

Brand Malaysia?

Thinking to understand the evolution of Malaysian Identity 1957-2007



Nurul Rahman > PhD in Communication Design

- > Maintain and respond to Forum
- ? Reading
- > Writing in Research Blog
www.nurulrahman.com/blog

Dec 2006

- ? Reading & Critiques
- > Writing in Research Blog
- > Maintaining the Forum

Feb 2007

- > End of Forum
- > Writing in Research Blog
- ? Continued reading
- > Start analysing data from the forum

Mar 2007

- > Collecting Data from Forum
- ? Continued reading
- > Writing in Research Blog
- > Thinking and planning for the next project
- > Tasmania Design Island Symposium
- > GRC preparation

May 2007

Jan 2007

- > Holiday – Christmas /
New Year
24 Dec '06 – 15 Jan '07
- ? Reading
- > Maintain and respond to Forum
- > Writing in Research Blog

April 2007

- > Writing in Research Blog
- > Analysed data from the forum
- ? Reading
- > Thinking, brainstorming next project



'National Identity' are not things we are born with, but are formed and transformed within and in relation to representation. We only know what it is to be 'English' because of the way 'Englishness' has come to be represented, as a set of meanings, by English national culture. It follows that the nation is not only a political entity but, something which produces meanings – a system of cultural representation. People are not only legal citizens of the nation as represented in its national culture. A nation is a symbolic community and it is this, which accounts for its 'power to generate a sense of identity and allegiance'.

Quote from Schwars, 1986. p.106



Discussion Topic in www.malaysianidentity.com/forum

Malaysian Identity
Branding Malaysia
Made in Malaysia
Everyday life in Malaysia
Food
Advertising
Art & History
Designers Journey

Participant

Background: Designer, Academic, Advertising, Artist, IT, .

Age : Between 25 -50

Country Online: Malaysia (Kuala Lumpur, Penang), Indonesia

Australia (Melbourne, Perth, Sdney), UK (London), Singapore

Non Malaysia living Malaysia : German, Dutch

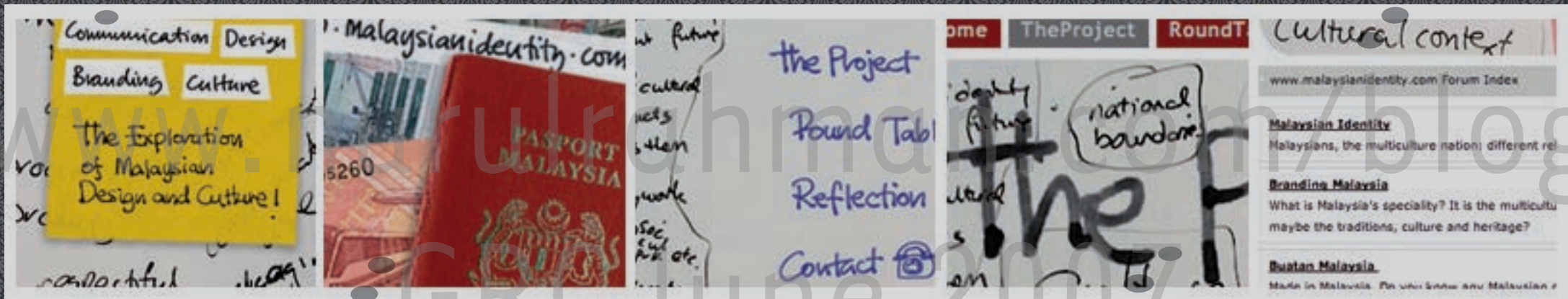
Malaysian : Chinese, Malay



“Tourism advertisements invoke a melange of images signifying the melting pot composition of Malaysian society. At the same time, the government invokes a techno-determinist ideology in its push to attain Malaysia's development goals.”

When we buy Star Buck, we consume the 'idea' and 'image' that we belong to a higher level group of the society that is always linked to the international standard.

