



SULTAN ZAINAL ABIDIN UNIVERSITY
FACULTY OF INFORMATICS AND COMPUTER

ITM 13103: ART & DESIGN
(MASCOT)

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CONTENTS

POINT

1.0 MASCOT PICTURE AND NAME

2.0 LINK REFERENCES

3.0 SKETCH IDEA (A STORYBOARD)

4.0 RATIONAL OF PROPOSE MASCOT CHARACTER

4.1 Method of Drawing Character

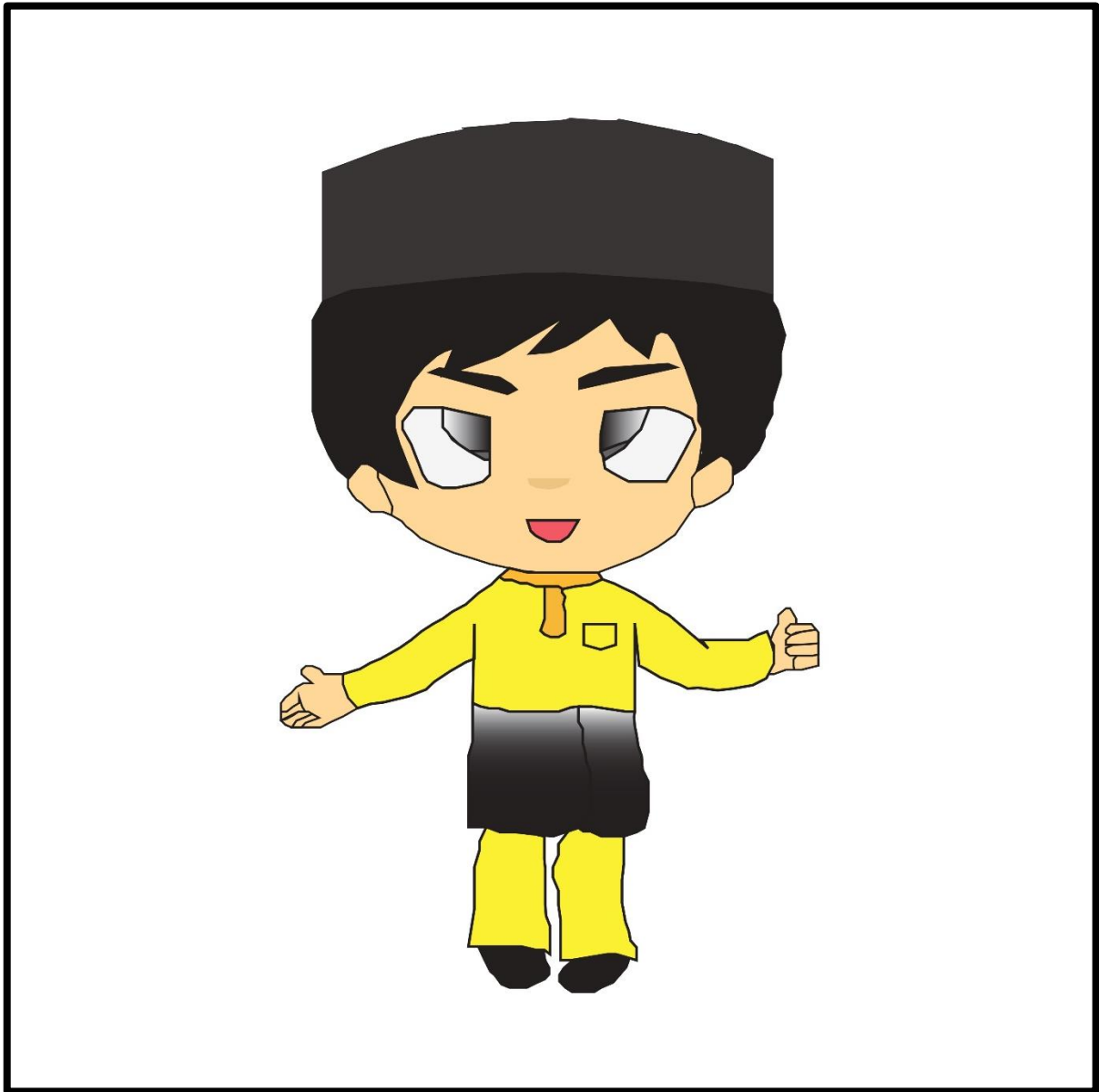
4.2 Design Principles

4.3 Mascot Character Rationale

5.0 T-SHIRT

6.0 CAP

1.0 MASCOT PICTURE AND NAME



JAKA

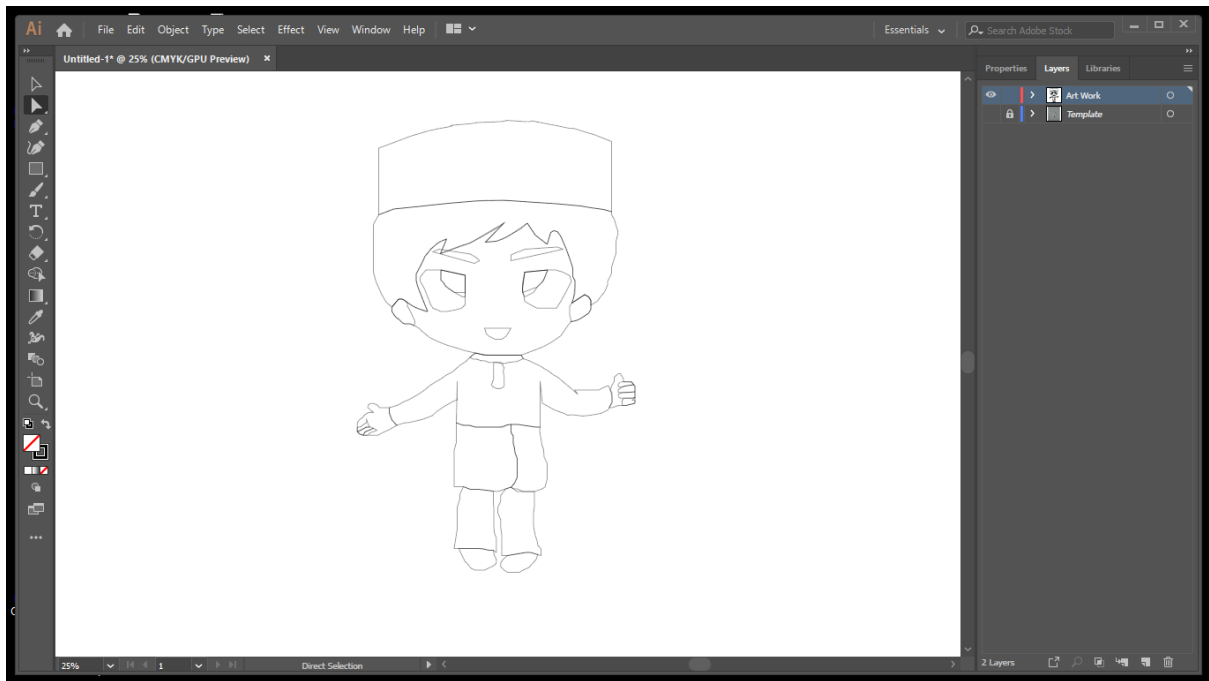
2.0 LINK REFERENCES

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2. Baseball cap vector illustration on front, back and side views, Freepik. Reviewed on 2022, December 14. https://www.freepik.com/premium-vector/baseball-cap-vector-illustration-front-back-side-views_16120319.htm
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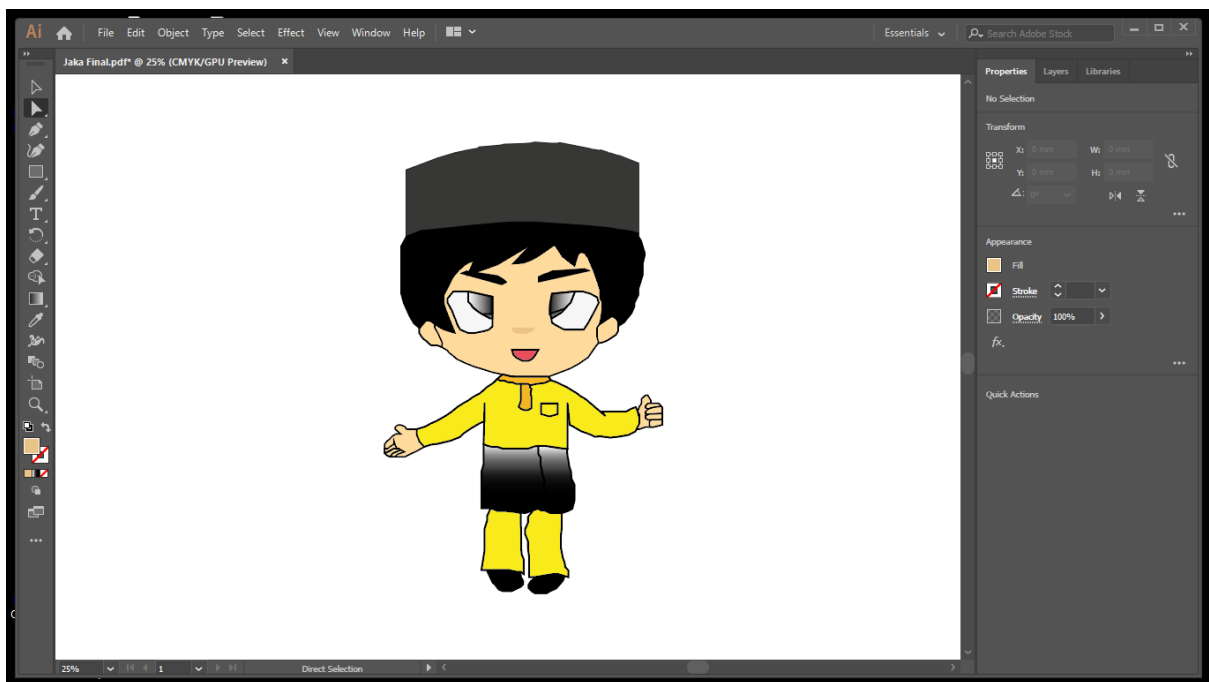
3.0 SKETCH IDEA (A STORYBOARD)



Firstly, I sketch my mascot on my drawing book after make a few research on Google and improvised the idea.



Then, I used my sketch and applied it into the Adobe Illustrator as a template and start drawing.



