



The 18th reQaseni
EXHIBITION

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CHIEF EDITOR

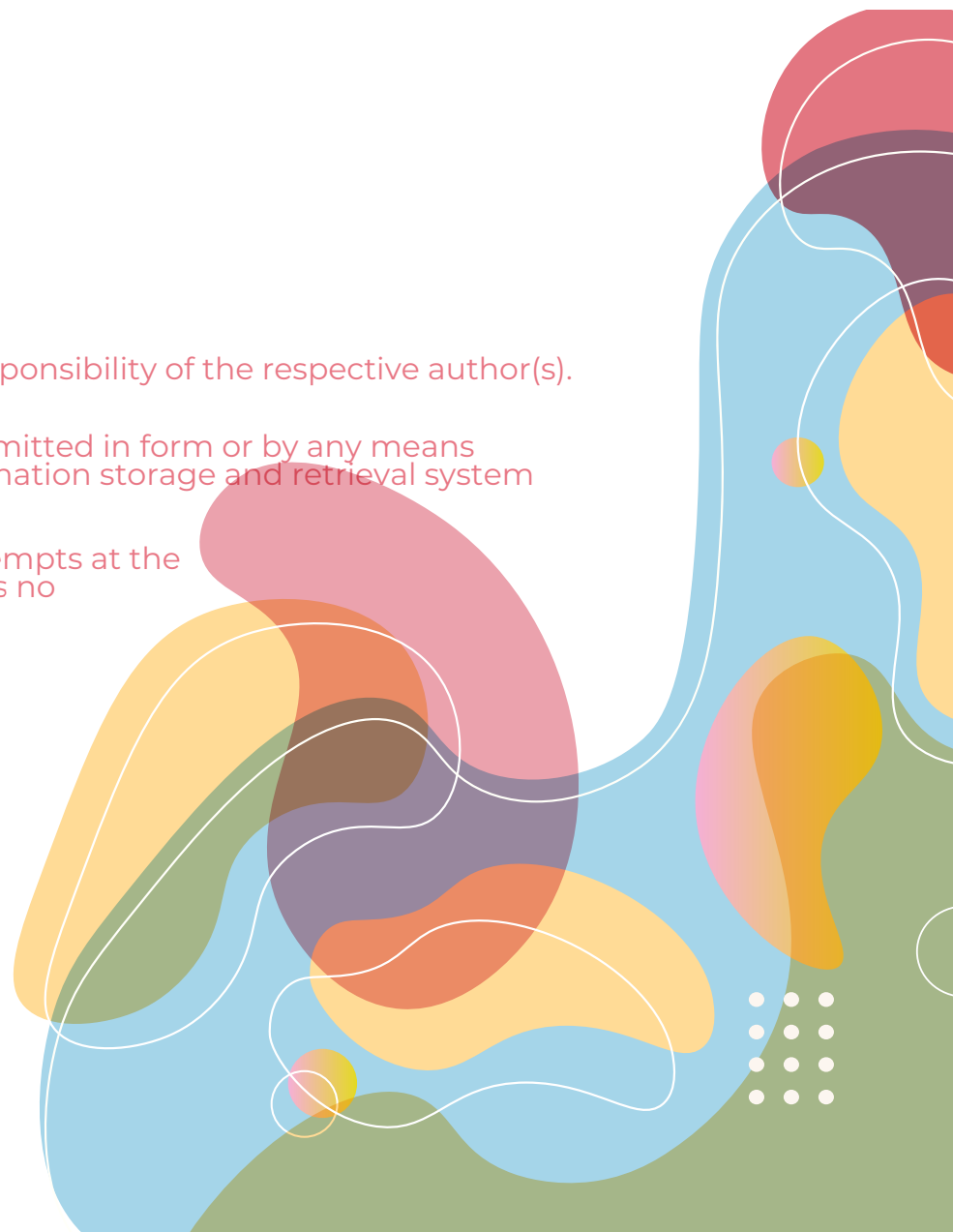
NORAZIAH MOHD RAZALI

EDITOR

CHRISNA PINDAH
HALINA AMIN
CLEMENT JIMEL
MOHD RAZIF MOHD RATHI
DR VALERIE ANAK MICHAEL
MADELEINE ELNA PERREAU
MUHAMAD HAFIZ HASSAN
NURUL AMY AZURA HISHAMUDDIN
ZAIDI WASLI
DR MUHAMMAD FAUZAN ABU BAKAR

CONCEPT AND LAYOUT DESIGN

ZAMIR AIZAT BIN HAMDAN
MUHAMMAD ABAL HAKIM BIN ABAL MUKAM
EMIL ELMARIZ BIN JOHNY





GRAPHICS'
DesignWork



SYARIFAH DAMIA BINTI AHMAD JAIS

miaisanegg@gmail.com

SERVICE

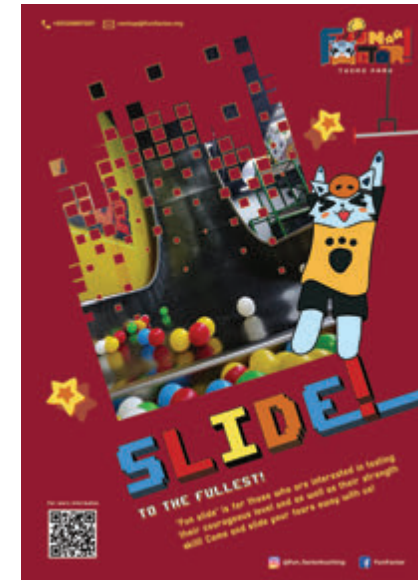
Fun factor, Kuching's inaugural indoor theme park, promises amusement for all ages. To enhance its recognition, it will be adopting a strategic approach that infused a pixel theme and illustrative design across corporate branding, advertising, and multimedia, these elements will solidify its identity as the premier destination for fun and fitness. The Pixel-theme amplifies the park's image, while strategic advertisements will be used to attract tourists, and an emotive TV commercial will foster a deeper connection, enticing both locals and tourists to experience the joyous ambience firsthand. Fun factor, where fun meets innovation.



GDT315

PRINT DESIGN PROJECT

PRINT ADS



FIVE
MEDIA PLATFORM





WEBSITE



3D BOOTH



COMMERCIAL VIDEO