

GRAPHIC

PH

IL

*The Creative Process  
of Undergraduate  
Final Year Projects*

QSO

PHY

Azahar Harun and  
Mohd Zaki Mohd Fadil

---

# GRAPHIC PHILOSOPHY

*The Creative Process of  
Undergraduate Final Year  
Projects*

---

Edited by  
Azahar Harun and  
Mohd Zaki Mohd Fadil

College of Creative Arts  
Universiti Teknologi MARA  
Cawangan Melaka  
2023

## EDITORIAL TEAM

**Editor in Chief**

Azahar Harun (*Associate Professor Dr*)

**Deputy Editor in Chief**

Mohd Zaki Mohd Fadil

**Managing Editor**

Suci Salsabilla Mohd Hidli

## PRODUCTION MANAGER

**Designer**

Muhammad Aqil Ahmad

**Traffic Manager**

Nuratikah Husna Muhamad Nasir

## EDITORS

**Publication Format**

Ahmad Kusyaryman Kamaruddin Muhammad

Aidil Azizi Azian Sofian

**Language**

Ainin Sofiya Rosli

Nik Puteri Areesya Nik Man Nur

Athiera Hana Mohd Pidaus

**Content**

Fatin Nadia Asmadi

# 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

## CONTENTS

	page
1. <b>ACKNOWLEDGEMENT</b>	
2. <b>PUBLICATION COMMUNITY</b>	01
3. <b>VISUALISING THE ART OF MULTIMEDIA MAJORING STUDENTS</b>	02
<b>A Study on how well can a Smartphone App for Grocery Listings Works in Reducing Confusion in the Local Store Section</b>	03
Muhammad Aqil Ahmad ( <i>Author</i> )	
YM Tengku Shahril Norzaimi Tengku Hariffadzillah ( <i>Corresponding Author</i> )	
<b>Malaysian Food Recipes Apps for Oversea Students</b>	07
Ahmad Kusyaryman Kamaruddin ( <i>Author</i> )	
YM Tengku Shahril Norzaimi Tengku Hariffadzillah ( <i>Corresponding Author</i> )	
<b>How Local Movie Poster Design contributes to local movie profit</b>	11
Muhammad Afiq Hayazi ( <i>Author</i> )	
YM Tengku Shahril Norzaimi Tengku Hariffadzillah ( <i>Corresponding Author</i> )	
4. <b>VISUALISING THE ART OF GRAPHIC DESIGN MAJORING STUDENTS</b>	14
<b>Analyzing the Attraction of Environmental Graphic Design at Hang Tuah Centre</b>	15
Suci Salsabilla Mohd Hidli ( <i>Author</i> )	
Zahara Ramli ( <i>Corresponding Author</i> )	
<b>The Effectiveness of Campaign for Women Empowerment</b>	18
Nurin Balqis Azlan ( <i>Author</i> )	
Noor Hazaleen Saad ( <i>Corresponding Author</i> )	
<b>Developing Brand Identity for Aurora Park in Port Dickson</b>	21
Nuratikah Husna Muhamad Nasir ( <i>Author</i> )	
Dona Lowii Madon ( <i>Corresponding Author</i> )	
<b>A Study of Wayfinding Design in Mini Malaysia and Asean Cultural Park</b>	24
Athirah A Wahab ( <i>Author</i> )	
Zahara Ramli ( <i>Corresponding Author</i> )	
<b>Rebranding of Freeport A'Famosa Outlet</b>	27
Ainnin Sofiya Rosli ( <i>Author</i> )	
Zahara Ramli ( <i>Corresponding Author</i> )	

