

The Effectiveness of Typeface on Masthead Design: Malay Horror Movie Poster

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ABSTRACT

A well-designed typeface will have qualities that are consistent throughout the masthead design. We have been revealed with many film posters in this world. Despite a century of horror film production and entertainment, little study has looked at why people watch horror films and how it affects their behaviour, memory, and emotions. The paper considers a typeface usage on masthead design for Malay horror movie posters as one of the main keys for a good quality of horror movie posters. There are various of Malaysian horror movie posters that failed to visualize the elements to draw the emotions of the audience. Most of the failed element usage are typography usage. One of the reasons the issues arose was that our designers lacked understanding of the significance of using typography itself. Therefore, the main key for this research is to study the effectiveness and significances of typeface usage on masthead design for Malaysian movie posters. This paper will discuss on the elements of the masthead design which is Typography usage on Malaysian horror movie posters.

Keywords: *Typeface, masthead design, movie poster, horror movie.*



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1 INTRODUCTION

The main cover's main topic is the masthead. Various features that are intended to draw attention and give the page a pleasing appearance can be found in the masthead. The majority of masthead designers want to create a final product that will be simpler for readers to recall and associate with the publication. The masthead may contain important components such as an instantly identifiable textual title in eye-catching fonts and colours, or visual artwork that elucidates the objective to the audience.

By now, when it comes to seeing a movie, one of the first things we will look at and read is the masthead on the movie posters. This will stick in our minds as we make the decision of whether or not to watch the movie. As a result, the font on the posters serves as both a first impression and a movie attraction. Most people "live in a perfect world" when a movie comes out and ignore the poster as something that has always been there. Unfortunately, they were unaware of the fact that the movie's poster was one of the things that pulled you in and made you want to watch it. In other words, a poster is a marketing tool that offers interesting information for potential viewers to understand and base their judgments on.

Horror movies are a genre of movies that aim to frighten their viewers and express unpleasant feelings and phobias towards the audience (Viktor, 2016). When a living thing encounters circumstances that could pose a threat, fear is an emotion that is triggered. This emotion releases

chemicals into the brain that alter our normal, secure, and relaxed behaviour. Fear can be a personal experience that is brought on by a particular phobia (which means fear of something). Our survival instincts can also make us fearful. Malaysia's horror movie is one of the film's genre which gives a big impact to human's emotion, behaviour and memory. The process of implementing philosophical themes into movies will guide Malaysian filmmakers in exploring the power of a horror movie and giving it a brand new perspective (Amirul Akhbar, Amelia Yuliana, & Hani, 2019). The thrill that horror movies provide is likely the main reason why people watch them. Your body releases adrenaline when you are scared. This could be a real rush. It's also entertaining.

Movie posters are produced by movie studios as advertising materials for feature films. The theatres that are currently showing the movie have large posters on the outside venues in addition to smaller posters outside each showing room to draw crowds. In order to draw the audience attention, an element usage such as movie poster typefaces play an important roles in order to get the audience's attention. For instance, Malaysian horror movie posters use a lot of serif typeface and linked with the actual horror movie elements such as hand gesture, large face, line up, silhouette, scared women etc.

2 PROBLEM STATEMENT

Horror authors may use creepy suspense and even spookier characters, and directors can apply horrific makeup and unsettling sound effects, but graphic designers have an even more terrifying tool at their fingertips which is typography. Any design project's use of typography to support its themes is very important (Ko et al., 2023). Horror themes are also significantly more intense than those of other genres, which may make the typeface they generate particularly striking.

There are various of Malaysian horror movie posters that failed to visualize the elements to draw the emotions of the audience. Most of the failed element usage are typography usage. One of the reasons the issues arose was that our designers lacked understanding of the significance of using typography itself. Sadly, many of the local designers consider themselves to be good designers. Typography is noticeable because it enhances in the conserving of the designer's most valuable resource. The reader's attention is drawn to the designer. (Yadav, Chakrabarti, & Bisoyi, 2014).

Masthead design play important role regarding an information for printed media such as magazine and newspaper. Mastheads can include a variety of elements designed to draw attention and give an pleasant appearance to the page, which Typography is one of them. Therefore, the main objective of this research is to study the effectiveness and significances of typeface usage on masthead design for Malaysian movie posters. This paper will discuss on the elements of the masthead design which is Typography usage on Malaysian horror movie posters.

3 METHODOLOGY

The type of method that are used in this research is Qualitative methodology. Qualitative methodology is an observational discussion method that seeks an in-depth insight into the phenomenon in their natural context. It consist a collective of data based on the observational approach. The case study data will be collected using an observational methodology using a qualitative approach. A research project is typically conducted to find an answer to a research question. This chapter aim for the review and observation of the Malaysian horror movie poster.

3.1 Research Design

In this methodology, 2 sample of popular Malaysian horror film posters are selected to be examined in order to determine which elements, principles, and typographic style the masthead design could use more effectively (masthead). Additionally, the data will be assessed to produce a solid academic answers to the research questions. An observation is also used to assess the data analysis primarily using

the qualitative methodology. Finally, after analysis made on the masthead design(Typography) on selected Malaysian horror film poster, a significances and effectiveness are made as a conclusion.

