Influencing the Audience through Vector Illustration in Stop Smuggling Exotic Animals Campaign

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ABSTRAK

This research aims to discuss how the vector illustration can create influence in educating our adult and young generation in Malaysia Peninsular about the exotic animals smuggling can caused extinction through Campaign and Illustration. The focus will be on producing characters design, below the line and above the line based from the type of illustration that the most audience decided to be most suitable. The implication from the finding in this study will help them to understand the situation of these animal and will help to preserve the exotic animals. The most important is that this finding will contribute to the graphic designer who working to convey messages to the society or target audience through illustration, can take this into consideration in achieving the good result in presenting to the society.

Keyword: *exotic animal, vector illustration*

1. INTRODUCTION

Exotic animals are strictly defined as being one of the non-domestic animals, i.e. not cat, dog, cow, horse, sheep, pig or commercial chicken. All others are therefore, strictly speaking, exotic. (British Veterinary Zoological Society FAQ's EXOTIC ANIMALS 2 May 2018)

Besides that, there is discussion said it is bad for the animals. From The American Society for Prevention of cruelty to Animals (ASPCA), Experts believe that it took at least five thousand-perhaps more than ten thousand-years for wolves to evolve into dogs. So, there are thousands of years of difference between a wild and a domestic animal. Domesticated animals such as dogs and cats don't do well without people, and wild and exotic animals don't do well with people.

Based from research paper Wildlife Markets in South China, eating wild animals has long been a tradition in southern China. The rapid economic growth in China has increased the demand for wild and exotic animals for use as highly valued food, Chinese medicine, and pets. Many animal species are protected by Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) and China's Wild Animals Protection Law, but they still are found in restaurants, food markets, and pet shops (Dick et al. 1993, Mainka and Mills 1995, Gong et al. 2009, Cheung and Chow 2011).

To solve the issue arisen, act was taken and a campaign of Stop smuggling Exotic Animals will launched through vector Illustration. According to an article in Adobe Create Magazine website, in 2017 vector illustration are ranked in number two from top 5 in which it is referred to the term of depth and drama.

2. LITERATURE REVIEW

2.1 Vector Illustration

Based from Quality Logo Product website, vector illustration also known as vector art are the type

that use mathematical algorithms that allow the art to be scaled from large to small or the opposite without losing the image quality or resolution. Usually, vector art is made with Adobe Illustrator or CorelDraw. When created a file in a program such as Adobe Photoshop, the file is in Bitmap graphic and not vectored format which is will be jagged when it's enlarged.

In order to produce an exceptional vector illustration, design principle must be taken into consideration so it can enhance the illustration. The design principles are such as proximity, visual hierarchy, symmetry/asymmetry, repetition, unity and few more. Vector illustration are great if used in advertising product items. This is because when the design are send to the printing machine, the quality will maintain and the result will make the product even more convincing.

Picture 1.

Picture below are the vector illustration used in an event held by Watson's brand in 2017 launched to treasure Tapir on World Tapir Day. It is one of the proofs that even the well-known brand is using vector illustration in their promotion strategy.

Picture 2.

2.2   Exotic Animal in Malaysia

Exotic animals are the kind of animal that hardly to be seen in common sight. They are not domestic animal. In Malaysia, the increasing of interest toward exotic pet in 2016 might be alarming. There are some exotic animals listed under the 2012 Wildlife Conservation Act and some of it are protected under the Act of 716 Wildlife Conservation Act 2010 which need license fee for keeping of protected wildlife.

According to an infographic source from Perhilitan, pangolin, black pond turtle, water lizard (Biawak Air), White-rumped shama (Murai Batu), and Ball Python are the most smuggled protected animals. The statistic shows the increasing of the total cases each year from 41 cases in 2011 and up to 52 cases in 2016.

Over the last six years, on every third Saturday of February National Geography has declared a World Day Celebration. However, the smuggling cases stay increase. From *Berita Benar* wesbsite, Malaysia seized 141 live pangolins believed to be smuggled out to neighboring countries for markets in Vietnam and China, from a residence in Alor Star, a Royal Malaysian Police (PDRM) official said on Wednesday.

