

**VISUAL COMMUNICATION DESIGN 3**  
**ASSIGNMENT 1**

**DEBT**

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# DESIGN RATIONALE

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## Concept:

I decided to do an issue that has been going on for decades in my home country, Malaysia which is about **misappropriates tax revenue**. People in my country are paying taxes that increase annually. Nevertheless, we spend more and more on our living expenses and daily needs as well. I would like to raise awareness of the people in Malaysia by **questioning them whether the government is paying the debt they owe to us**.

## Typography:

Rockwell

Arial

Century Gothic

## Target audience:

**Citizen of Malaysia** who knew what's happening but did not voice it out

## Method/ Design:

### Poster

The poster is a **timeline** of how taxes has been used in 2011 and early 2012. I have picked 5 most discussed issues that happened in the country. A Facebook page link is added at the bottom to allow people to unite to voice out the problem. Poster will be available to download on the Facebook page allowing people to download it and print it out to placed it in their commercial space.

## Price Tag

The price tag size will be same as a regular price tag and will be **put into luxury goods** in luxury stores and departmental stores in Kuala Lumpur, Malaysia without the people who worked in the store realized it.

## Stickers

Sticker will be printed on transparent sticker paper. Brown coloured stickers will be **stick at visible places** of the country. Next, the gold and silver stickers (round shaped) will be **distribute to people at happening places**.



# RESEARCH/ INSPIRATION

en.harakah.net.my/index.php/berita-utama/3454-the-many-handbags-of-rosmah-mansor.html

Pin It RM Pickled Chilies | Easy! 諸葛神算 3 8 4 籤 - 三 TS 25+ Websites To Wa 歪嘴雞的春天: 黃金海 / 朱古力草莓慕斯蛋糕

27 Jamadil Awal 1433 H | 19 April 2012

## The many handbags of Rosmah Mansor

Harakahdaily, 07 September 2011

**PICTORIAL** Sep 7: The prime minister's wife Rosmah Mansor never fails to generate intense public interest. And even when she herself does not, her accessories would inevitably generate news.

This pictorial takes you to a variety of handbags carried by Rosmah during her many trips and official events. While we cannot comment why many of these photographs were taken while she is seen supplicating in prayer, one thing obvious is that the bags spot the same design and style.

An email which has gone viral among Malaysians claims that the handbags are from the series called the 'Birkin bag', named after British actress Jane Birkin. Priced between US\$9,000 and US\$150,000 each, the 'Birkin' bag, distributed by the French high fashion house Hermès, is considered a symbol of wealth and luxury due to its exclusivity and high price.



BEIGE

DARK BLUE



MARINE BLUE

WALNUT BROWN



DARK BROWN

ELECTRIC BLUE



GREYISH BLACK

MAROON



ORANGE

PINK



RED

**Source:**  
<http://en.harakah.net.my/index.php/berita-utama/3454-the-many-handbags-of-rosmah-mansor.html>



# RESEARCH

## RM73 mil diamond ring for Rosmah?

ARCHIVES 2011

Tuesday, 12 July 2011 Super Admin



### Make a Diamond Ring



A blog claims that the self-styled First Lady, Rosmah, is worth a whopping RM73 million.

(Free Malaysia Today) Bersih 2.0 rally's political focus on his wife, Rosmah.

The self-styled First Lady, Rosmah, is worth a whopping RM73 million.

online news  
**MALAYSIA Today**

HOME

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ABOUT

DOWNLOADS

AR

**INSEAD Global Executive MBA**  
The No. 1 EMBA (single-school)

Financial Times 2011 EMBA Rankings

Ads by Google

Dive Boat

Dive

## Zahid: Our submarine can't dive

ARCHIVES 2010

Thursday, 11 February 2010 Super Admin



### Linux & Windows Cloud Servers

no contracts — pay for what you use

(AFP) - Malaysia's first submarine, a European-made KD Tunku Abdul Rahman, has developed problems that make it difficult to operate, Minister Ahmad Zahid Hamidi said today.

