THE PROMOTION OF CHINESE PAPER CUTTING THROUGH VISUAL INFORMATION

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Bachelor Degree of Applied Arts with Honours (Design Technology)
2012
THE PROMOTION OF CHINESE PAPER CUTTING

THROUGH VISUAL INFORMATION

LAU HUI CIIN

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

UNIVERSITI MALAYSIA SARAWAK

2012
UNIVERSITI MALAYSIA SARAWAK

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ACKNOWLEDGEMENTS

I would like to take this opportunity to express my heartiest thanks to the people who have given me so much in this research to enable me to overcome this challenge. While space does not permit thanking each person, a sincere note of appreciation is extended to all.

A deeply thank you to my supervisor for this research, Mr. Azwan Abidin, whose help, advice and his supervision. I am really appreciates his design knowledge, ideas, suggestions, and offered numerous of time and effort for the development of this research.

A special note of thanks goes to my dearest family for their support, encouragement, care and motivation, especially to Lau Hui Tzy, who has offered her time on the translation for the content of publication in this research.

This research couldn’t have been completed without the help and supporting of everyone here in Faculty of Applied and Creative Arts. Much appreciation also goes to all my friends who had contributed towards the success of this dissertation.

Thank you.
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Abstract

Chinese Paper Cutting is one of the richness component of the cultural aesthetics for Chinese community. In order to preserve the uniqueness, the creative campaign emphasizes on the Chinese Paper Cutting in terms of history and techniques of making Chinese Paper Cuts, purposely for publication design and printed media (below the line). The creative campaign for this research is to deliver message in a form of visual information in order to increase public awareness in the Chinese Paper Cutting.
Abstrak

*Chinese Paper Cutting* merupakan salah satu komponen nilai estetika budaya bagi masyarakat Cina. Dalam usaha untuk memelihara keunikananya, kempen kreatif menekankan sejarah dan teknik-teknik penghasilan *Chinese Paper Cuts*, terutama bagi penghasilan seni reka pada penerbitan dan media cetakan. Kempen kreatif untuk kajian ini berfungsi untuk menyampaikan mesej dalam bentuk visual informasi untuk meningkatkan kesadaran awam tenatng *Chinese Paper Cutting*.
CHAPTER 1

INTRODUCTION

1.0 Introduction to Chinese Paper Cutting

Chinese paper cutting is a kind of Chinese culture folk art. It originally created in China from 6th century and pass down through thousands of years until now. The Chinese national and folk culture began to attract public attention in the year 2001 when the United Nations Educational Scientific and Cultural Organization (UNESCO) launched “Masterpieces of the Oral and Intangible Heritage of Humanity” project concerning the diversity of culture. In 2006, China’s State Council issued “the first list of state level intangible cultural heritage” in the State Document [2006] 18 including 518 items, 315 of which were paper cutting with two items of Hebei Province on the top of the list (Wang, Liu, & Zhang, 2009).

Chinese paper cutting are widely using for decoration. People express their feeling, ideas, life experience through Chinese paper cutting. It is a very distinctive visual art of Chinese handicraft. People produce Chinese Paper Cuts for custom activities especially religious ceremony.

Scissors and graver are the tools of making Chinese Paper Cuts. There are two kinds of Chinese Paper Cutting, it including “paper-cutting” and “paper-engraving”. Only one piece of paper cuts are produced in the cutting process; and
multiple piece of Chinese paper cuts are produced in engraving process. Besides, it has unified color and multiple colors on Chinese Paper Cutting art pieces. Most of the Chinese Paper Cuts are made by red paper. Red is a significant color in Chinese community. It represents auspicious, reunion, happiness, harmony, peace, dignity and prosperity. If people do Chinese Paper Cuts on white color rice paper, they can dye the paper cuts in multiple colors (UNESCO: Intangible Cultural Heritage, 2009).

1.1 Legend of Chinese paper cutting

Based on Zhong Guo Feng- Jian Zhi Ru Men (2010), Chinese paper cutting has a long history in China. The invention of paper are creates paper cutting. According to the legend, the first Chinese Paper Cuts are created during Han Dynasty. Emperor Wu has a favorite woman, Concubine Li in Western Han Dynasty (265 – 316). Emperor Wu could not repose well after Concubine Li passed away because he was longing for Concubine Li. He asked a wizard to cut an image of Concubine Li and call up her spirit. The wizard cut out the image of Concubine Li on rice paper, and put it behind a white cloth. He lights up the candle at night and asked Emperor Wu to sit in front of the white cloth. The shadow of paper cuts reflects on the white cloth. Emperor Wu thought that was the spirit of Concubine Li. It might be the first Chinese Paper Cuts.
1.2 Problem Statements

1.2.1 Lack of visually-satisfying on Chinese Paper Cutting promotional piece.

When 2006, China’s State Council issued “the first list of state level intangible cultural heritage” in the State Document [2006] 18 including 518 items, 315 of which were paper cutting with two items of Hebei Province on the top of the list – paper cutting in Yu County and Fengning Manchu Autonomous County (Wang, 2009). There are many promotions for Chinese Paper Cutting such as Chinese paper cutting training classes and exhibitions and at the same time, published books related to paper cutting (UNESCO: Intangible Cultural Heritage, 2009). But the traditional way to promote Chinese paper cutting is not really effective to carrying forward this heritage. We live in an age society in which our expectations are continually heightened by innovations in technology. People are more responsive to visually-satisfying and appealing aesthetics in a promotional piece (Zhao, 2008).
1.2.2 Most of the Chinese Paper Cuts are produced using computer software and machines.