5.	<b>VISUALISING THE ART OF ADVERTISING MAJORING STUDENTS</b>	30
	<b>Using Advertising Design to be Knowledgeable about The Beauty of Down Syndrome Children</b>	31
	Muhammad Aidil Azizi Azian Sofian ( <i>Author</i> ) Siti Sarah Adam Wan ( <i>Corresponding Author</i> )	
	<b>A Comparative Analysis on Visual Elements of Children Reading Books</b>	35
	Elmi Nasrun Razali ( <i>Author</i> ) Siti Sarah Adam Wan ( <i>Corresponding Author</i> )	
	<b>Using Advertising Design to Spread Awareness about Stereotypes Among Women in Malaysia through Advertising Campaign.</b>	38
	Nur Atiqah Zaini ( <i>Author</i> ) Siti Sarah Adam Wan ( <i>Corresponding Author</i> )	
	<b>The Use of Advertising Design in Promoting The Uniqueness of Kopi Bunga</b>	41
	Ainul Zafirah Zuhairi ( <i>Author</i> ) Siti Sarah Adam Wan ( <i>Corresponding Author</i> )	
	<b>Making Tourism Board of Sarawak known to society by using Advertising</b>	44
	Nuryasyqin Abdillah ( <i>Author</i> ) Siti Sarah Adam Wan ( <i>Corresponding Author</i> )	
6.	<b>VISUALISING THE ART OF ILLUSTRATION MAJORING STUDENTS</b>	46
	<b>The Story of Melaka Castle Activity Through the Eyes of Prince Alauddin Riayat Shah</b>	47
	Nur Athirah Hanani Mohd Shamsir ( <i>Author</i> ) Rafuzan Jaafar ( <i>Corresponding Author</i> )	
	<b>Designing a Concept-Based Folklore Video Game</b>	50
	Fatin Nadia Asmadi ( <i>Author</i> ) YM Tengku Shahril Norzaimi Tengku Hariffadzillah ( <i>Corresponding Author</i> )	
	<b>Dondang Sayang Board Game Design</b>	53
	Athiera Hana Mohd Pidaus ( <i>Author</i> ) Shaliza Dasuki ( <i>Corresponding Author</i> )	
	<b>Illustration Guidebook of Making Wayang Kulit Kelantan Puppets</b>	56
	Nur Syahira Ain Abdul Halim ( <i>Author</i> ) Rafuzan Jaafar ( <i>Corresponding Author</i> )	
	<b>Illustration Guidebook of Making Tie Dye Batik</b>	59
	Nur Hakimah 'Aliah Mohamad Nazri ( <i>Author</i> ) Rafuzan Jaafar ( <i>Corresponding Author</i> )	
	<b>Raya: Digital Travelogue Guide Application to Kuala Lumpur</b>	62
	Nik Puteri Areesya Nik Man ( <i>Author</i> ) Rafuzan Jaafar ( <i>Corresponding Author</i> )	

Copyright © 2023 by College of Creative Art (CCA)  
Universiti Teknologi MARA Cawangan Melaka  
78000 Alor Gajah, Melaka  
Malaysia

e ISBN: 978-967-26941-8-2

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy recording, or any information, storage and retrieval system without the permission of *Penerbit Kolej Pengajian Seni kreatif (KPSK)* Universiti Teknologi MARA Cawangan Melaka.

Published in Malaysia by:  
Penerbit Kolej Pengajian Seni Kreatif (KPSK)  
Universiti Teknologi MARA Cawangan Melaka  
Jalan Lendu, 78000 Alor Gajah  
Melaka, Malaysia  
Tel: +606 558 2000

Graphic Design by  
Muhamad Aqil Ahmad

## PUBLICATION COMMUNITY

1. Azahar Harun (*Associate Professor Dr*)
2. Mohd Zaki Mohd Fadil
3. Suci Salsabila Mohd Hidli
4. Muhammad Aqil Ahmad
5. Ainin Sofiya Rosli
6. Nik Puteri Areesya Nik Man
7. Nur Athiera Hana Mohd Pidaus
8. Ahmad Kusyaryman Kamaruddin
9. Muhammad Afiq Hayazi
10. Muhammad Aidil Azizi Azian Sofian
11. Fatin Nadia Asmadi
12. Nuratikah Husna Muhamad Nasir
13. Nur Atiqah Zaini
14. Nur Hakimah 'Aliah Mohamad Nazri
15. Elmi Nasrun Razali
16. Nuryasyqin Abdillah
17. Nur Syahira Ain Abdul Halim
18. Nurin Balqis Azlan
19. Athirah A. Wahab
20. Nur Athirah Hanani Mohd Shamsir
21. Ainul Zafirah Zuhairi

Nur Atiqah Zaini (*Author*)

Siti Sarah Adam Wan (*Corresponding Author*)

# Using Advertising Design to Spread Awareness about Stereotypes Among Women in Malaysia

## abstract

*This research paper explores the issue of stereotypes among women in various aspects in a male dominated society in Malaysia and its impact on the women's self-esteem,*

*commitment and enthusiasm. The study was designed as a descriptive study based on a sample survey. A total of 50 respondents from UiTM Alor Gajah were selected randomly*

*for this study. The analysis then shows that females were discriminated against more than males, particularly male-dominated discrimination, though they refuse to be*