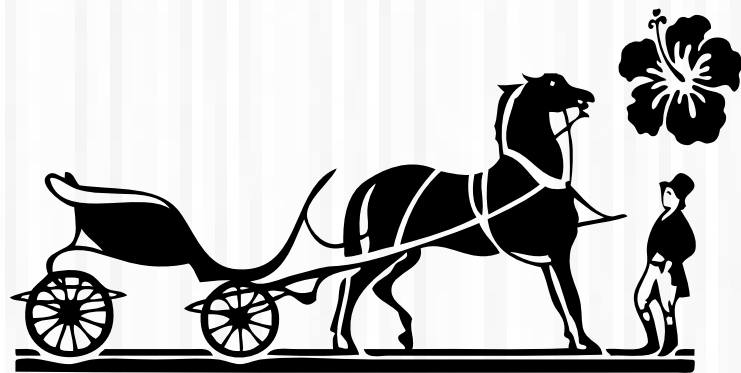
The KD Tunku Abdul Rahman sailed into a grand ceremony of two commissioned from French contractor DCN on Tuesday, 10 February, at a cost of 3.4 billion ringgit.

Source:

<http://malaysia-today.net/>

# DESIGN: LOGO

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A hibiscus is added in the logo because it's the national flower of Malaysia and is very commonly seen in Malaysia.

The name Hermes has changed to 'Hermas', which means Her Malaysia. People believe that one of the politician's wife is actually controlling the entire country by controlling her husband.