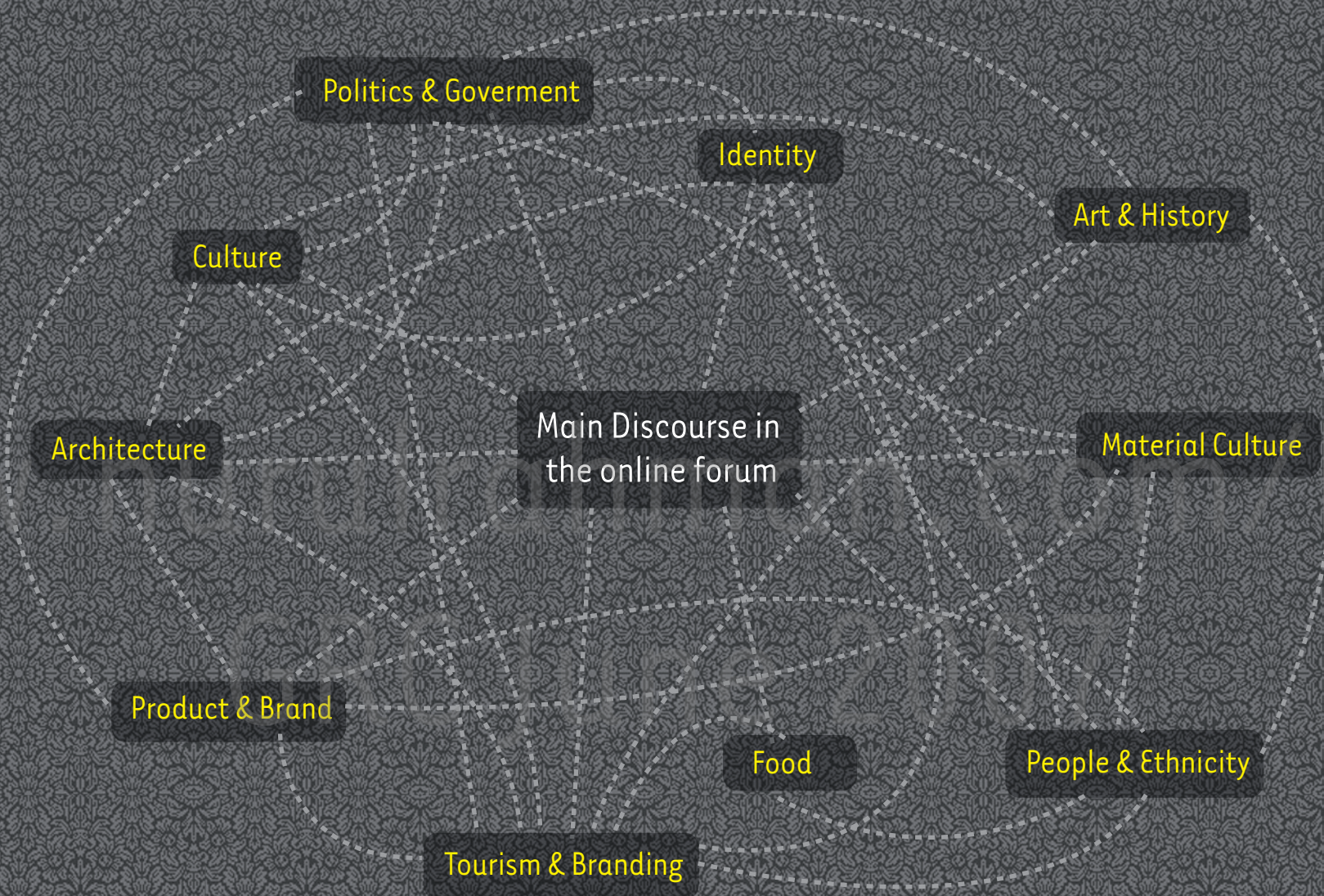
“How are M'sians behaving in this contemporary society? What are the roles of design/designers in response to this?”



What do Malaysian needs and wants for itself and what Malaysian wants to communicate to others?