Using a scissor and knife as paper cutting tools is the most traditional and original way to produce Chinese paper cutting artwork. This Chinese paper cutting technique is complicated for most people to learn, and it takes long time to practice for a perfect cutting skill (Qiu, 2010). Machine or software is the best option to produce Chinese paper cutting artworks for public. For example, a team member of Shining Light on the Lost Beauty of History: 2010 Microsoft Student Challenge from China says that they wanted to create a computer-aided design system to simplify the paper cutting process, and it is help to increase youths’ interests in culture traditional. People buy Chinese paper cutting artwork with cheap price when they need it. This is very convenient for them but they have no chance to do paper cutting by their own. This traditional handicraft still using and popular on certain festival now, but it already lost the Chinese paper cutting originality and history.
1.3 Research Objective

i. To identify the problems on Chinese paper cutting in the promotional visual information.

ii. To analyze the culture background and the technique of making Chinese paper cuts as a content of the visual information.

iii. To produce the visual information campaign for promotional printed media and publication.

iv. To validate the effectiveness final outcome of the campaign.

1.4 Hypothesis

Chinese paper cutting is an important element of folk activities. Promote Chinese paper cutting through visual information will fulfill the visually-satisfying in promotional pieces. It can attract more attention from public with the visual information but not only with text and images. Besides, publication on Chinese paper cutting will state out clearly about the history and technique to produce Chinese Paper Cuts. Steps and skills to produce Chinese Paper Cuts will easier to remember and it can make public to increase their interest on Chinese Paper Cutting. The originality and history of Chinese paper cutting would not easy to lost because public received the message and give response even take action from the visual information campaign.
1.5 Scope Research

This research is focused on the respondents who are 15 years old and above. Place to get information for this research is Red Handicraft, a Chinese handicraft shop which located at Jonker Street, Malacca. The steps and skills in making Chinese paper cutting will be recorded from master Chinese paper cutting.

Figure 1.0: Red Handicraft, which located at Jonker Street, Malacca.

Figure 2.0: Master of Chinese paper cutting, Ray Tan.
1.6 Limitation

This research is focused on Chinese Paper Cutting and it is a traditional culture from China. Most of the information comes from China researcher, website or journal which in Chinese language. Some books are published at China and Taiwan; there is lack information in English language. But translation from Chinese to English is needed for this research. The most hardly part is translate Chinese jargon to English words. Perhaps, the instructions in making Chinese Paper Cuts will be more concern.

1.7 Conclusion

This chapter already had given some important information including problem statements, objective, scope of this research and limitation. The next chapter will provide the information about background study.
CHAPTER 2

LITERATURE REVIEW

2.0 Chinese Paper Cutting

"...Chinese folk paper-cut has been popular in China, which has a cultural impact on the tradition and characteristics of the nation. It has a rich inheritance including almost all the elements of the customs. It is the root of other types of folk art works. Its graphic symbols are widely applied to woodcarving, brick carving, pottery, embroidery, and New Year Pictures. It has a history of two thousand years with spontaneous retention in rural China. With the evolution of industrial civilization, the intangible cultural treasures are faced the situation of disappearance all of a sudden..."

(Wang, X. F., Liu, Y. R., & Zhang, W. S., 2009)

"...民间剪纸正逐渐失去依托的民俗文化背景。年轻一代是农村妇女，由于居住环境的改变和消费方式的改变，已不再去传承民间剪纸技艺。民间剪纸的妇女群正在迅速萎缩。联合国教科文组织评大师的“天才传承者”也大部分年逾古稀，不能剪了，并有多位相继去世。有着广泛社会基础和民间剪纸艺术的消失，关系到民主整体原生态文化的消失，关系到人类非物质文化遗产的消失..."

(Xia, H. F., 2007)
With the changes of living environment, Chinese Paper Cutting is less to be concern and this culture is not popular among the young generation. Chinese Paper Cutting is gradually threatened with extinction. This culture should not be disappearing because it brings an important culture impact in Chinese society. It has great contributions for the nation especially in arts and culture heritage.

2.1 Publications

"...Publications are extended applications of text and image and, as such bring to bear a tremendous number of considerations for a designer. Unlike single-format items, such as posters or ads, even singular multipage documents with more than eight or twelve page require designer to focus on issues that derive from extended reading: organizing large volumes of content into related parcels of information; crafting the typography to make it comfortably readable over many pages, yet lively enough to continually engage the reader; structuring the parts of pages and sections to accommodate a variety of content, whether image or text based; and integrating images with typography to achieve a unified from that builds a communication much bigger that its parts...

