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I-RoLE 2023

INTERNATIONAL CONFERENCE OF
RESEARCH ON LANGUAGE EDUCATION 2023

**EMBRACING CHANGE:
EMANCIPATING THE LANDSCAPE
OF RESEARCH IN LINGUISTIC,
LANGUAGE AND LITERATURE**

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GRAFIXMOON: POSTER DESIGNING SERVICE

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ABSTRACT:

Grafixmoon: Poster Designing Service is a project that is developed to assist people in advertising at reasonable costs and to create a platform to market artworks, particularly poster designs. A person's knowledge of desktop publishing, such as their graphic design and editing abilities, can be increased by producing posters from scratch and incorporating creative aspects. Before creating the poster, research must be done, and the content must be written based on the needs of the clients. This will also help to increase vocabulary and improve grammatical understanding. To determine the target market for this business, their range of spending for this service, and the kind of posters that they are interested in requesting, an online survey was conducted. Online platforms such as Instagram and Whatsapp were used to advertise this project, along with direct client interaction and negotiation. A feedback form was made to discuss the results and the aspects that can be improved in this project. Overall, the customers were mostly satisfied with the outcomes of the project requested which include the design, customer service, price and punctuality.

Keywords: poster, graphic design, advertising, service, desktop publishing

1. INTRODUCTION

Everyone can find different types of graphic design in most platforms such as social media, Google platform and elsewhere. It could be anything from a brand of a product to a billboard commercial to a stack of pamphlets in a doctor's waiting room. Graphic design is the practice of exhibiting visually interesting and thought-provoking ideas, whether they were designed on a computer or by hand. Graphic designers create visual contents such as diagrams, infographics, and infographics to aid people in communication and understanding (Walker, 2017). The finished product promotes a memorable sense of style and serves as the first impression for the audience. Graphic design has been around for as long as there have been humans. Cave paintings, hieroglyphics, book illuminations, and, of course, writing and typefaces, have all been around since the prehistoric times. Graphic designers need to have an appreciation for aesthetic aspects including shape, colour, typeface, and subject matter. The style in which a work of art is presented can have a significant effect on whether or not its viewers will retain any of the information presented there.

Posters are a form of graphic design and communication among many others. To attract the attention of the intended audience, graphic designers must ensure that their posters are visually appealing. In addition, the information communicated by posters should be succinct and concise, as the viewer rarely spends the time to examine lengthy posters. Effective posters do not require the target audience to spend the majority of their time analysing the message. Depending on their target audience and the information they want to convey, different people

produce their posters using a variety of designs. In addition, the creation of a poster teaches one a great deal about communication.

Grafixmoon: Poster Designing Service was created for the subject called Professional Communication Exercise (ELS304). This project focuses on a chosen area of study which is new media, a subject covered in the third semester of the Diploma in English for Professional Communication. The scope of this project was selected due to its potential to gain revenue. The idea was initially to develop upon the start of the semester when most university club events were being held. A poster can be defined as a printed sheet used as a wall decoration or being put in a public area that typically displays photographs. Posters have existed in public spaces for many years. Political activists, artists, and advertising have all used their striking designs to spread information to the public (Djordjevic, 2021). According to Pryshchenko (2021), posters continue to hold their significance as the primary advertising medium in today's competitive market. The issue is that the majority of university students are unwilling to invest the money necessary to pay for the service; instead, they are willing to spend days making the posters themselves. Therefore, this issue is seen as an opportunity to provide a poster-designing service for a lower price.

1.1. Project Objective / Purpose

The purposes and objectives of the chosen project have been established through a number of detailed studies. The goal of this service is to facilitate low-cost advertising for the general public. According to the results of the online survey, students make up the majority of the respondents. It may be challenging for students to find time to create posters for the organizations they are joining and for small businesses looking for supplemental income, as posters can take several days to complete depending on their intricacy. Since each university club holds at least three events each semester, and the people in charge of these events will have to put in extra time and energy to produce posters of events, they may have to invest in advertising their events for as little as RM10. Hence, promoting this poster design service seems ideal for students on a tight budget who nevertheless wish to draw a large crowd to their events through their posters.

In addition, the objective of this project is also to advertise artworks in the shape of posters using Instagram as a platform to boost the number of audience. Making posters from scratch and incorporating creative elements can increase someone's knowledge on new media, such as graphic design and editing skills. Posters with public service messages can be good tools for persuasion based on their ability to inspire and unite hearts and use infectious visual language to warn or unite audiences through creativity and persuasion (Cao, 2021). Vocabulary expansion and grammatical comprehension are also the self-purpose of this project. Research and content writing must be completed in advance of poster creation, with consideration given to the client's specific requirements.