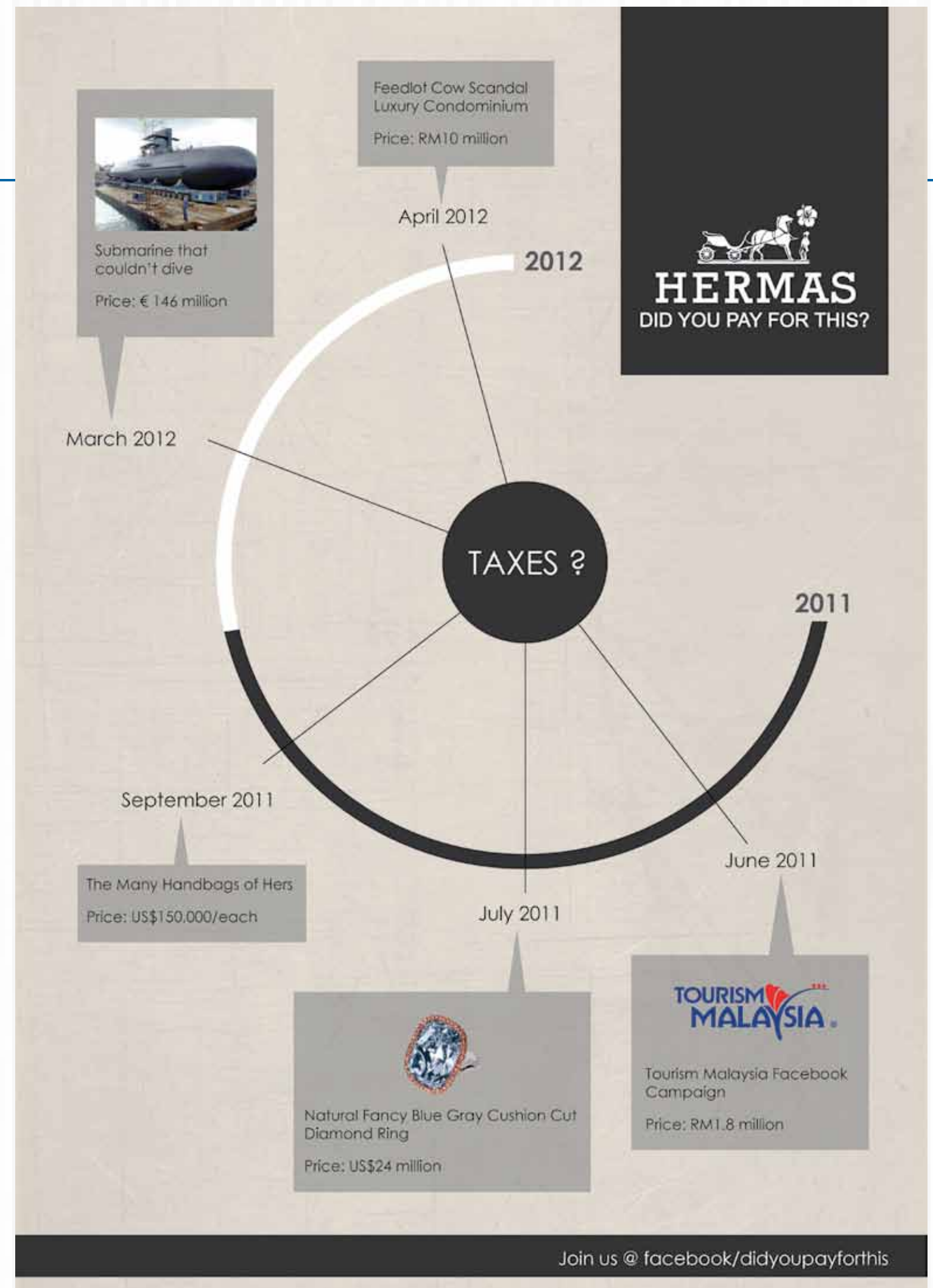
**HERMAS**  
**DID YOU PAY FOR THIS?**

The tagline is to remind people that how their taxes has been used if they don't voice out now, it might be worst in the future.



# DESIGN: POSTER

Size: A3



# MOCK UP: POSTER

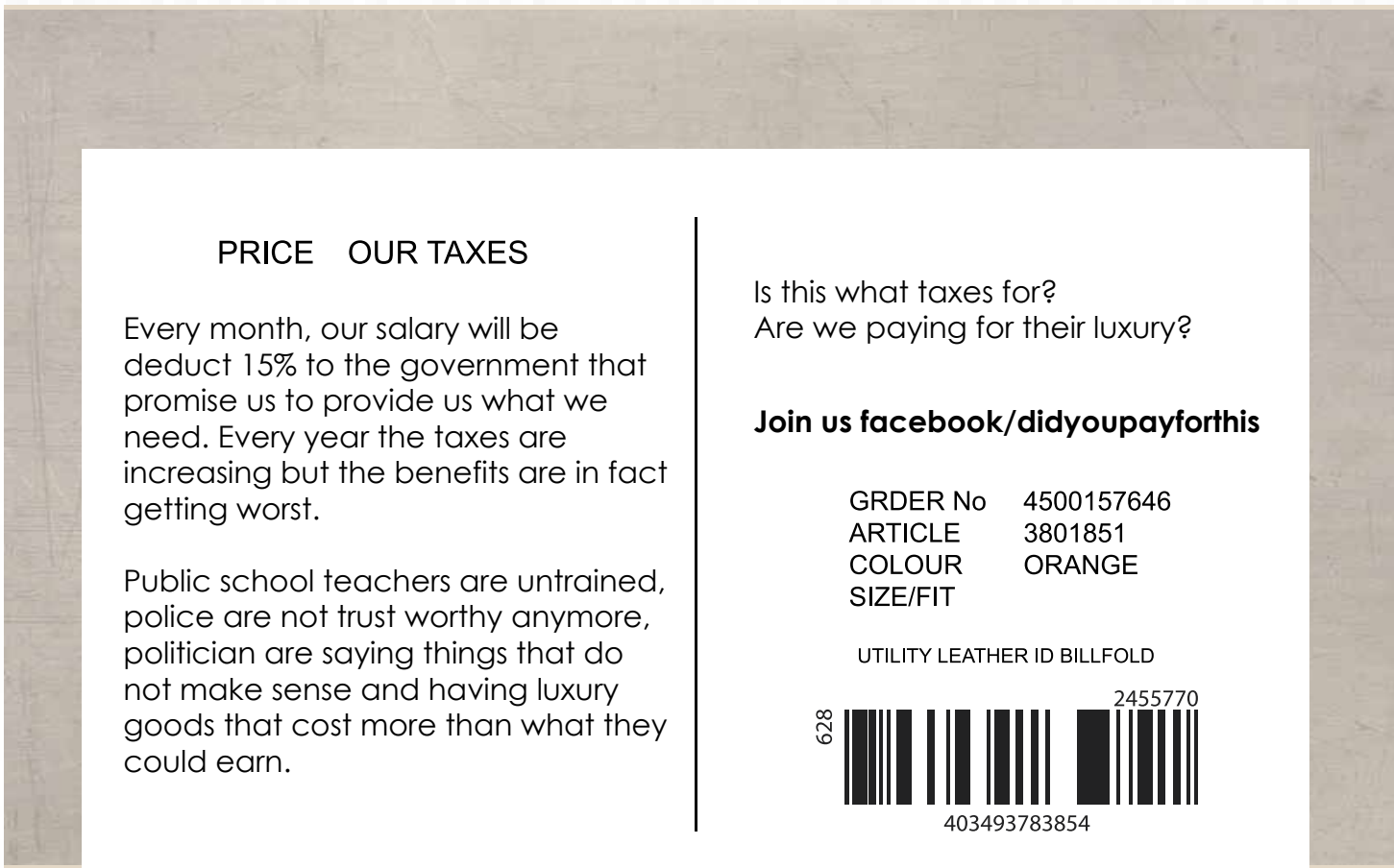
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# DESIGN: PRICE TAG



