

JOURNAL

Graphic Design Exhibition presented by
Faculty of Art & Design UiTM Melaka
Kampus Alor Gajah

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UNFOLD



Cawangan Melaka
Kampus Alor Gajah

ART AND DESIGN OF JOURNAL PUBLICATION (REKA) UiTM MELAKA

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**Prof. Dr Abdul Halim
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**RECTOR UiTM
FORE WORDS**

Bismillahirrohmannirrohim...
Assalamualaikum Warahmatullahi Wabarakatuh

Alhamdulillah REKA is now published on the second volume. Congratulation to all the lecturers and students of Bachelor of Graphic Design of UiTM Melaka (AD241). In conjunction of Education 5.0 in targeting on producing bunch of creative professional people that not only able to compete to the global level but also love and loyal to the country, nation and religion wise.

The theme for REKA this time is UNFOLD: Profound Creativity that mean, all events and information gradually develop or be revealed. The way to change or inspire people. A proficient critical thinker, always an observer and being honest to all. Obviously, AD241 offers 4 fields which are Multimedia, Advertising, Graphic Design and Illustration, but for this semester the programme only offers 2 fields which are Advertising and Graphic Design.

In the project of advertising field, the students will be doing research and project on current issues in advertising world. While the students taking Graphic Design field will be doing research and project on Malaysia cultural theme.

Ironically, the final year student must do research and project according to the concept of SDG "Sustainable Development Goals" in achieving success towards more challenges and suitable for the future.

It is hope that the students serve as an inspiration for the junior and society not only for UiTM stakeholders but also in other global countries. Replicating the words of virtue by Tun Dr Mahathir Mohammad for the new generation at Malacca recently, do travel and continue to explore knowledge that exists worldwide and come back to the origin in reciprocating the deeds so as to enhance achievement, progressiveness, excellent and development for Malaysia in standing tall on the eyes of the world.

I am proud to see the efforts and involvement of all students of this semester even though they are in a small quantity of 11 students but they are able to cope with executing work such as art activities, research and exhibition. In addition, they are so impressive as they succeed in producing exhibition that is not only competitive but also has a high impact value that carries the virtue of great culture, warrior and Malay heroic.

The work of the lecturers and students of AD241 is absolutely increasing the quality of art, innovation and invention on teaching and learning. As the saying by the famous words of Benjamin Franklin, 'Tell me and I forget. Teach me and I remember. Involve me and I learn'.
Congratulation and Thank You.

UiTM dihatiku, Melaka Bandar Bersejarah dan Berwibawa, Sayangi Malaysiaku.

Prof. Dr Abdul Halim Bin Mohd Noor
Rector
UiTM Melaka Branch



Rafuzan bin Jaafar
Programme Coordinator
UiTM Melaka Branch

PROGRAMME COORDINATOR FOREWORDS

Bismillahirrohmanirrohim

Assalamualaikum Warahmatullahi Wabarakatuh

First of all, I would like to convey my heartiest congratulation and words of Thank You to the editorial team for producing this journal of Art & Design (REKA). Not forgetting to all the lecturers and the students for their contributions on the content itself. The objective in producing this journal is an effort on encouraging not only on the students but also the lecturers in academic field. Moreover, it is an initiative to uphold, express and expose the ways, creativity and output creation of their designated field as a priceless archive to be kept as a source of references for the new batch of Art & Design students.

I believe with the existence of publication of Art & Design journal for every semester, it not only brings one step ahead for the Bachelor of Graphic Design (AD241) at UiTM Melaka but also as an added value for this Programme. In addition, this will cultivate an everlasting life-long knowledge dissemination towards our students. I will always pray and be pro-active in any endeavor on elevating the programme of Art & Design, faculty and university. Let's nurture the knowledge so that it will be continuously preserved as the centre of excellence, heritage for the nation and future generations.
All the Best and Thank You

Rafuzan bin Jaafar
Programme Coordinator
Bachelor of Graphic Design
Faculty of Art and Design
UiTM Melaka Branch



**Dr. Liza Marziana
Binti Mohammad Noh**
Chief Editor Journal
REKA 2/2020
UiTM Melaka Branch

CHIEF EDITOR FOREWORDS

Bismillahirrohmanirrohim

Assalamualaikum Warahmatullahi Wabarakatuh

Alhamdulillah, the Journal of Art and Design (REKA) Volume 2/2020 issue of the Department of Graphic Design (AD241) Faculty of Art and Design of UiTM Melaka had been successfully published. This journal's publication is a continuation of knowledge exploration among graphic design students in the final year.

The subject of academic discourse, which emphasizes students in the field of academic writing, guides these students. Readers will find various writing on the graphics issues presented by these students.

It is hoped that all the publications included in this journal would enrich the art of graphic design. Therefore, the benefits are not only for social science reference but also to the graphic design artists and art lovers.