1.2. Entrepreneurial Opportunities

The entrepreneurial opportunities are necessary for a project to be successful and lucrative if it is to be a source of revenue. This project aims to gain entrepreneurial opportunities by providing a poster-making service with the graphic designing skills that this project owner acquires. In order to guarantee the sustainability of any type of business and to compensate for the time and effort put into it, income is a crucial component. Every graphic designer has the potential to start their own business due to their ability to think creatively, come up with ideas, and assist customers in bringing those ideas to market through the development and implementation of successful branding strategies. According to Schenker (2021), due to the rise of the internet, the field of graphic design is currently experiencing a boom in employment

opportunities just as we enter a new decade. Offering this graphic designing service is a great way to generate income and to become a successful entrepreneur. For this project, it is easy to earn money because designing services can be seen as essential, especially among people that do not possess the creativity and time needed to develop a good poster. Grafixmoon: Poster Designing Service's responsibility is to take over the work and ensure that the customer is satisfied with the end product in terms of its aesthetic and the message that needs to be conveyed. Throughout the semester, the project owner received a total of six commissions. RM10 to RM30 per poster, depending on demand and complexity of the design. As more components are added to the poster, the price will increase. This sum accounts for both the costs and the time and work required to develop the poster.

2. METHODOLOGY

Each project needs plans and strategies to ensure that everything will proceed smoothly and according to schedule. Necessary methods were employed in the development and management of this poster design project. After the topic was finalised, an online survey was conducted through a Google Form to identify the target demographic of this service and ease the process of finding potential clients. Greatest thanks to the development of technology, online surveys have become the most practical way to collect data from the audience while saving time and money. Howard (2019) claims that they have a high response rate since they are generally affordable and convenient, and respondents are given the freedom to complete the survey at their own pace and on their own timing. The questions regarding their preferred types of poster and their range of budget were included to further grasp their expectations from this service. Furthermore, a Gantt chart was also developed to keep track of the progress. Project managers may become overwhelmed when they are overburdened with complicated details, therefore, when organising projects, Gantt charts are meant to make everything clear-cut and easy to understand (Wilson, 2020).

Apart from that, an Instagram account was created to build a platform to market the artwork. The implementation of advertisement is also taken into account, since it plays a key impact in the public's awareness of this business. In this contemporary day, engagements are conducted on social media platforms such as Instagram and WhatsApp, as these platforms are believed to be the most popular, particularly among university students. This will ultimately shift the focus and interest of prospective clients toward the business. Consequently, the incorporation of this factor into the project development is essential for the marketing strategy due to the positive effects it can have on the project. The Instagram account was used to upload all sample posters that were made and designs requested by the clients. Potential customers may see the types of design that this service is capable of creating and the innovative aspects incorporated into the products. Additionally, customers can select their desired poster patterns from the examples shown in the account.

The application that was used in designing the posters is Phonto. There is no cost associated with this project since the posters were made using free applications, and all of the work was entirely completed utilising the project creator's skills and effort. Given that, it helps to reduce any potential financial risk, this can be deduced as a sustainable business strategy. Figure 1 to 5 show examples of posters made for customers and sample designs posted on the project's Instagram account.



Figure 1: Examples of posters requested by customers.



Figure 2: Samples of poster design

Lastly, a feedback form was created in order to get the clients' opinion and criticism regarding the project. This will allow us to identify the aspects that need to be improved to ensure that the overall quality of this service can be upgraded as the customers' satisfaction is the most important outcome for this project. This feedback drives the enhancement of the client experience and can facilitate good change in any organisation, particularly when it is unfavourable (Wellington, 2022).

3. RESULTS AND DISCUSSION

Feedback is crucial for a graphic designer, but handling criticism is one of the most emotionally draining aspects of the job. Equally important than the actual design skills is your ability to receive and implement constructive criticism. Listening to feedback can significantly enhance the graphic design skills, particularly when it is negative, or shall be said as constructive criticism. It can make people be more attuned to smaller details that may have initially overlooked and enhance the ability to view things from a variety of perspectives and interpretations. This applies to more than just the client's feedback. Obtaining feedback from colleagues or even the larger community via social media or platforms such as Google Form and Whatsapp can help to consider alternative viewpoints.

Therefore, another feedback survey was given to all six of Grafixmoon's customers. Following the completion of the project, the survey was conducted via Google Form which has six questions in total, and as a result, six respondents answered all the questions provided. In order to ensure that customers are able to devote the necessary time and effort to completing the survey, its questions have been designed to be brief and straightforward. The survey was

conducted to determine if the customers are satisfied with the overall experience of the service and the final product of their posters. Customers' opinions of the service and suggestions on how it can be improved were also asked in order to identify any flaws that needed to be addressed in order to satisfy prospective customers. According to the data collected, all of the respondents were extremely satisfied with the service and found it beneficial and helpful. Based on Figures 7 to 9, most respondents responded positively and supportively to all the questions.