(Samara, T., 2005, p. 11)

According to Samara, designer has to consider all the elements in the publication which including content, words and images, pages for information organizing, grid system and layout design. The application on typography design is important for readers to read and browse easily all over the content. For the
visual elements, it should not compete the attention but communicate effectively with readers. The clear composition and layout design is the first impression to reader for reading continually.

2.2 Campaign Strategies

"...A creative advertising is convert information provided by the research and account management teams into persuasive arguments. We add value to a raw message by making it connect with an audience, by making it stand out, and by making it memorable. If we haven’t added the element of persuasion, we haven’t done our job. A campaign is an extended series of ads that are connected and unified by a common theme or idea. The theme can be expressed by maintaining a consistent attitude through the ad series, or by repeating one headline, or by using the same design throughout..."

(White, A. W., 2007, p.10)

The message of the ads must deliver creatively and effectively to audience. The element of persuasion may add the value of advertising. It can communicate, influence their mind and action, even for remind them. By repeating the headline, composition and layout, or consistence any elements in the series of ads may creates a great attention to public.
2.3 Conclusion

Background of study briefly explained in this chapter, which including Chinese paper cutting, publications, and campaign strategies. All of the information is very useful in design process.
CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

The research is conducted by two different kinds of methods, qualitative and quantitative methods. There are many kinds of methods under qualitative, which includes observation, interview, photography, experimental and secondary data. Besides, quantitative methods have been used in this research to finding data from survey form.

Research methods that used to collect data are:

i. Qualitative research

ii. Quantitative study
3.1 Data Collection Process

3.1.1 Interview

To collect more details information about Chinese paper cutting, especially on technique and skills of paper cutting, an interview section is one of the methods in this research. Red Handicraft is a shop that selling Chinese paper cutting which located at Malacca, Jonker Street. The master of Chinese paper cutting, Ray Tan is selling his own Chinese paper cutting art pieces in the shop. He was learnt the Chinese paper cutting skill from China and started run his business about seven years.

Figure 3.0: Mr. Tan was talking about the legend of Chinese Paper Cutting.
3.1.2 Photography

To collect more image of Chinese paper cutting for further steps in this research, researcher take photos on different kinds of Chinese Paper Cuts. There are variety kinds of Chinese Paper Cuts in the market, so researcher take photos and record the name and usage of every paper cuts.

Besides, the process of making Chinese Paper Cuts also recorded through video and photo shooting. This is the way to collect more information about skills and techniques of making Chinese Paper Cuts.

Figure 4.0: The process of making Chinese Paper Cuts.
3.1.3 Books

Researchers collect more data through readings. Different kinds of paper cutting books will be the sources of data collection which not only the paper cutting in Asia, but also from other regions.

There are many Chinese Paper Cutting books that were published in China, Taiwan, Hong Kong, and also Western countries. The information are more details because China is the originally place of Chinese Paper Cutting. Data collection will be different languages, English, and Chinese.
3.1.4 Experimental

![Image of paper materials]

*Rice paper*  
*Red Papers (Back)*

_Figure 5.0: Different kinds of paper materials for publication_

Red paper and rice paper is the paper materials for Chinese Paper Cutting. Researcher suggests using these two kinds of materials in publication to promote Chinese Paper Cutting. The different color surface and thickness of paper materials makes researcher to do the printing experiment. Both surface of paper will be print and the best result will be choose for the final artwork.
3.1.4.1 Printing on Red Paper

![Red and brown color surface at the back of red paper.](image1)

![White color surface at the back of red papers.](image2)

Figure 6.0: Printing on different color surface of red papers.

Researcher realizes that most of the red papers that selling in market have different color surface, especially at the back of the red papers. Some surface color is more to red and it will make the drawing lost the watercolor background texture. Besides, most of the back of red paper color is more to dark brown, it will darken the drawings. Researcher looks for the white color surface at the back of red paper which the drawings can remain the color and background texture.
3.1.4.2 Printing on Rice Paper

![Thin](image1)  ![Thick](image2)  ![Printing](image3)

*Figure 7.0: Printing on different thickness of rice papers.*

Different thicknesses of rice papers are available in market. Transparence effect on rice paper is needed for the publication design. But the thick rice paper is selected as the final paper material after few experiments on printing. It is because the thin rice papers will jam in the printer. Printers cannot function well if the paper material is thin.
3.1.4.3 Books Binding

![Image: Thread and Fishing Line](image)

*Figure 8.0: Different materials for books binding*

Researcher is suggests to use the Coptic stitch binding on two edition of publication. This kind of binding is more to Chinese style and it is stronger than perfect binding. For the material of sewing, fishing line is stronger than thread and it is transparent color so it would not disturb readers when browsing the content of the book. It was used to experiment on sewing the books. Although it is the smallest size of fishing line, which is 0.5mm but it still considered too thick for book sewing. Book pages are separated because the thickness of fishing line. The final suggestion for researcher is using double threads to sew the books to avoid the thread broken when reading.
3.1.5 Internet

There are many video or tutorials about making Chinese paper cutting on internet. Researchers downloads and watches the video or learns to make Chinese paper cutting through the tutorial. The name of paper material and tools can found out through tutorial on internet.

