

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

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# The Illustration Guidebook of Making Tie Dye Batik Technique

## abstract

The purpose of writing this article is to make an illustration guidebook of The Making Tie Dye Batik Technique where it will discuss the creative process of making a guidebook with illustrations of technique tiedye batik that are easily understood by the target audience. This design is convenient and dedicated towards the Ministry of Tourism, Arts and Culture.

## introduction

Tie Dye Batik originally uses rubber bands or string to tie the fabrics before the fabric would dip or be sprayed or dropped the color on it. There are a lot of techniques that can be explored for this type of Batik. The tie-dye method originated in China and later spread to India and the islands in the Mediterranean. The tie dye method was brought to the Archipelago by the Indians on a trade mission, and it quickly gained popularity due to the attractiveness of many different ornaments in a delightful palette of color. This tie dye technique is found in Sumatra, specifically Palembang, South Kalimantan, Java, and Bali, among other places. Tie dye, also known as Bandhani, has been around since the 18th century in India. The word "Bandhani" is a Hindustani verb that means "to tie." This batik was first brought into Malaya and introduced under the rule of Parameswara in the 15th century AD. Rainbow batik was introduced in the Malay islands in 1770 and quickly became the earliest and long-lasting batik fabric in textiles.

Sultan Zainal Abidin II of Terengganu ruled from 1773 to 1808, during which time rainbow batik was created. One of the palace's weavers, Minah Pelangi, use the tie and dye technique to create vibrant clothing. Minah Pelangi was the first person in Malaya to make the batik known as "Batik Pelangi," which is made without the use of wax. It is created using the tie-dye method. To prevent color absorption, the material is tied with a few ties made of rubber or thread. The fabric's pattern and color are determined by the quantity of ties and color dyes.

## problem statement

The tie-dye art is an art practiced by various cultures worldwide including in multicultural Malaysia that is also popular with tie dye for batik. Plus all the books regarding tie dye techniques are still available but the main problem is the design. The picture book application, which was at the time considered to be such a challenge to its printed ancestor, has all but disappeared after serving its objective of giving the conventional book a good start. To compete with the screen, which has dominated our lives, printed books have become more physical and appealing as products (Salisbury, Martin, and Morag Styles, 2012). The knowledge and abilities needed to learn how to make tie-dye batik or batik pelangi are greatly increased by a picture-based tie-dye batik craft module. Although the module of tie dye does not contain all of the parts of the batik art, it is considered to be sufficient in helping students understand 50% of the characteristics they need to learn in tie dye batik. (Maaruf, Siti Zuraida, and Ahmed Waliyuddin Basri. Oct. 2019, p. 117)

According to the online research that had been done, the tie-dye book was mostly from overseas. It appears that nothing has changed because the books don't have the ideal attractive design, a photo, or a straightforward vector design that are needed in the book. In a long word column, the specifics of the tie-dyeing technique and material had also been covered. The possibility of publishing a new edition of the illustrating guidebook could raise awareness of these issues. There aren't many books about the instructions for the tie-dye batik process published in Malaysia. One of the issues is also the way in which society views the technique's instruction. For instance, the technique's instruction appears incomplete, which makes it possible for the consumer to misunderstand and not receive the proper instructions. However, the pictorial guidebook concept can effectively present a Malaysian perspective. This may encourage Malaysians to be creative and artistic in their appreciation of the arts, crafts, and cultural heritage.



Figure 1.1 example tie dye book that I had been research in online. Majority the book had been found outside of the Malaysia and in my observation, design layout of the book, mostly are simple and more words than visual instruction

## method

The best way to obtain the right audience for the design of the illustration guidebook style and technique through the survey, observation and visual research that can determine the best style and technique for applying on layout design in guidebook. The survey will be focused among art and creative student UiTM Alor Gajah and citizen that have connection in Tie dye art craft to achieve the main justification of the design which will apply the suitable illustration in illustration guidebook. Next, the observation are conducted to review other developers and designer work on how to apply illustration style. The visual research is to observe the precious guidebook layout style illustration. Furthermore, for the visual research, I had visited the Factory of Batik Village to interview the tie dye maker and learn with them the technique of tie dye. Figure 1.2 shows the process of learning tie dye batik include in documentation in a form of photos and video.

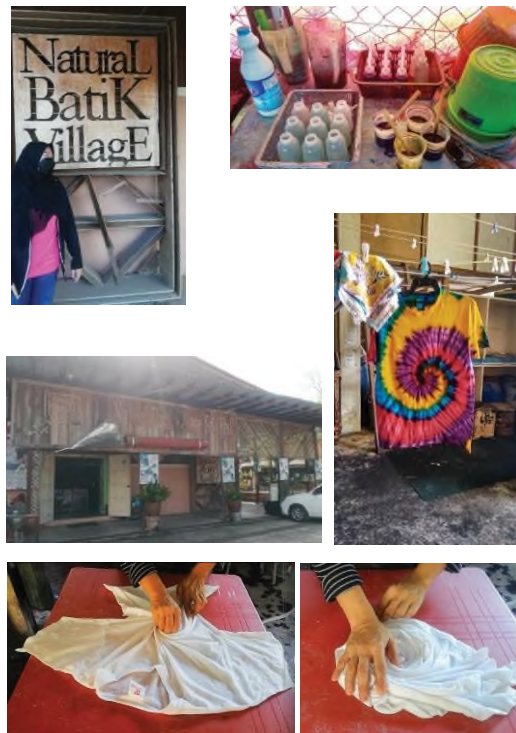


Figure 1.2 process learning tie dye batik 21 Nov 2022, had been visited Natural Batik Village where located factory of batik. Learned 5 technique of tie dye and basic of the technique

## creative process

I started to explore the type for cover book and suitable size for the guidebook, developed the sketches ideation for the processes of tie dye batik and started to explore the suitable style and design for the illustration and layout for the book. For book size for the Guidebook is 8.5 x 8.5 inch. Next, continue with sketches for the technique of tie dye, at first, I studied and explored the color and the technique of illustration that is suitable to apply in the illustration. First technique that I use to explore is by using the manual technique of illustration. I drew all five design patterns of tie dye and applied the color using pencil color and watercolor.



Figure 1.3 sketches ideation process exploring the technique illustration. The technique that had been observe for the style is pencil color and watercolor. In this observation, I tried to apply the design using manual illustration and try to observe suitable texture for the design.

## apply illustration style: digital hand illustration

Based on figure 1.3, I also use soft pastel to make the tie dye pattern design. After a day of exploring the manual technique, I started to try and explore using the digital technique which is Photoshop platform. I started to sketch and draw in Photoshop and started play with the color and the brush to see the suitable texture that is suitable for design and pattern of tie dye batik.

Furthermore, based on figure 1.4, for design layout I created a colorful and funky design so the reader feels excited and fun to do the activities.

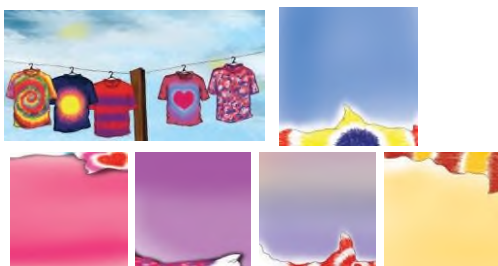


Figure 1.4 process ideation layout design for guidebook illustration exploring the style and technique illustration



Figure 1.5 process sketches and finalize using digital hand illustration in Photoshop. The illustration was create by using the brush tool to create an outline and blend tool to make a structure shadow and lightning.

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

- Lorinda Mamo

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