*limited by them. This design is practical and committed to the Malaysian Women's Development Department to spread awareness. By the end of the production, the application design of advertising as a medium to spread awareness to our community today and at the same time to empower women in Malaysia to embrace their spirit and attitude, also amplifies the strength of the Gen Z females' attitude.*

*Keyword: Stereotype, Women, Male-Dominated, Discrimination*

## introduction

The purpose of this study is to give awareness to our community today that gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world. Stereotypes are always detrimental and discriminatory. Women of all backgrounds and professions can sometimes find themselves being perceived as weak, no matter how hard they fight against the stereotype. In many countries people think that women are less strong and tend to be weak than men. The relationship between women and the job as a housewife has become a general perspective of society where it has become a factor that restricts women from entering the field of modern work. (Parker & Funk, 2020)

Apart from that, entering the career world, women nowadays are faced with barriers they can't control, particularly male-dominated discrimination, though they refuse to be limited by them. When gender stereotyping leads to discrimination, it is wrong. Women today are not like women in the past and they should be given the opportunity to build their own future without having to be stereotyped by our society.



Figure 1. Depiction of society's stereotypes of male and female gender

## problem statement

Gender equality in this country still has a long way to go. Until now there is still gender discrimination in most sectors in Malaysia. In the world of work, there is still gender discrimination in the workplace. Men have better opportunities to get a job etc. Women are also often talked about with their position at home as a housewife instead of working. The issue of domestic violence is also seen to be increasing after the Covid-19 pandemic. (Dr. Abdul Rashid, 2022). During the partial lockdown, Malaysia's Women and Family Development Ministry (KPWK) has produced a few posters with recommendations on how to minimize marriage issues like avoiding nagging your husband and speaking to them in a voice similar to that of famed Japanese cartoon character Doraemon (Auto, 2020). This can indeed reduce a woman's confidence, especially Gen Z generations to have a career like a man, pursue her dreamed ambitions, lack confidence in public and feel

very inferior have a career like a man, pursue her dreamed ambitions, lack confidence in public and feel very inferior because her abilities are often underestimated.

## method

The greatest technique to determine the right audience for this advertising application design is using a quantitative approach which is a mix of surveys that involve question surveys about the general public's knowledge about the stereotypes in

Malaysia. This survey will be linked to 50 respondents around the age of 20 to 40 years old and above. The respondents will be taken from students and employees found at UiTM Alor Gajah as it helps to get evidence and valid information in our society that the percentage who take this matter seriously is small. The question survey will be formed as in Google Form type and can be shared as a link as it will be easier for me and also for the respondents. Visual research comes next. It is to research the current advertising concerning gender stereotypes that supports the use of visual advertising. Any digital channel may be utilized to access the visual study to learn how the concepts can be used.

## creative process of #IamWomancampaign

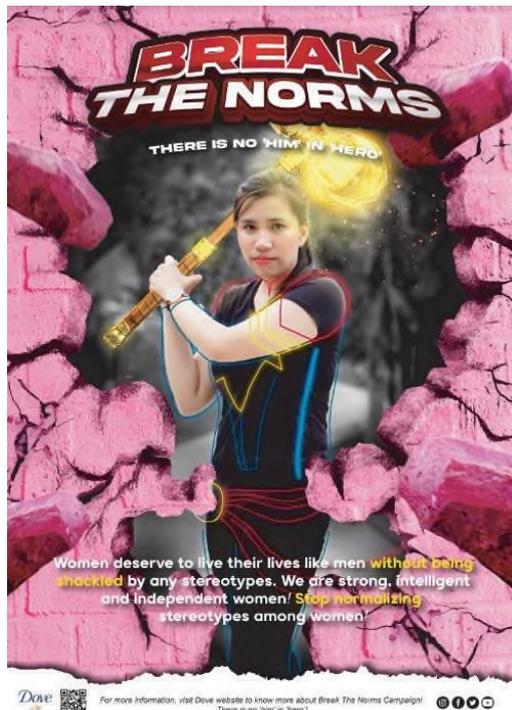


Figure 2. Semester 5's Print Ads Design named "Break The Norms"

So as a starting point for this project, I had made a new creative brief before starting this project. The new creative brief sets the tone for the entire project and it helps me understand the scope of the project and what's needed for my campaign. Besides that, from the new creative brief to, I also have made an analysis from the last advertising print ads. I have re-analyzed in terms of copywriting, poster visuals, font and color usage on the print ads. For this semester, I have planned to change the previous ideation concept from retro and comics to something bolder and catchier but the implied message is to be delivered to the audience without having to ask for assistance.