While on 8 may 2017, Free Malaysia Today website reported that on 2 May 2017 custom successfully broke the largest smuggling scales which over RM 9 billion in 2 different cases. In the first case, custom found 8 sacks contain pangolin scales. The neat check on the sack found approximately 408kg of pangolin scales valued at RM5, 263,200. While the *Harian Metro* website reported that the Director of the Enforcement Division of the Perhilitan regularly dismantled the smuggling of Ball python sold online. And another article from the same website reported that Interpol's international police manages to help the Department of Wildlife and National Parks (Perhilitan) hunt for "rogue" wildlife. These criminals are detected in selecting wild animals including turtle species of black pond turtle originating from three countries India, Pakistan and Bangladesh are being understood to have the highest demand amongst black market buyers in China, as well as forests.

SPESIES HAIWAN DILINDUNGI PALING KERAP DISELUDUP

① Tenggiling ② Black Pond Turtle ③ Biawak Air

④ Murai Batu ⑤ Ball Phyton

KES PENYELUDUPAN HAIWAN DILINDUNGI

Tahun	2011	2012	2013	2014	2015	2016	Jumlah
Bil	41	45	36	55	34	52	263

PECAHAN MENGIKUT NEGERI

Negeri	Selangor	P.Pinang	Johor	Kedah	Perlis
Bil	193	23	16	11	7

*Sehingga September 2016

Sumber: PERHILITAN
Infografik Bernama

Picture 3.

3. METHODOLOGY

In this research, the researcher started by generating rough ideas on characters design. Each characters designed to have its own variety of style, appearances so it can be decided through selection process. The researcher used quantitative method in order to get the accurate result through online questionnaire survey that conducted by using google form. Results from survey, a total of 40 respondents reacted to the questionnaire.

4. FINDING

Data collected through the survey conducted on late 2017, from the question number 4 shows that, 24 out of 39 were the majority respondents agreed that vector illustration are the most suitable to be used in the campaign compared to the semi realistic. While 15 out of 39 respondents chose to pick semi realistic illustration.
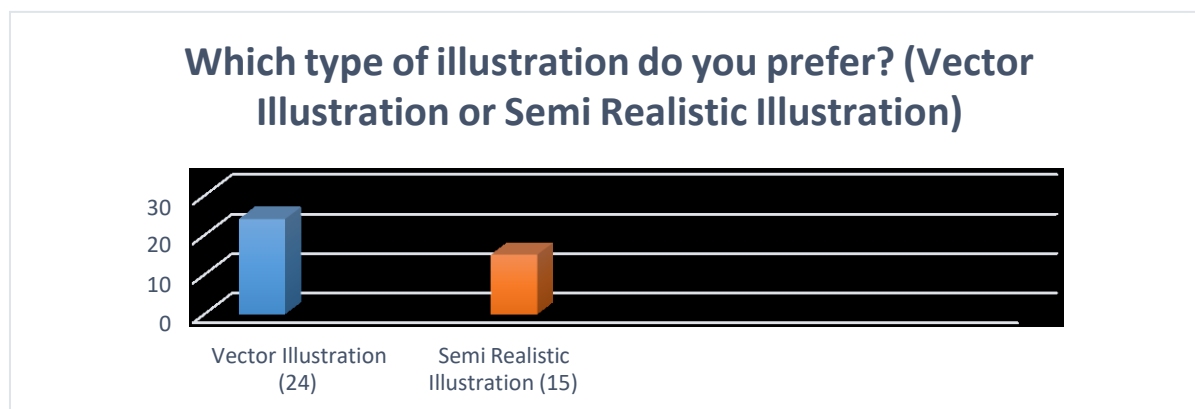
Figure 1

5. CONCLUSION

To convince or impress the audience, the medium and the style used by the present time need to be in line with the will of the audience. In conclusion, based on the results of the study, researchers find that the results of the study can support or reinforce that the idea of influencing the audience through vector illustrations can have a more effective impact are true. It is indirectly shows that producing vector illustration by using the element and principle of design such as color, line, space, emphasize and etc. in the product or the campaign in the Malaysia peninsular are valid and one way to start a fresh style of below the line design compared to the used of photograph in the previous design such as no smoking campaign and other.

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