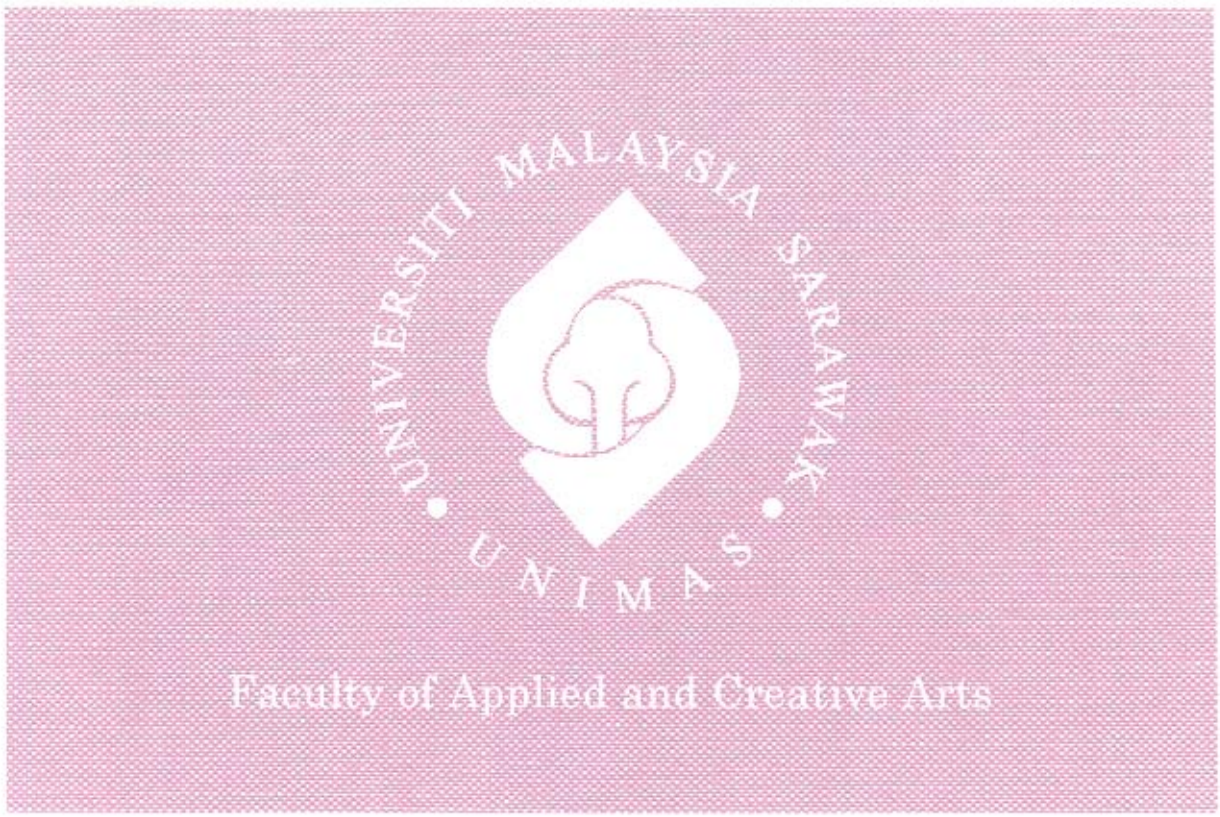

ILLUSTRATION TRAVEL GUIDE BOOK FOR MALACCA

Tan Young Fang

Bachelor of Applied Arts with Honours
(Design Technology)
2014

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ILLUSTRATION TRAVEL GUIDE BOOK FOR MALACCA

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This project is submitted in partial fulfillment of
the requirements for the degree of Bachelor of Applied Arts with Honours
(Design Technology)

Faculty of Applied and Creative Arts
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Abstract

Today, numerous travel guide books on Malacca are displayed in long sentences and this resulted the readers to loose interested. The purpose of this research is to identify the historical heritage and culture in Malacca through illustration book. The researcher will apply a creative approach in illustration such as drawing, sketch, painting and photograph into the illustration guide book. The concept of this editorial illustration guide book is treasure hunt which can create an interesting book layout.