Finally, Thank You very much to the students of the final year for contributing the articles and my hearty congratulations to all those involved in the process of publication of the Journal of Art and Design (REKA) particularly to the editorial boards that had worked hard to make the Journal a success. VIVA for ALL.

Dr. Liza Marziana Binti Mohammad Noh
Chief Editor Journal REKA 2/2020
Bachelor of Graphic Design
Faculty of Art and Design
UiTM Melaka Branch

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“Jawi’s script has become the identity of —

Application of Jawi’s Script in Graphic Design Platform

By: Safwan Sufi bin Shamsul

Jawi’s script has become the identity of the Malays since almost 1000 years ago. Unfortunately, many Malaysians themselves are confused by the Jawi’s script and the Arabic language by assuming the same thing (Osman Affandi, 2019). Historically, the arrival of the Arabians and the process of Islamization of Malay Archipelago long time ago have led to the appearances of the Jawi’s script. This thing is undeniable as the main source of Islam is the Koran that is present in Arabic (Osman Affandi, 2019).



Jawi’s script has also been studied by many figures in the writing system and one of the figures who are proficient in writing Jawi is Professor Dr. Kang Kyoung Seok from South Korea.

However, the Jawi’s script is no longer practiced in the present era full of advanced technology and also many platforms can be used as advertising or promotion by a company. In this case, the Jawi’s script is the identity of the Malays and it is also a writing system that has evolved from the first writing system. Therefore, the Jawi script should always be applied in graphic design platform as one of the signs or the identity of the Malays themselves. In graphic design, it has many platforms for us to use Jawi’s

script itself as branding on products made in Malaysia, signage on street names and every store are available in Malaysia, the publication of a book in every school and more.

Jawi in designing signage is not a new thing in Malaysia, in the post-independence era it was widely used in business signage. Now it is adapted to the design of street name signs in ensuring that the paper remains relevant and enlightening the public of the existence of this writing, especially among the younger generation. Malaysia's multiracial, little can know the background history of Malay Jawi only through visual design featured on street name signs. However, not all have the same views on the implementation of a uniform system of road signage in Jawi's script. Just type the keyword Jawi's script on the street name signs on the internet, various reactions and issues can be read that were raised by various parties as well as the personal opinion on issues of particular interest to the design Jawi street name signs (M. Fauzi, N Narimah, H.F. Jing & Dr.A. Shakir, 2013).

The same issue was brought by the Penang State Government and the Ministry of Tourism Penang in 2011 (Kosmo, 2011). At the end of 2010, the State Government has changed its system of writing some signs street names around tourist areas in Penang to the writings of ethnic is exist in Malaysia such as the Chinese and Indians to replace Jawi than maintain Rumi. They argue, Rumi maintained since it could be understood by all people. Texts from various races also are used as a measure to promote cultural diversity and local people to tourists. Despite opposition from various parties, the design remains in use (Wan Syamsul Amy, 2011).

Jawi Huruf

ABJAD JAWI BENTUK TUNGGAL

د	خ	ح	ج	ڄ	ث	ة	ب	ا
dal	kha	ha	ca	jm	ta (thaj)	ta nahash	ta	ba
ذ	ظ	ط	ض	ص	ش	س	ز	ر
an	za	ta	dad	aad	syih	sin	zai	ra
ن	م	ل	ك	ق	ف	غ	ع	ح
nun	mim	lam	ga	kaf	qaf	pa	fa	nga
Jumlah: 37 huruf		bentuk tunggal		ن	ي	ه	و	ؤ
				nya	ya	ya	hamzah	ha
							wa	wau

Reference: Daftar Kata Bahasa Melayu Rumi-Sebutan-Jawi (2005:71-72).

Furthermore, the use of Jawi's script in the publication of books or otherwise should be highlighted and implemented because of the average wholesale printing company that existed in this country since the early 1970s (profile printing Malaysian Malay Entrepreneurs Association, 1992). Although the Malays are seriously involved in the printing industry in the early 1980s, a handful of Malays at that time had started a printing business since 1970 again. Several potentials and opportunities can be seen as the starting point for the rise in the printing industry which has led them to start the business. The result can be seen with the establishment of the printing Operators Association of Malaysia (PPPMM) which was registered on June 22, 1975, and Hon. Tan Sri Sanusi Junid (then Dato 'Seri) was appointed the first president. The association was established on the recommendation of the Chamber of Commerce and Industry of Malaysia (DPPMM) the need for an association created to represent printers Malays who are still new at the time.

In conclusion, printing activities or signage in platform graphic design using Jawi's script is very important and can be practiced or learned. The use of Jawi's script can also be commercialized in the graphic industry not only in Malaysia but also abroad.

—Malays since almost 1000 years ago.”

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