![Image](image.png)

*Figure 9.0: Tutorial or TV program about Chinese Paper Cutting.*

3.2 Quantitative Methods

Questionnaires will distribute to respondents who are 15 years old and above. Tourists also be the respondents in this survey.

3.2.1 Questionnaire

A total of 150 copies of questionnaire will be distributed to get more details information. The questions in this survey have divided into three parts, which including demography, general questions and recommendation.
Respondents give answers and comments on the question that regarding style of Chinese paper cutting and the preference on promotional items.

![Figure 10: One of the respondent in this research, Mr. Lee, 56, from Malaysia.](image)

### 3.3 Conclusion

Planning on the methodology is an important part in this research. It will determine the success of the research in ways of data collecting. In the next chapter, all the collected data will be interpreted into information.
CHAPTER 4

FINDINGS

4.0 Introduction

All the data from qualitative and quantitative methods will be analyzed in this chapter. There have 150 questionnaires were distributed to respondents, located in Malacca and Penang. A total of 112 questionnaires are able to analyze because the rest of 38 questionnaires are not found and lost by respondent. The main purpose to distribute the questionnaire is collect response and comments of respondent about the promotion Chinese Paper Cutting through visual information.

4.1 Findings Data through Questionnaire

This questionnaire have 18 question and it divided into three main parts, which is Part A, respondent profile; Part B, general question about Chinese paper cutting; and Part C, recommendation on promotional items of Chinese paper cutting.
4.2 Data Analysis

4.2.1 Part A - Demography

1. Age

![Bar Chart]

*Figure 11: The age of respondent.*

On Figure 11, there is the data analysis on age category of respondents. This data demonstrate the highly percentage between 15-25 years old, which is 66%. The lowest percentage is 1.78%, which is under category 56 years old and above. On this finding, researcher gets more information from young generation between 15-25 years old.
On Figure 12, there is the data analysis on races of respondents. This data demonstrate the highly percentage is Chinese, which is 82.14% and the lowest percentage is 1.78% which is India. Some other races are including which is Iban, 2.67% and Bidayuh, 1.78%. On this findings, the most respondent are Chinese and 17.89% are others races. Not only Chinese is the target audiences but other races of respondents also provide data for this research.
3. Education Background

![Bar chart showing education background of respondents.](image)

*Figure 13: Education background of respondents.*

On Figure 13, there is the data analysis about respondents' education background. This data demonstrate the highly percentage of Degree, which is 47.32% and the lowest are PhD and UEC, both of these is 0.87%. On this finding, the degree holder is the category who is interested in Chinese paper cutting.
4.2.2 Part B – General Research

1. Do you heard about Chinese Paper Cutting before?

![Graph]

*Figure 14: Data of respondents was being heard about Chinese Paper Cutting.*

On Figure 14, the data analysis demonstrates most of the respondent heard about Chinese Paper Cutting, which is 105 respondents, 93.75%. Otherwise, there is only 7 respondents, 6.25% who are not being heard about the Chinese Paper Cutting.
2. How do you know about Chinese Paper Cutting?

![Bar chart showing percentage of respondents' knowledge sources.

Figure 15: Understanding from respondents.

There is the highest percentage on culture, which is 44.76% and the lowest percentage is 0.89%, which including respondents get information about Chinese Paper Cutting from friends. On the findings, most of the respondents know about Chinese Paper Cutting because of their own culture. Internet also is the second influence of respondent to know about Chinese Paper Cutting.
4.2.3 Part C–Recommendation

1. Theme of Chinese Paper Cuts that you prefer is

![Bar Chart: Preference on Chinese Paper Cuts](image)

*Figure 16: The preference theme on Chinese Paper Cutting.*

From the Figure 16, the analysis outcome shows that most of the respondents prefer animal on Chinese Paper Cuts, which is 4.0 by mean. But figure on Chinese Paper Cuts are not very popular as font and animal paper cuts, it is 3.7 by mean only.
2. Chinese Paper Cutting that NOT only in red color will be more attractive?

![Bar Chart](chart.png)

*Figure 17: Preference color from respondents.*

On Figure 17, the data analysis demonstrates most of the respondents strongly agree that multiple color of Chinese Paper Cuts are more attractive than red color, which is 33.03% of respondent strongly agree in this statement. On the other hand, some respondents are strongly not agree that Chinese Paper Cuts in multiple color more attractive than red color. The percentage is about 16.96% only.
3. The most attractive part on Chinese Paper Cutting promotional items is

![Bar Chart]

Figure 18: The attractive part on Chinese Paper Cutting for promotion.