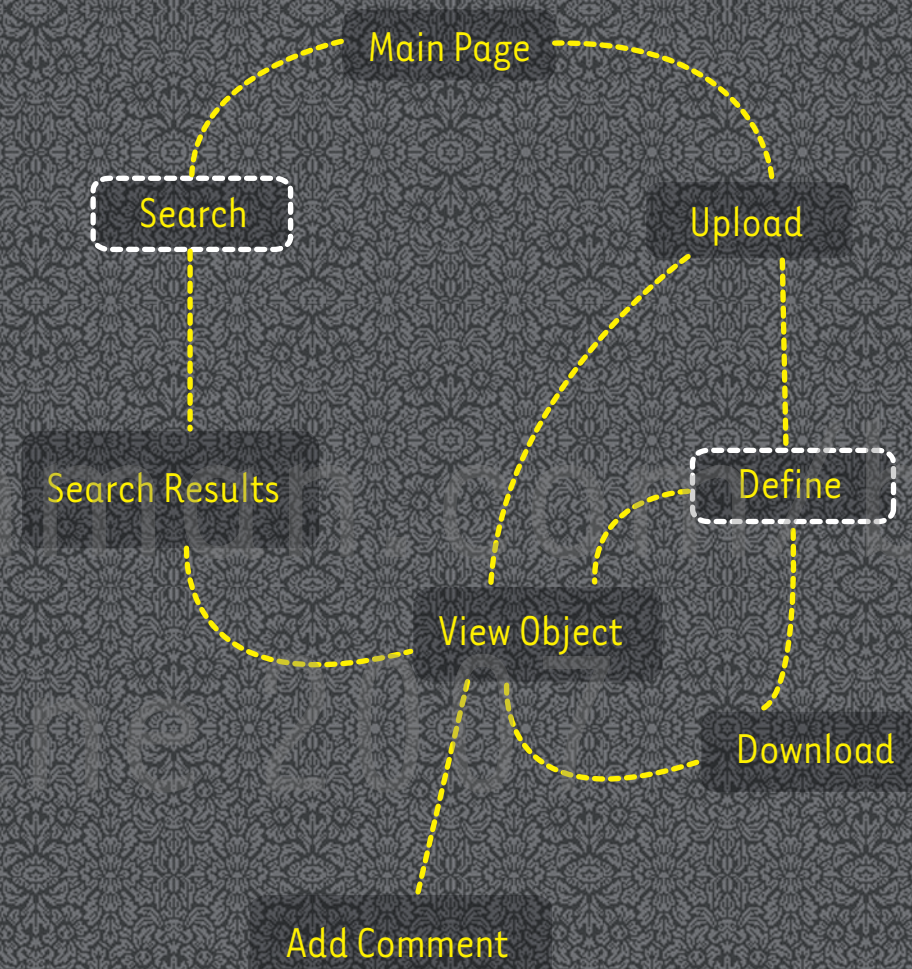
“How do we want to portray ourselves (local identity) to the world while trying to communicate in an 'international' language (globalisation)”







- > **Search** (tag/ keyword)
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- > **View**
- > **Download**
- > **Define** : submit information
 - Authors /owner
 - Source/link
 - Date/Year/Period
 - Tag /keyword
 - Short description
 - Comment
- > **Add Comment**
- > **Search Results**
 - Short description
 - Thumbnail
 - Sort abilities



2006

JANUARY
FEBRUARY
MARCH Start Researching
APRIL Reading & Methodology Class
MAY Preparing Proposal
JUNE 1st GRC – Proposal Review
JULY Scoping Research Project
AUGUST Project, design exploration
SEPTEMBER Making malaysianidentity.com
OCTOBER 2nd GRC – Progress Report
NOVEMBER Maintaining forum and critique
DECEMBER Forum, Reading & Critique

2007

Break – Holiday
Forum, Reading & Critique
End of Forum, analyse data
Brainstorming next project
Readings, critiques, plan project
3rd GRC – Progress Reports
Project & Field trip planning
Field Trip & data collection
Analised & managed data
4th GRC – Progress Reports
Visual Mapping Project
Designing Prototype

2008

Design & Making
Creating Visual Mapping System
Design & Making
Design, critiques & reading
Writing & designing
5th GRC – Progress Reports
Writing & designing
Writing & designing
Writing & designing
6th GRC – Penultimate
Writing & designing
Writing & designing

2009

Writing & designing
Writing & designing
Submit Exegesis
Working & designing
Exhibition
GRC – Examination
Waiting....



Timeline : Future planning

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Thank You