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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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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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Analyzing the Attraction of Environmental Graphic Design at Hang Tuah Centre

introduction

Malacca is one of the major tourist destinations in Malaysia, with its stunning old colonial buildings, the house of Baba Nyonya, mosques, temples, churches, museums, and decorated trishaws. Malacca is also noted for its unique history. With a highly strategic state position for international trade routes, Malacca was once a well-known international trade centre in the East. In 2008, UNESCO declared Malacca a World Heritage Site due to its exceptional example of a multi-cultural trading town and the fact that the town is a living testimony to multi-cultural heritage. The UNESCO World Heritage Site in Malaysia attracts heritage advocates and history enthusiasts. Hang Tuah Centre is one of many interesting places to visit.

“Never shall the Malays vanish from this world again,” a powerful statement by Hang Tuah, the legendary Malay warrior, as told by the Malay Annals and Hikayat Hang Tuah. Hang Tuah Centre chronicles the life of Hang Tuah. The centre's complex comprises a cluster of five traditional Malaccan Malay houses which they represent the five famous warriors during the era of Sultan Mansur Shah which are Hang Tuah, Hang Jebat, Hang Kasturi, Hang Lekir and Hang Lekiu. Despite having an identical exterior, each warrior's house displays different exhibits. The centre is located in Kampung Sungai Duyong, where Hang Tuah was born.

The main residence of the Hang Tuah Center features slanted wooden panels with floral and geometric bas-relief decorations, tiled staircases, timber walls, and a gable roof. Within it are two galleries, which are Gallery Hang Mahmud and Gallery Dang Merdu.

Gallery Hang Mahmud displays Hang Tuah as a great fighter and his legendary clash with his best friend

Hang Jebat. Visitors can learn the art of self-defense there. Furthermore, Gallery Dang Merdu presents cultural and historical artefacts related to Hang Tuah.



Figure 1. Stone Sculpture



Figure 2. Warrior's house



Figure 3. Malay Annals



Figure 4. Warrior's house

objectives

- To identify why the total of visitors are less than another museum in Melaka.
- To analyse design element and principles of environmental graphic design at Hang Tuah Centre.
- To propose new brand design identity for Hang Tuah Centre.

logo design

A logo is a unique, identifying picture or symbol that's uniformly used to identify the company. As a portion of brand's identity, the logo should help promote Hang Tuah Centre and increase their brand identity. With that, based on the existing logo, it needs to be designed with a new design because the logo is outdated and does not attract people to know more about Hang Tuah Centre. Based on the research that I have done, I have chosen Hang Tuah Centre's main building as the main subject to create an interesting logo design.



Figure 5. Hang Tuah Centre Main Building

This is because the main building of Hang Tuah Centre is one of the main attractions when tourists come to Hang Tuah Centre. To rebrand the logo design, I visited Hang Tuah Centre to take photos as my references. As a result of the visit, I refer to the pictures of the main building and made some sketches to get some rough ideas of how the logo will be designed.

After making the sketches, I discussed them with the lecturer and made improvements before I made the design digitally. After that, I consult with the lecturer about the digital design, and then started the process of finding the right color to represent Hang Tuah Centre's identity. After I finished with the color selection, I continued the process by finding a typography that was easier to read and easier for others to remember.



Figure 6. The implementation of Hang Tuah Centre Main Building



Figure 7. The stylization of Hang Tuah Centre Main Building



Figure 8. The Final Logo

wayfinding design

Wayfinding does play an important role in portraying a positive brand image. The signage should be placed in an area where a large number of people will be able to see it. From the observations after the site visit at Hang Tuah Centre, one of the problems is the existing wayfinding signage that look unattractive, boring, and does not symbolize the identity of Hang Tuah Centre because they are using the common and familiar icon that we can see in most public places. In addition, the size of the signages are too small and hard to see. The signage also are not placed in the right place. So, in order to solve the problems, Hang Tuah Centre needs to have effective and clear wayfinding signage so that their visitors will feel comfortable, and they will also feel empowered as they will be able to find what they are looking for without having to ask for assistance.

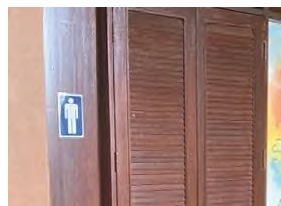


Figure 9. Wrong placement of Wayfinding



Figure 10. Small size of Wayfinding

Based on the problems encountered and the research that having 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 more appropriate 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.



Figure 11. New Ideation of Wayfinding

directional signage

The purpose of directional signage is to point people in the direction they need to go to find a certain place. Other than that, directional signage helps people to identify a room, wing, or other area by labelling it. In some cases, directional signage can also help inform people of the regulations and instructions they must follow in a space. Effective directional signage will make Hang Tuah Centre more comfortable and accessible place for people to try find their way around or find information they need. At first, I was a bit lost on how to make a design approach for directional signage for Hang Tuah Centre but then I have made a lot of research on how to create directional signage be more attractive and practical. Based on my research for the design approach, I used minimal and simple concept design which the design have minimal text and

focus on attractive visuals. The reason is when the text on the signage is minimal and have attractive visual, people will be able to read the sign easily as they pass by it and it also captured their eyes. If a sign contains too much text, then people will be more likely to tune it out.



Figure 12. Directory Signage



Figure 13. Warrior's Houses Signage Figure 14. Warrior's Houses Signage

For the types of material that I have been using for directional signage at Hang Tuah Centre is elemental concrete. The reasons why I use elemental concrete material is because this material is one of the materials that are suitable with the surroundings around Hang Tuah Centre.

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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



Penerbit Kolej Pengajian Seni Kreatif (KPSK) UiTM Cawangan Melaka

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