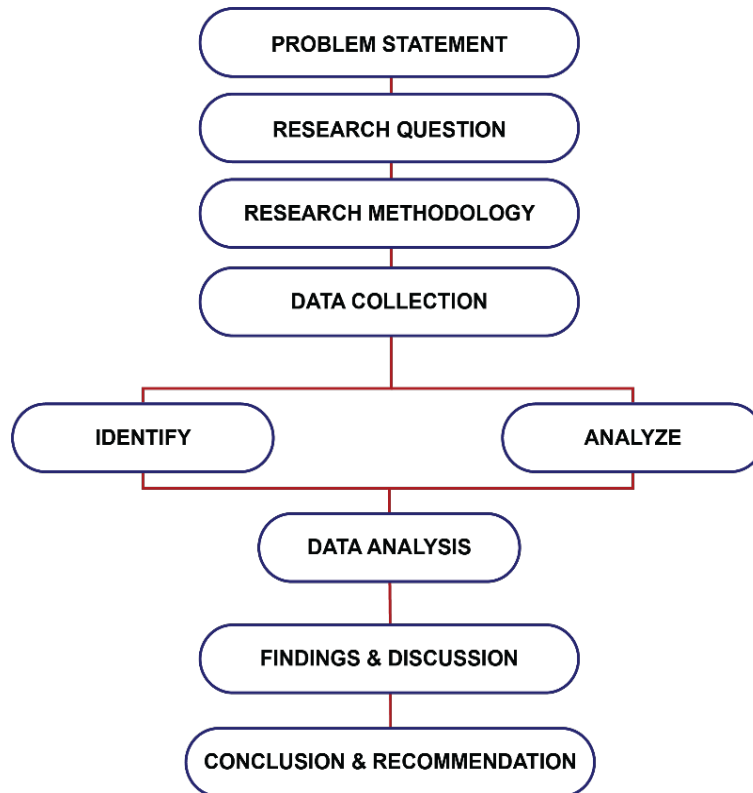




Figure 1 Research Design Flow Chart

4 DATA FINDINGS AND ANALYSIS

The study's data collecting and analysis methods were based on the method described in research methodology. This chapter will help to understand the significances masthead of a Malaysian horror movie poster as well as the table's formatting and data collecting. In this section, the type of analysis that are carried out in this research is observational method on how important to use a right masthead design on Malaysian horror movie poster. A type of typography, elements and visual effect are highlighted on the masthead design as an main objective to analyse. Observation analysis is used to explain why typography play an important role in Malaysian horror movie poster to attract the audience to watch the content. Thus, at the end of this section, a conclusion are made to highlight its significant and effectiveness on using a suitable and right typography regarding a masthead design for Malaysian horror movie posters.

4.1 Data Analysis

No.	Sample 1	Analysis
1		This movie poster was designed with a serif typeface. This typography is frequently used in horror movie posters because it has a lot more edge. As a result, the font looks sharper and more angular, implying danger. The light shadow effect on the typography helps to highlight the title of the poster.
2		ANALYSIS This movie poster use a simple sans serif font with a scratch hatching effect to highlight the scary effect. The placement and sizing are perfect to visualize the horror movie content. The typography scale are different unlike the others since the title only consist 3 letter. The colour usage is only a plain white, but the scratch hatching technique on the typeface helps to visualize the horror.

4.2 Effectiveness of Typeface on Masthead Design

To simplify data analysis, the researcher classified the 2 sample of Malaysian horror movie posters into the horror genres that indicate a strong and suitable masthead design in a table above. As a result, the elements and principles design rules that are applied in the masthead design are the best to follow. One of the factors that affect the audience based on the observations is the placement, effect and the sizing of the typography. It can help to improve the visibility elements that can attract the audience to recognize the movie content. The use of suitable typeface on the Malaysian horror movie poster can make the audience feel the initial effect before watching the movie. Furthermore, a colours have a significant role in the design of a poster. A colour will aid in highlighting, visualising, and communicating the masthead design to the audience. To create a poster design, colour utilisation must be emphasised and contrasted with backdrop imagery. The second point to mention is the typeface layout and sizing. This is a basic element in a film poster that conveys the title of the picture to the

spectator. The typeface layout and sizing is always appropriate and properly positioned in order for the viewers to understand the details on the film poster.

5 CONCLUSION

Based on the observation and analysis, the key point for this research is the role of Typography in masthead design on Malaysian horror movie poster. It consist an elements such as the use of sizing, typeface, arrangement, colours and visual effects. The first keywords for the audience to recognize the films content is the typography usage, whether it's succeed or not regarding an elements usage. The right masthead design can give an effectiveness and big significances to both audience and the film's director. It can change the way an audience to evaluate the films posters before watching the actual content. Last but not least, More aspects and theories of design usage, such as colours, line, texture, and so on, in a film poster, can be examined for greater research and more particular discoveries. It is advised that additional study be conducted in a more diverse manner for future research.

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CONFLICT OF INTEREST

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