Abstrak

Pada masa kini, kebanyakan buku panduan pelancongan yang berkaitan dengan Melaka dipaparkan dalam bentuk ayat yang panjang dan menyebabkan pembaca kurang berminat terhadap buku tersebut. Oleh itu, kajian ini dijalankan untuk memperkenalkan tempat-tempat warisan dan budaya di Melaka kepada masyarakat melalui buku ilustrasi. Penyelidik akan mengaplikasikan pelbagai teknik ilustrasi seperti kombinasi gambar, lakaran lukisan serta menggunakan pelbagai jenis media yang sesuai untuk menyempurnakan buku ilustrasi tersebut. Konsep yang digunakan dalam rekaan ilustrasi editorial buku panduan pelancongan ini adalah 'treasure hunt' yang mewujudkan reka letak buku yang menarik.

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CHAPTER 1

Background Research

1.1 Introduction

The main objective of the study is to create an illustration travel guide book about Malacca. Researcher will focus on the fascinating tourist attraction in Malacca and compose the graphic elements and illustration to create a unique travel guide book.

This chapter will divide into nine sections which are:

1. Background Research
2. History of Malacca
3. Definition
4. Problem Statement
5. Objectives
6. Scope of Study
7. Limitations
8. Hypothesis
9. Conclusion

1.2 Background Research

The background research is focused on the history and attractions of Malacca.

1.2.1 History of Malacca

In the 14th century, Malacca was just another fishing village until it attracted the attention of Parameswara, a Hindu prince from Sumatra. Under Parameswara, Malacca soon became a favored port for waiting out monsoons and resupplying trading ships plying the strategic Selat Melaka. Halfway between China and India, and with easy access to the spice islands of Indonesia, Malacca attracted merchants from all over the East.

In 1405 the Chinese Muslim Admiral Cheng Ho arrived in Malacca bearing gifts from the Ming emperor and the promise of protection from Siamese enemies. Chinese settlers followed who intermarried with local Malays and came to be known as the Baba-Nyonya. They grafted many Malay customs to their own heritage.

In 1509 the Portuguese came seeking the wealth of the spice and China trades, but after an initially friendly reception, the Malaccans attacked the Portuguese fleet and took a number of prisoners. This prompted an outright assault by the Portuguese, and in 1511 Alfonso de Albuquerque took the city, forcing the sultan to flee to Johor, where here established his kingdom. Under the Portuguese, the fortress of A'Famosa was constructed, and missionaries like St Francis Xavier strove to implant Catholicism. The Portuguese, Dutch and English played out their roles in shaping the history of Malacca.

Christ Church, constructed with pink bricks imported from Holland. Today, these buildings together with the ruins of the Portuguese built A Famosa and St. Paul's Church are the most prominent reminders of the Europeans' presence in Melaka. Apart from Portuguese influence, there is also Chinese descendant's settler that have adopted into the local Malay culture through intermarriage, forming the distinct Baba and Nyonya flavors. Be sure to visit Baba and Nyonya Heritage Museum to view the unique carving of furniture and house interior. Besides that, Jonker Street will be a perfect place for antic lover. It's pleasant for a slow stroll where travelers can get delicious local delicacies, Nyonya fashions and shoes as well as cafes and pubs. There are also a few Baba and Nyonya style accommodation in Jonker Street, where travelers can truly experience the living of the 'Peranakan'.