Front



Back

Size: 52mm x 85mm



# MOCK UP: PRICE TAG

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# DESIGN: STICKERS

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Size:  
Dimeter: 80mm



Size:  
Dimeter: 90mm x 110mm x 67mm



Size:  
Dimeter: 60mm

# MOCK UP: STICKERS

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# MOCK UP: STICKERS

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# MOCK UP: STICKERS

  
**HERMAS**  
DID YOU PAY FOR THIS?  
FACEBOOK/didyoupayforthis



  
**HERMAS**  
DID YOU PAY FOR THIS?  
FACEBOOK/didyoupayforthis



# PRINTING METHOD / ENVIRONMENTAL

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## Poster

### Electronic Download

Available to download on the Facebook page.

The reason of not printing extras for distributing to people is because people might not be interested and the posters will be another piece of garbage, which will create environmental issues

## Price Tag

### Thermography printing

method will be used for the logo and the tagline on the price tag. Rough surface of **Sugarcane papers** will be used for printing and **Soy ink** will be used for the descriptions at the back. Soy based ink is generally slower to dry compare to the others, however when it's printed on a rough surfaced paper it will help on the speed of drying. Soy based ink is helpful for recycling because it's easier to remove during the recycling process (de-inking process).

## Stickers

Sticker will be printed on **transparent sticker paper**.

The gold and silver sticker will use **gold and silver foil stamped** at the outline to create a shiny effect, which will be more visible in crowded area.

**Vegetable-based inks** will be used to print the stickers.



# PROCESS

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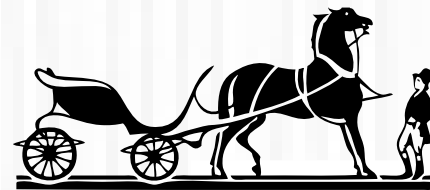


**HERMÈS**  
PARIS



**HEEMAS**

DID YOU PAY FOR THIS?



**HERMAS**

DID YOU PAY FOR THIS?



**HERMAS**

DID YOU PAY FOR THIS?

# CONCLUSION

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To conclude, by doing this assignment, I did some simple survey on how citizens of Malaysia react to what am I doing, most people told me a lot of problems that they are aware of but they never voiced it out to the public because they didn't want to get into trouble. Nevertheless, I found it very difficult to link the relationship of debt into the outcomes. This is a very good practice and I think is a very challenging experience.