This data analysis finding shows that 3.83 by mean are agree the usage of Chinese Paper Cutting is the most attractive part in its promotional items. For the part of techniques and skills to produce Chinese Paper Cuts, there is the highest, 4.10 by mean. The following is history and culture background of Chinese Paper Cutting, which are 3.89 by mean.
4. The most efficiency way to promote Chinese Paper Cutting is through

![Graph showing efficiency of TVC, Website, and Publication](image)

*Figure 10: The efficiency way to promote Chinese Paper Cutting.*

From the Figure 19, the finding shows that the TVC is the most efficiency way to promote Chinese Paper Cutting. It is 4.0 by mean agree on TVC. The following is the publication, which is 35.71 of respondent agree that publication is the most efficiency way on promote Chinese Paper Cutting. But for the website, the percentage is not far than publication, which is 3.57 by mean.
6. The preference of color scheme on promotional items is

![Figure 21: The preference color scheme.](image)

This data analysis finding shows that the preference of color scheme on promotional items is red color, 4.04 by mean. The second highest is following by multiple color, which is 3.82 by mean. The last is black and white, it shows that not many respondent are prefer black and white color on promotional items, 3.14 by mean only.

4.3 Conclusion

This chapter helps researcher to analyze all the data from questionnaire. All the findings from analysis are important to researcher for the further steps. To promote Chinese paper cutting in a better way, researcher will follow the findings and try to fulfill the market needs.
5.0 Introduction

A design proposal is needed for the promotional items in Chinese Paper Cutting campaign. Researcher proposes two items to promote the Chinese Paper Cutting culture in this campaign, which is print media (below the line) and publication. Four types of print ads will be publish in different period during the campaign, which including teaser, launching, follow up and reminder. For the publication of Chinese Paper Cutting, it separate into two editions – Culture Background of Chinese Paper Cutting and Do It Yourself (DIY).

5.1 Idea Development (Print Advertisement)

Based on the data in Chapter 4, the theme of Chinese Paper Cutting that respondents prefer is animal. Researcher suggests using animal as the main character on print ads. The animal will be present in Chinese Paper Cutting style.
5.1.1 Idea Development on Tagline

Do Your Own Cutting. Free From Your Paper.
Cut it. please. Cut Out the Animal.
Make it Balance. Set the Animal Free.

Cut it Out. Set it Free.

Figure 22: Development on tagline for print advertisement.

Few taglines were created for the print ads. The tagline was used to deliver the message to audience and it should be linked with the image on the print advertisements. “Cut Out the Animal,” and “Set the Animal Free,” were modified and combined becomes “Cut it Out. Set it Free.” It was well-related with the image of the print advertisements.

5.1.2 Idea Development on Images

\begin{itemize}
  \item Rat and Cheese / Corn
  \item Ox and Grass
  \item Tiger and Animals
  \item Rabbit and Carrot
  \item Dragon and Fire
  \item Snake and Rat
  \item Horse and Grass
  \item Goat and Grass
  \item Monkey and Banana
  \item Chicken and Rice
  \item Dog and Bone
  \item Pig and Food / Bed
\end{itemize}

Figure 23: Animal with its foods.

12 zodiacs listed with foods. Researcher chooses 3 zodiacs among them to create print ads teaser, launching, follow up and reminder. 3 zodiac - Monkey with banana, rabbit with carrot, and rat with cheese will be use as image on print
advertisements. It was because these 3 animals have their own food and it was easier for audience to recognize the relationship between the food and the animals. Researcher was tried to communicate with public by using the most basic knowledge of audience.

5.1.3 Images in Chinese Paper Cutting Style

![Image of monkey in various poses.]

Figure 24: Animal actions and Chinese Paper Cut.

Researcher collects pictures of monkey to identify the monkey actions and jumping movement. The picture has been traced in Adobe Photoshop and the monkey in illustration style will be use on the first print ads (teaser).
Images and foods are illustrated in Adobe Photoshop and placed at the middle of the print ads. It is the first thing to be focus by audience. The images of animals were presented in Chinese Paper Cutting style while foods were illustrated by using brush in Adobe Photoshop. For the last print ad (reminder), the image of rat was illustrated by watercolor brush in Adobe Photoshop.
5.2 Promotional Item – Print Advertisement

The first promotional item for this campaign is print advertisements. It includes teaser, launching, follow up and reminder. The concept of these print ads was persuades audience to do Chinese Paper Cutting by their own, to experience the cutting process and increased their interest on Chinese Paper Cutting so the preservation of this cultural can be success.

Before launch the campaign, the first print ads publish to tease the audience to figure out the message and create public attention. The second print ads (launching) was connected with the teaser and it purposely to increase public interest on Chinese paper cutting.

![Image](image_url)  
*Figure 26: The first and second print ads publish for this campaign.*

On the print ad teaser, the first idea was presented through the monkey with banana. The action of the monkey was informed audience that it hopes to get the banana, but it was stick on the red paper and cannot move. With the tagline...
"Cut it Out. Set it Free!", please help the monkey to get the banana, so, cut it out from the red paper and set it free. On the next print ad (launching), the monkey comes out and gets the banana. The red paper with hole shows that the monkey already leave from the red paper.

"Chinese Paper Cutting" was placed at the right side on every print ads except the first print ad (teaser), it purposely to create the curiosity so the audience will follow on the next print ad. The website 'www.unesco.org/culture/cpe' is for further information about Chinese Paper Cutting. Logo for the United Nations Educational, Scientific and Cultural Organization (UNESCO) and Intangible Cultural Heritage are placed at the right side of the print ad.