1.3 Definition

1.3.1 Illustration

According to Fashionarium (http://www.fashionarium.com), illustration is a way to convey words, feeling and emotion into pictures such as drawing, painting, photograph or other images. Pictures may be factual or fictional, literal or metaphorical, realistic or idealized and in various combination. Today, illustrations are used in books, magazines, poster and other medium. Using illustration to convey message perceives visual information quicker, and it holds the message longer in the memory. The book illustration is specific type of illustration, which appears in books. For example, Aubrey Beardsley,

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an proponent of both Art Nouveau and Aestheticism, had a great influence over book illustrations. Beardsley specialized in erotica and some of the best examples of his drawings were for the first English edition of Oscar Wilde's Salomé (1894).

1.3.2 Travel Guide Book

According to Kamus (http://www.kamus.net), guide book or travel guide is a book for tourists or travelers that provide details about a geographic location, tourist destination, or itinerary. It is the written equivalent of a tour guide. Many travel guides now take the form of travel websites rather than printed books.

It will usually include details such as phone numbers, addresses, prices and reviews of hotels and other lodgings, restaurants, and activities. Maps of varying detail are often included. Sometimes historical and cultural information is also provided. Different guide books may focus on different aspects of travel, from adventure travel to relaxation, or be aimed at travelers with larger or smaller travel budgets, or focus on the particular interests and concerns of certain groups such as sexual orientation or dietary restrictions.

1.4 Problem Statement

1.4.1 Lack of visual elements usage in the Travel Guide Book Malacca

The available local travel guide books primarily presenting in textual information and commonly used photographs instead of illustration. Thus, the lack of visual elements in the travel guide book is easily being forgotten by the readers.

1.4.2 Lack of Travel information about Malacca in the market

Numerous travel guides of Malacca are presented in the form of map and don't have the details information on every places of interest. Besides that, there are rarely guide books which specific on Malacca tour, most of it combined with the other cities for example Kuala Lumpur and Penang.

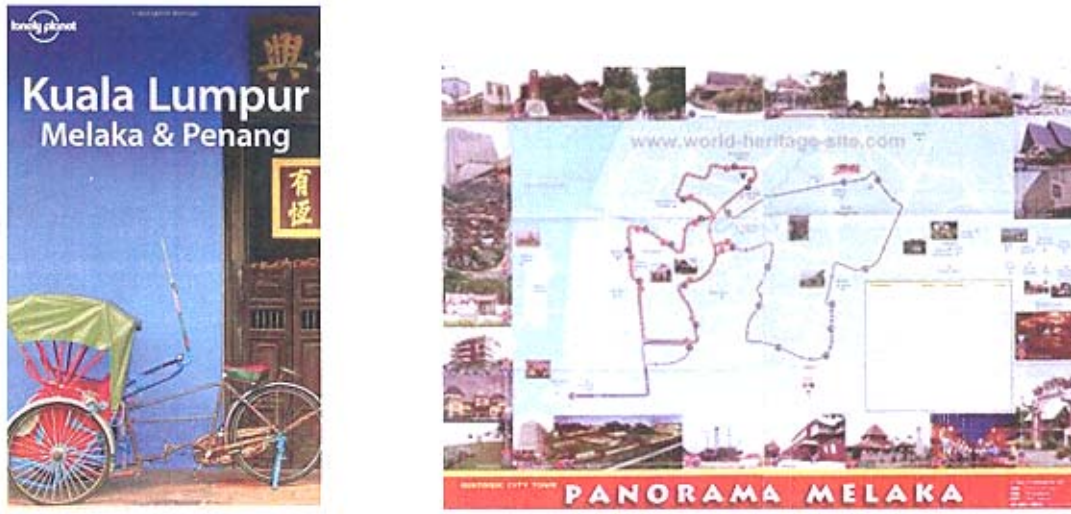

Figure 1.4 Example of travel guide of Malacca nowadays

1.5 Objectives

i. To identify the tourist attractions in Malacca through the use of illustration.

ii. To analyze the different kinds of illustration which are suitable in carrying out the information of tourist attractions in Malacca.

iii. To produce a book as the guide for the tourist to know the local tourist attraction in Malacca.

iv. To acquire the validation towards the design of the illustration travel guide book by the audiences.

