



“Library Is My Second Home”

Library As A Multigallery

Perpustakaan   UNIVERSITI
TEKNOLOGI MARA
MALAYSIA
TUN ABDUL RAZAK

Problem Statement

There are several problem statement for this project. The problem is student always think that the library is not interesting place that they want to go. As a student, they have not enough entertainment while study. PTAR library thought full of resources, facilities and activities for UITM students lack of attention. It lacks the “feeling” of a second home and a multigallery library.

Big Idea

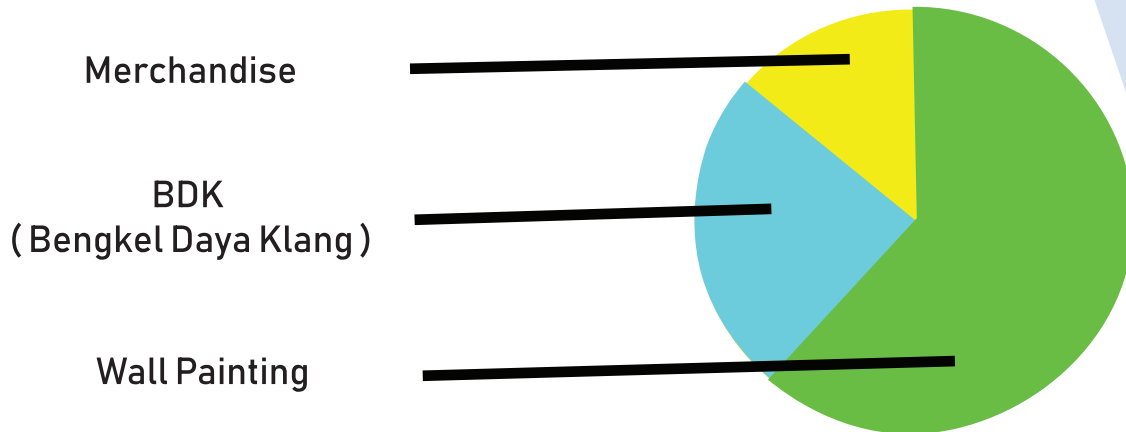
Make our library as a second home.

Therefore, the library needs to be as comfort as our home.

HOW? by making our wall looks interesting and fun.

Our plan to liven up the “feel” of the library consists of various creative ideas and media options

Project Focus



Project Objectives

1. To make sure the available space in the library that can transform the library into a multi gallery place and a second home
2. To have a bonding between students that from different faculties
3. To make library mora attractive and interesting

Concept

Second Home

Our concept is making the library as our second home. Where the place that they can be relax, enjoy their day at the library besides home.

Creative Concept

To deliver the cozy, relax and comfort feelings.
To create the creative interior wall that can attract people to come to the library.

Communication Strategy

Through wall painting art, we will build a new audience by appealing of the students' interests.

Marketing Strategy

By making it visually attractive wall painting in 2 dimensions, the wall will be a popular spot/ social hub on campus.v

Ideation & Mockups



Design Wall v1
Design by :
Ainur Zulaikhahani

Using planets and compile them all to become just like balloons that been accumulated and an astronaut is holding the thread that connected to the planets and lose the gravity. It seems like the astronaut is going to the all planets.

Wall Design Ideation



Design by Norfazira Mokhtar



Design by Ainul Hayati



Design by Ainur Zulaikhahani

Target Audience

1. Students of UiTM Puncak Alam
2. Public visitors
3. Staff UiTM Puncak Alam

Tone & Manner

1. Modern feel
2. Unique
3. Youth
4. Fun and entertainment
5. Calm and cozy

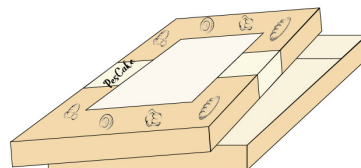
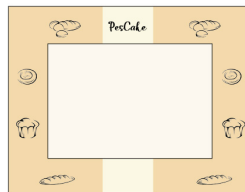
Merchandise



Design by Ainul Hayati



Design by Ainur Zulaikhahani



Design by Norfazira Mokhtar



Design Wall 2

**Design by :
Ainul Hayati**

Using this design which is the face of our first Malaysian Astronaut, that will inspired by students. It will bring the the spirit of learning towards students.



Design Wall 3
Design by :
Norfazira Mokhtar

Using this design people will know about types of moon and