potential to invest in celebration-related themes like Deepavali and the Chinese New Year. The apps also urge users to save their journey's memories, either for private or public use. The home screen, travelogue, save, and profile pages of the programme are there to keep the adventure moving along and to maintain trackof the documentation

Until I accomplish the prototype, I talked and discussed with my lecturer, regarding how this app canreach the audience, with the idea of suggesting it to theMinister of Tourism, Arts, and Culture (MOTAC).Through this partnership, RAYA is now accessible in hotels by simply scanning a QR code to go directly to the Google Play and Apple Store. Give people a printedbrochure all the information they need to convince them to take Raya on a trip. This project's goal will be accomplished with an intriguing design and concept forthe users to appreciate and embrace.

Conclusion

Incorporating manga and chibi style illustrations can be seen as a first step towards promoting additional travel-related media and channels, as well as a way to gauge how the public will respond to the design as a whole. By incorporating and modifying the idea of contemporary illustration to portray prime spots in Kuala Lumpur and more in the future, Malaysia will beable to gain recognition within the tourism sector.

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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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