1.6 Scope of Study

A visual investigation on the rich heritage and culture of tourist attractions through Malacca will be enhanced. The scope of the research includes the oldest heritage architecture, local and ethnic traditional food, and unique arts and crafts which gives a peek of the past even until now. All the resources will be composing with graphic elements and illustration to attract the readers.

1.7 Limitations

This research is focused on tourist attractions in Malacca. Time was not enough for the researcher to visit and observe every tourist attractions of Malacca. Thus, the researcher only focused on the places of interest within the Melaka UNESCO World Heritage Site. Besides that, the information

can only be gathered through interview and website due to limit of time duration. The research could be done better with longer time provided in order to present a travel guide book in more comprehensively.

1.8 Hypothesis

Malacca is one of the most visited places in the state and there is no doubt that this is the busiest area especially over the weekends or school holidays. Throngs of visitors from all over visit this lively street famous for its culture and heritage. Thus, it's a need to create an informative and unique tour guide book to attract the travelers to buy it and yet be interesting enough for people to want to keep. With the colorful and attractive hand drawn illustrations that were visualized by the designer, it is assumed that the guide book could improve the reader's interest in exploring Malacca's traveling destination and enhancing their reading excitement simultaneously.

1.9 Conclusion

This chapter discussed about the research title and identifies the problem statement as well as the objectives of the research. The researcher applied different kinds of illustration to achieve the main objective of this study.

CHAPTER 2

Literature Review

2.1 Introduction

In this chapter, all the information and the material related to the editorial illustration will be collected to achieve the objective. The information and the material are collected from the books, articles, website and other media. Analyzing the content of the information from the past research is a way to help researcher to explain more on the regarding topic.

2.1.1 Photography

Photography provides an objective picture of reality and thus conveys an impression of authenticity.

(Josef Muller-Brockmann, 2007)

The photography continues to be a primary source of info about the world and ourselves.

(Richard Boltan, 2007)

The researcher can conclude the two statements above show the photography used in illustration can create the authenticity and more informative to the reader. It can also help the reader to understand the information easily through photography. It will become a useful source to find out the places or things that they want which give an impression to their mind.

2.1.2 Travel Photography

Travel photography is packed with hints, tips and ideas for producing and selling travel photographs. A travel photo as an image that expresses the feeling of a time and place, portrays a land, its people, or a culture in its natural state, and has no geographical limitations.

(Hicks, R. & Schultz, F., 1998)

The researcher can conclude that travel photography is more to express the feeling and conveying the travel hints and information to reader.

2.2 Colors

Color is an extremely important tool for an information designer. Color is a very effective way to convey differentiation. Color can also provide sense of finding, allowing readers to scan text quickly and isolate the elements such as subheads and bullets.

(Kim Baer, 2009)

The researcher can conclude that color plays an important role in conveying the message to the reader. Apply the right color in design will enable the message convey to the reader. Thus, the reader is able to perceive the information more quickly, fully and holds it longer in memory.

2.3 Sketching

Most of the designers sketch in order to quickly put ideas down on paper. As sketching can convey a visual idea for a design or design element very rapidly, it can be used in many parts of the design process, and indeed, throughout it.

(Gavin Ambrose, 2010)

Sketching can be used in research stage as a part of the progress of creating concept. In this process, a designer may sketch anything that comes out from their mindset. This can be broadened into a sketch book that details various aspects of the title related.

2.4 Layout

A grid provides a structure and constraints within which design is to be arranged. At time the use of a grid is not appropriate, perhaps due to the nature of the material to be presented, or the visual effects that the designer wants to produce.

(Layout; Gavin Ambrose, 2011)

One of the things I do that a computer can't do is think. Layout is not the imperative anymore. We have to think and do what the computer can't do.

(Luddite, Bob Gill, 2010)

The researcher can conclude two statements above show that working without a grid, the greater freedom and creativity to be unleashed, although the researcher still needs to control this in order