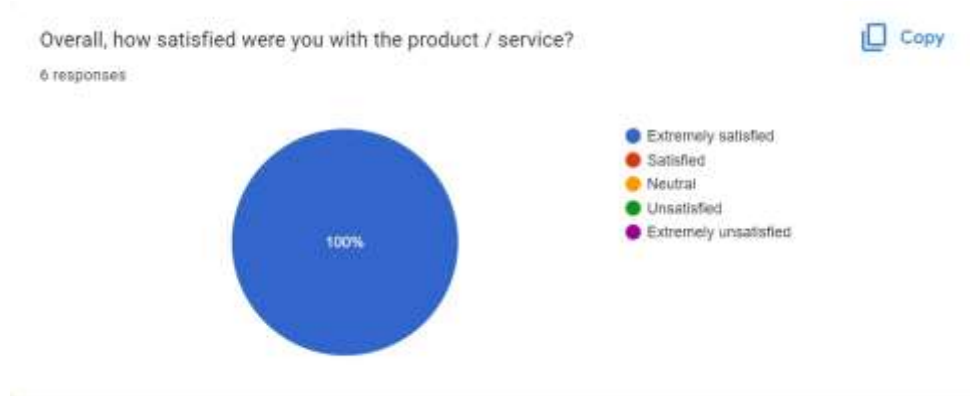


Figure 3: Product Satisfaction

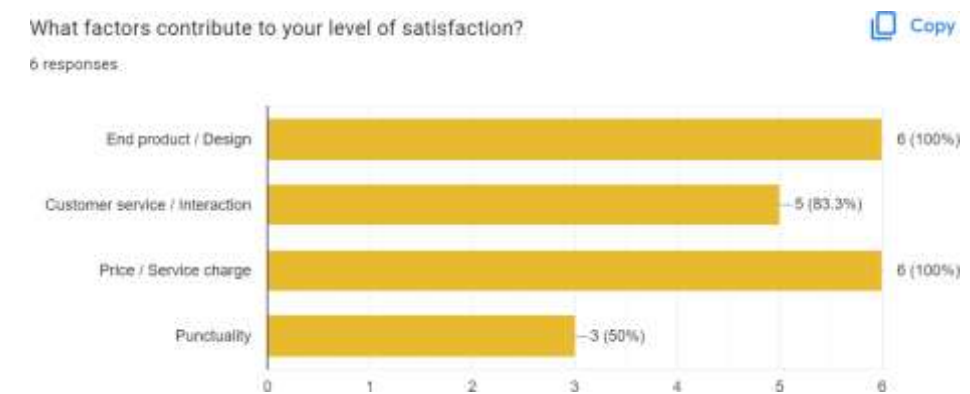


Figure 4: Customer's Level of Satisfaction

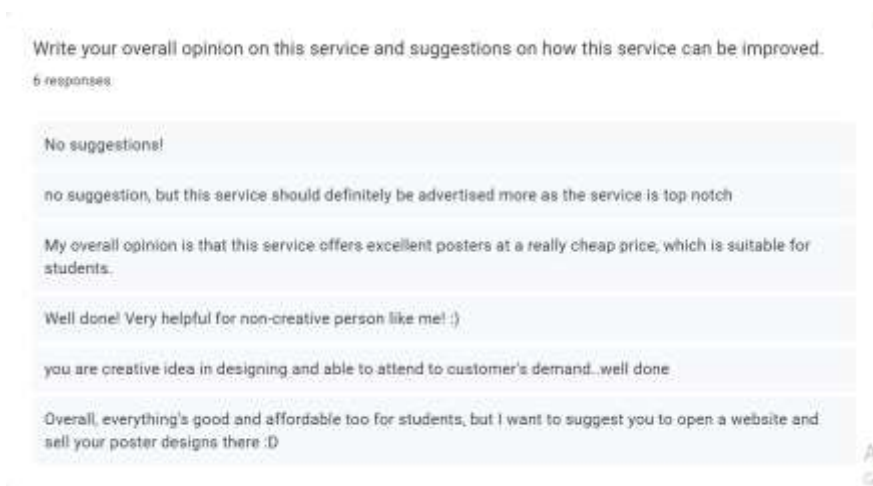


Figure 8: Overall Comments



4. CONCLUSION

The execution of this project has provided the opportunity to gain expertise as a graphic designer. It has been observed that graphic design, particularly in the context of producing and publishing posters, is a challenging process due to the fact that it is required to prove that this service is necessary, and the target audience must be pleased with not just the final product, but the overall experience of the service as well. Operating a business that involves producing posters can be difficult, as the primary objective is to consistently ensure that the clients are pleased and satisfied with the results of the poster-making service they have received. It is imperative that the service provider possesses originality and creativity required to amaze and impress potential clients. Furthermore, it demands a significant amount of knowledge as well as skill to be able to produce posters with great effects and stunning graphics using Phonto. In the future, it is recommended that this service expand for a larger target audience and that more options in terms of designs be made available to customers. Additionally, the service provider will use the income to purchase better editing software to enhance the overall aesthetics of the posters and market a greater variety of artwork. In conclusion, despite the challenges of impressing customers, graphic designing is an essential ability to acquire for self-development as it can open many doors of opportunity in the future and will pave the route to a bright and successful career.

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