Figure 27: The third and last print ads publish for this campaign.

The third print ads (follow up) was published in the same concept and follow by the last print ads, reminder. The multi-coloured character is special used
on reminder. The purpose of multi-coloured is to create an element of surprise to audience.

5.3 Idea Development (Publication)

Two edition of publication - Culture Background of Chinese Paper Cutting and Do It Yourself (DIY), those are the experimental masterpiece for the learning purposes. Through the well-crafted book design, readers will find a different kind of experience that explores the typeface anatomy, grid system, images and content to create interesting visual information.

5.3.1 Publication Content

5.3.1.1 Illustration

Figure 28: Watercolor brushes in Adobe Photoshop.
Watercolor brushes in Adobe Photoshop CS5 will be used in the content of publication. These brushes suit for this campaign because it is more to Chinese style. Opacity and flow of the brush can be change depends on the lighting in drawings. Mixing different kind of watercolor brushes and color can produce different texture in the drawing.

![Image of chairs](image)

*Figure 29: The process of using watercolor brushes in Adobe Photoshop.*

Researcher collects images and use watercolor brushes to do the drawings for publication. Magic wand tool in Adobe Photoshop helps to select the area that need to apply watercolor brush, and watercolor brush in different color will apply on the object layer by layer. Basically, magic wand tool used to select the bright areas of the object before the dark. The tone color of brushes are depends on lighting of the object.
After save the images in Adobe Photoshop, content text and layout will do in Adobe InDesign. Drag the images that have been saved into Adobe InDesign, and add text on every page of the books.

5.3.1.2 Typography

Font *Adobe Myungjo Std* had been used in Chinese Paper Cutting publication, with the font size 8pt, leading 27pt, and tracking 20. Texts are
justified left to make it looks neat and tidy. For comfortably readable over the
content, researcher are purposely used big vertical space between the lines of text.

5.3.1.3 Story of Chinese Paper Cutting

![Figure 32: Door of imperial palace illustration applied on watercolor paper (100gsm).](image)

![Figure 33: The story begins after the reader open the "door of imperial palace".](image)

Legend of Chinese Paper Cutting was inserted into both publication, Culture Background of Chinese Paper Cutting and Do It Yourself. Researcher was applied different materials and layout design on this part. For material, 80gsm of water color paper, 3pcs of red paper, and a white fabric were used for this story. For this chapter, the size of paper was different than others pages. The weight for
all pages was 11cm but for this chapter was 8cm only, less 3cm than others. This was the first thing to be focus when reader opens this book. Based on the storyline, researcher begins the story telling with an imperial palace door, an illustration on water color paper.

Both surface of red paper were used in this chapter, red color surface for text and white color surface for illustration, which were watercolor style drawings. Besides, a white color fabric used to describe more details about the story.

Figure 34: Red color surface for text and white color surface for illustration.

Figure 35: White color fabric— one of the material for this publication.
5.3.1.4 Composition and Layout Design

Researcher has to organize all the content and convert into information to reader, weather in visual or text. Besides, structuring information on every page and select the suitable paper material for printing is needed in the design process. There were 6 chapters in publication- Culture Background of Chinese Paper Cutting, and 8 chapters for another edition, Do It Yourself. Red paper was used as the first page in every chapter and the art paper, 80gsm for all the contents.

The title was placed at the top, right side corner.

Material: Red Paper (Red Surface)

Figure 36: The topic for every chapter.

The illustration in watercolor style.

Material: Red Paper (White Surface)

Figure 37: The combination of illustration and text.

Text was justified left and placed on right side of the page, which including the big title for every chapter, and the content text. To begin a new
chapter, the title was placed at the top, right corner of the book, with the red color background. After that, it comes to a watercolor illustration combined with the text. The next page will be a short description and following by all the content of the books. At the short description page, the text was copied, flipped horizontal and placed at the left side. The purpose of this action was created a neat composition and it reflected the uniqueness of Chinese Paper Cutting, reflection, repetition and continually.

Figure 38: A short description page before all the content.

Figure 39: The content layout in every chapter.
Watercolor brushes also used on books cover design. There have two editions under this publication, 01 is for the first edition, Culture Background of Chinese Paper Cutting, and 02 is for second edition, Do It Yourself.
Two tags were designed for publication cover. To consistence the design with the publication content, the font for “01” and “02” still stick on the *Adobe Myungjo Std*, with size 108pt, and tracking -100. It was in white color and placed in the middle to be focus. The “Intangible Culture Heritage” placed at left and the “Chinese Paper Cutting” at the right, to create a neat and tidy layout on the tags.
CHAPTER 6
VALIDATION

6.0 Introduction

All the validation data will be analysis in this chapter. There have 17 of validation forms were distributed to respondents in Universiti Malaysia Sarawak. These respondents were students of Universiti Malaysia Sarawak that from different faculty which including Faculty of Applied & Creative Arts, Faculty of Economics & Business, Faculty of Engineering and Faculty of Computer Science & Information Technology. The main purpose to distribute the validation form is to validate the effectiveness final outcome of this campaign.