Last step, I colour and finalize the mascot based on the theme given.

4.0 RATIONAL OF PROPOSE MASCOT CHARACTER

4.1 Method of Drawing Character

1) Understand the concept

I need to explore and recognize all the tools and capabilities of the Adobe Illustrator so that I will not have any issues while using the apps.

2) References

I did some researches on Google to find the idea and combinations that suitable to use on my mascot product.

3) Tools used

I used H and 2B pencil to sketch on drawing book before using Adobe Illustrator to draw and finalize the mascot.

4) Sketching and drawing

I made a simple sketch on drawing book as a guideline to apply on Adobe Illustrator, then used baselines and the shape of circle to draw.

5) Final inspection

I finalize the shape and the colour of the mascot before blend all the elements to get the best version and then I named it as 'JAKA'.

4.2 Design Principles

1) Variety

- i. Variety of using different sizes, shapes and colors in an artwork to create visual diversity.
- ii. I utilize these component on the work by using a different colours, lines and shapes on the work and another tones to make it more appealing.

2) Rhythm and repetition

- i. Combination of elements that are repeated and involves using intervals or spaces between elements to give the user an impression of movement.

3) Contrast

- i. Level on the difference between design elements to create a visual hierarchies by using colours, textures, sizes, and shapes.
- ii. I used the contrast of colours to highlight the main character like yellow, black, and white for the outfit.

4.3 Mascot Character Rationale

- 1) The mascot is based on the UniSZA official colour like yellow, black, and white. This combination has shown the variety in art.
- 2) Facial and signature of the mascot symbolizes the harmonious and friendly environment of UniSZA regardless of race and ethnicity.
- 3) The outfit worn by the mascot shows malay culture carried by UniSZA to promote the beautiful of malay ethnic without offense the others.
- 4) The purpose of my mascot's design is to promote the beauty of malay culture and encourage students in UniSZA to always unite while prevent the racism between race, ethnicity and culture.
- 5) The mascot has its own identity to highlight the message and information to motivate those who want to enroll here.

5.0 T-SHIRT



6.0 CAP

