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*The Creative Process
of Undergraduate
Final Year Projects*

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Azahar Harun and
Mohd Zaki Mohd Fadil

GRAPHIC PHILOSOPHY

*The Creative Process of
Undergraduate Final Year
Projects*

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Mohd Zaki Mohd Fadil

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Graphic Philosophy: The Creative Process of Undergraduate Final Year Projects

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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

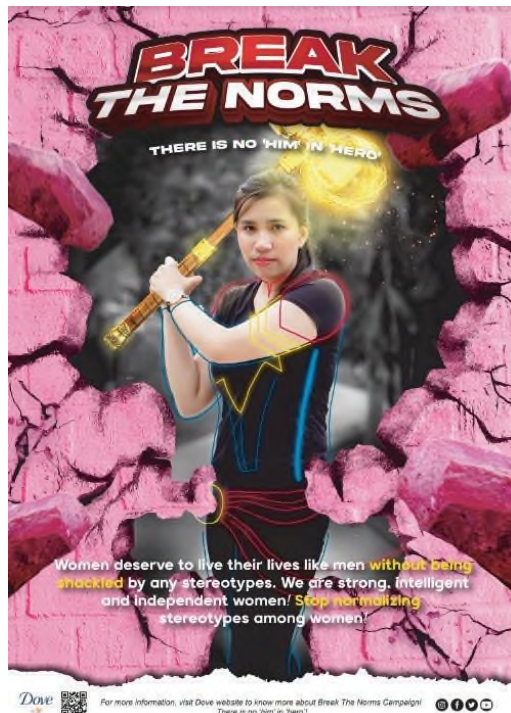


Figure 2. Semester 5's Print Ads Design named "Break The Norms"

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.

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

- Lorinda Mamo

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