6.1 Findings from Validation

The questionnaire has 10 questions and it divided into two main parts, 5 questions to validate the print media; and 5 questions to validate the publication in this campaign.
6.2 Validation Questions

6.2.1 Questions for Print Advertisement

Please read carefully and circle your answer based on the making scale in accordance to your opinion.

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>disagree</td>
<td>Neutral</td>
<td>Agree</td>
<td>Strongly Agree</td>
</tr>
</tbody>
</table>

1. The first print ad (teaser) creates your interest to figure out the message.
   1 2 3 4 5

2. Based on the second print ad (launching), the message is well-delivered.
   1 2 3 4 5

3. The tagline “Cut it out. Set it free.” is well related with the image of these print ads.
   1 2 3 4 5

4. The multi-coloured Chinese paper cuts in the last print ad (reminder) gives an element of surprise.
   1 2 3 4 5

5. You get an impact on Chinese Paper Cutting after browse on these print ads.
   1 2 3 4 5
6.2.2 Questions for Publication

*Please read carefully and circle your answer based on the making scale in accordance to your opinion.*

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>disagree</td>
<td>Neutral</td>
<td>Agree</td>
<td>Strongly Agree</td>
</tr>
</tbody>
</table>

1. You feel comfortable to browse through the content.
   1  2  3  4  5

2. The book design and paper materials are suitable for this research topic.
   1  2  3  4  5

3. The binding technique and the size of the books are comfortable to hold and read.
   1  2  3  4  5

4. The layout and composition of content gives clear direction for communication.
   1  2  3  4  5

5. These publication are fulfilled your visual design satisfying.
   1  2  3  4  5
6.3 Data Analysis

6.3.1 Print Advertisement Validation Data

![Validation for Print Ads](image)

*Figure 42: Data Findings for Print Advertisement Validation*

Figure 13 is the analysis data of validation for Chinese Paper Cutting campaign. These finding shows that the print ads in this campaign are really give impact to respondents, which is 4.7 by mean.

Besides, most of the respondents agreed that the first print ad (teaser) creates audience interest to figure out the message. It is the second highest in the validation data, which is 4.5 by mean. It means the teaser in this campaign get attention from audience and the idea is works to connect between teaser and launching print ads.
The validation data shows that respondents agree with the tagline in this series of print ads are well related with the images, which is 4.4 by mean. The tagline “Cut it out. Set it free.” is creates with the images to deliver the main message through the print ads. This means most of the respondents understand the meaning of the images with the tagline on those print ads.

For the last print ad (reminder) in this campaign, the purpose of creates Chinese Paper Cuts in multi-coloured is to remind the audience that Chinese paper cuts is not only in red color. But the multi-coloured Chinese Paper Cuts are not really gives surprise and impact to respondents. The data shows that the element of surprise is 4.0 by mean only.
Figure 43: Data Findings for Publication Validation

Figure 43 shows the data findings on validates the publication in this Chinese Paper Cutting campaign. Based on the data, most of the respondents agree that the books design and paper materials are suitable for this research topic. It is the highest mean, which is 4.7.

Besides, most of the respondents agree that those books can fulfill the visual design satisfying. It is the second highest in the validation data, which is 4.58 by mean. In the books, most of the information delivers in the form of visual to fulfill the reader’s visual satisfying.
Most of the respondents feel comfortable to browse through the content of the books. It is 4.4 by mean for this validation question, and it is the same data with the 3\textsuperscript{rd} question. The books binding technique and the size of the books are comfortable to hold and read by respondents.

For the content composition in these books, respondents not really get the clear direction for communication. The content layout is only gives part of the respondents a clear direction when reading the book, which is only 4.24 by mean.

6.4 Conclusion

All the data from validation was collected and analyzed in this chapter. Comments and feedback from validation is important in this research. This is a method that used by researcher to improve the product for this campaign.
Chinese Paper Cutting is a very distinctive culture among Chinese community. This traditional folk art should be passing down from generation to the next generation. To preserve this culture, campaign must be creative to attract public attention. The traditional way to promote this culture is not works and it must be improve from the aspect of art and design.

Based on the research, researcher produces two promotional items for this campaign, publication and printed media (below the line). From teaser to reminder, increase the audience's interest on Chinese Paper Cutting is the main purpose.

The campaign was focus on the uniqueness of Chinese Paper Cutting and the making of Chinese Paper Cuts. Two editions of publication were published for readers during the promotion. Those are the experimental masterpiece for the learning purposes. Through the well-crafted book design, readers will find a different kind of experience that explores the typeface anatomy, grid system, images, and content to create interesting visual information.