The use of photo-manipulation and illustration concept are still use to make the poster appear more impactful to the audience. The major objective of using photography on a poster is to affect the public emotionally. Sometimes striking and interesting photos serve to awake the curiosity of the crowd and lead them to read the writing. Since advertising is meant to attract customers to a brand and product, grabbing attention remains a critical consideration. In order to do this, I have to do photoshoots involving women in their 20s to be as a talent for my visual print ads. Using illustrations in ads is a great way of designing catchy messages that please the human eye (Why is illustration so important in advertising? - wow-how video production 2022). These are some of the ideation concepts for the print ads (refer Figure 1.2).



Figure 3. Ideation concept of photo manipulation and illustration for print ads

After the brainstorming of ideation concepts, I have to sketch the suitable idea for this campaign's print ads. This will minimize any frustration throughout the creative process. I have chosen to use the figure of a

woman working in a man's field to show that women of the current generation have their own strength and cannot be taken granted anymore.



Figure 4. Some pictures from a photoshoot of male dominated work for final print ads

For the copywriting, since this will be a 3 series print ads, the chosen headline for this stereotype print ads will be a repetition of the headline that carries the same meaning, namely “Unstoppable, Undefeated, Unbeatable”. This campaign wants to show women nowadays are strong and capable of doing and working in male dominated work without being stereotyped by our community today. The subheadline will be “I am a remarkable woman and that's me” which means I want this campaign to celebrate women of any shape and size, but also the power and strength women have within themselves to always move forward. They will always be pushing to succeed in everything they do. They have a strong drive, recognize complacency, and conquer it gracefully.

## finalized design application

Before I finalize the design process, we have to apply the design on the advertisement platform that we want to promote the campaign. For this semester, what requirement is needed for my advertising items is as many as 5 items where I have chosen poster ads, billboard ads, magazine ads, television commercial and Instagram ads as a platform to deliver the advocacy and a medium to promote my advertisement. The reason why I choose to advertise my campaign on Instagram is because Instagram ads are non-intrusive and less likely to annoy your targeted audience. The engagement rate on Instagram is higher than the engagement rate on any other social media platform. The other main items are magazine ads. At first, I'm questioning myself whether magazine ads are still relevant these days to advertise the campaign. Based on research, I found that print advertising isn't dead yet.

Even in the age of smartphones and the internet, your potential customers are still paying attention to the printed word. Additionally, print advertising provides permanence that internet ads do not. Print advertisements, however, have an almost endless lifespan. The advertisements will still be present whether you flip through the pages of periodicals from 1, 5, or 10 years ago.

## conclusion

Based on the problems encountered and the research that has been done, I have decided to design a new icon for the toilet facilities signage for Hang Tuah Centre. The icon has been conceptually designed as an illustration. Based on my references, the style of this new icon is suitable more to modern style because it ease for visitors to see and find direction at Hang Tuah Centre. This concept has taken the reference of folk clothing in Hang Tuah's era to become a new icon. This can show the identity of the Hang Tuah Center itself because it is unique and cannot be found anywhere else. For the toilet signage, I have made the illustration of a man and woman wearing daily clothes during the era of the Malacca Malay Sultanate and also the Hang Tuah era.

## references

- Auto, H. (2020, April 1). Coronavirus: Malaysia's women and Family Development Ministry criticised over Doraemon 'household happiness' posters. *The Straits Times*. Retrieved January 31, 2023, from <https://www.straitstimes.com/asia/se-asia/malaysia-women-and-family-development-ministry-criticised-over-doraemon-household>
- Dr. Abdul Rashid, bin A. A. (2022, June 21). Hapus Diskriminasi Gender Demi Pembangunan Negara. *Malaysia Gazette*. Retrieved January 31, 2023, from <https://malysiagazette.com/2022/06/21/hapus-diskriminasi-gender-demi-pembangunan-negara/>
- Serena, J. (2020, May 15). The good, the bad, and the what of stereotypes. *Taylor's University*. Retrieved February 1, 2023, from <https://college.taylors.edu.my/en/life-at-taylors/news-events/news/the-good-the-bad-and-the-what-of-stereotypes.htm>
- Gender stereotyping: Gender-equality-law.gender. (n.d.). Retrieved February 1, 2023, from <https://www.genderequalitylaw.org/gender-stereotyping>

“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



Penerbit Kolej Pengajian Seni Kreatif (KPSK) UiTM Cawangan Melaka

(Online)