As a conclusion, researcher hopes the promotional items for this campaign is really well works and gives the impact to public. More techniques in visual information can be explored to promote this culture continuously in order to preserve the culture of Chinese Paper Cutting.
Bibliography

Books


Electronic Books

Online Thesis


Report


Internet Document


Attachment

3. The most attractive part in Chinese paper cutting promotional items is History and Culture Background 1 2 3 4 5
   Techniques and Skills 1 2 3 4 5
   Function 1 2 3 4 5
   Development 1 2 3 4 5

4. The most efficient way to promote Chinese paper cutting is through
   TVC 1 2 3 4 5
   Website 1 2 3 4 5
   Publication Design (Books) 1 2 3 4 5

5. The most sufficient way to promote Chinese paper cutting is
   Visual 1 2 3 4 5
   Text 1 2 3 4 5
   Visual verbal (Visual & Text) 1 2 3 4 5

6. The preference of motion graphic style is:
   Mind blowing 1 2 3 4 5
   Paper effect 1 2 3 4 5
   Black & white illustration 1 2 3 4 5

7. The preference of color scheme on promotional item is 1 2 3 4 5
   
   1 2 3 4 5

8. The preference details on TVC is:
   VO (Voice over) 1 2 3 4 5
   SFX (Sound effect) 1 2 3 4 5
   VO, SFX & Background music 1 2 3 4 5

UNIVERSITI MALAYSIA SARAWAK
FACULTY OF APPLIED & CREATIVE ART

Promotion of Chinese Paper Cutting Through Visual Information

This questionnaire designed is exclusively for the purpose of academic research only. All information that you provided will be kept strictly confidential. I will be grateful if you could assist me by responding to all questions. Your cooperation will be highly appreciated. Thank you for your kind cooperation. In this research, it is divided into 3 main parts:

i. Part A (Demographic)
ii. Part B (General)
iii. Part C (Recommendation)
Part A: Respondent Profile
Instruction: Please tick (✓) the answer or fill in the space provided.

1. Age
   □ 15-25
   □ 26-35
   □ 36-45
   □ 46-55
   □ 56 and above

2. Gender
   □ Female
   □ Male

3. Races
   □ Malay
   □ Chinese
   □ Indian
   □ Others: __________

4. Educational Background
   □ PMR
   □ SPM
   □ STPM/Diploma
   □ Degree
   □ Master
   □ PhD

5. Occupation
   □ Student
   □ Business
   □ Art and Design
   □ Medical
   □ Engineering
   □ Education
   □ Un-employed
   □ Others: __________

Part B: General
Instruction: Please tick (✓) the answer or fill in the space provided.

1. Do you ever heard about Chinese paper cutting?
   □ Yes
   □ No

2. How do you know about Chinese paper cutting?
   □ History and culture background
   □ Techniques and skills
   □ Function
   □ Future Development
   □ Others: __________

3. What do you know about Chinese paper cutting?
   □ Yes
   □ No

4. Do you use Chinese paper cutting before?
   □ Yes
   □ No

5. If yes, what is your purpose of using Chinese paper cutting?
   □ Festival
   □ Funeral
   □ Celebration
   □ Others: __________

Part C: Recommendation
Instruction: Please read carefully and circle your answer based on the making scale in accordance to your opinion.

<table>
<thead>
<tr>
<th>1 Strongly Agree</th>
<th>2 Agree</th>
<th>3 Neutral</th>
<th>4 Not Agree</th>
<th>5 Strongly Not Agree</th>
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</thead>
<tbody>
<tr>
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<td></td>
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<td></td>
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</tr>
</tbody>
</table>

1. The theme of Chinese paper cutting that you prefer is
   - Foot
   - Animal
   - Plant
   - Figure
   1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5

2. Chinese paper cutting that NOT only in red color will be more attractive?
   - Red Color
   - Colored
   1 2 3 4 5

61
The Promotion of Chinese Paper Cutting Through Visual Information
This validation is exclusively for the purpose of academic research only. I will be grateful if you could assist me by responding to all questions. Your cooperation will be highly appreciated. Thank you for your kind cooperation.

Please read carefully and circle your answer based on the make-up scale in accordance with your opinion.

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</tr>
</tbody>
</table>

6. You feel comfortable to browse through the content.
   1  2  3  4  5

7. The book design and paper materials are suitable for this research topic.
   1  2  3  4  5

8. The binding technique and the size of the books are comfortable to hold and read.
   1  2  3  4  5

9. The layout and composition of content gives clear direction for communication.
   1  2  3  4  5

10. These publications are fulfilled your visual design satisfying.
    1  2  3  4  5
The Promotion of Chinese Paper Cutting Through Visual Information

This validation is exclusively for the purpose of academic research only. I will be grateful if you could assist me by responding to all questions. Your cooperation will be highly appreciated. Thank you for your kind cooperation.

*Please read carefully and circle your answer based on the rating scale in accordance with your opinion.*

<table>
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<th></th>
<th>1 Strongly disagree</th>
<th>2 disagree</th>
<th>3 Neutral</th>
<th>4 Agree</th>
<th>5 Strongly Agree</th>
</tr>
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</table>

6. The first print ad (teaser) creates your interest to figure out the message.
   1   2   3   4   5

7. Based on the second print ad (launching), the message is well-delivered.
   1   2   3   4   5

8. The tagline “Cut it out. Set it free.” is well related with the image of these print ads.
   1   2   3   4   5

9. The multi-coloured Chinese paper cuts in the last print ad (reminder) gives an element of surprise.
   1   2   3   4   5

10. You get an impact on Chinese Paper Cutting after browse on these print ads.
    1   2   3   4   5