

BEYOND

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A VIRTUAL
**GRAPHIC
DESIGN**
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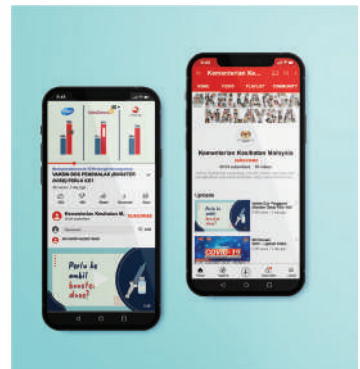
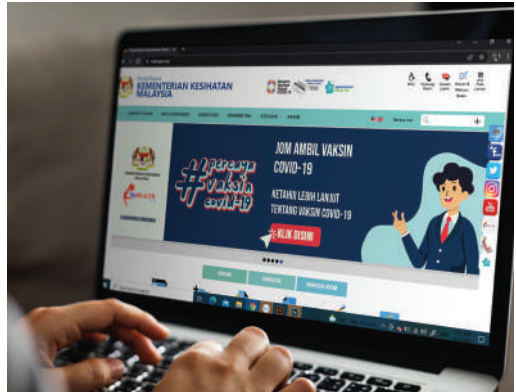
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SOCIAL MEDIA

Social media is the platform to spread the awareness about the COVID-19 vaccination. There are three social medias that I had decided to chose such Facebook, Instagram and Twitter. These medias are one the active platform for MOH updated about the health issues.

WEBSITE

All of the campaign materials are updated in the MOH's websites. From the homepage of the MOH's websites, there is a call to action for the consumer to click to go to the COVID-19 vaccination campaign page for getting further information about the vaccine. Everyone could access the website for read and collect the information about health including the COVID-19 vaccination.



TELEVISION

Television is one of the media consideration that I chose to use because currently, the TV media advertisement is still available and has potential to reach the public. There are several tv stations selected to broadcast advertising videos from the campaign.

YOUTUBE

The video ads of this campaign is planned to be update in the Youtube account of Kementerian Kesihatan Malaysia. This platform was chose because people nowadays are more exposed to more into Youtube.

LOGO

Logo Rationale

For the logo, I had used the handwritten type font to make the design of the posters looks informal & friendly. There are three colours used in the logo which are dark blue, soft blue and red as the highlight stroke. The big '#' was placed at the right of the words to make the logo look justify and to highlight the hashtag because people nowadays attracted with hashtag.



BRAND IDENTITY

For this campaign, I had made a brand identity. I had chose the colour tone of blue, white and red. The blue colours used for influence the public because it can show the calm emotion and help in persuade. While white colour for showing the sincerity of MOH in delivering the the valid message to public. Then, for red colour, it is for warning and shows the urgency for taking vaccination. For the visual, I used memphis pattern and handwritten type font for visualise the friendly mode.



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CAMPAIGN #percayaavaksincovid-19

#percayaavaksincovid-19 is an awareness campaign about COVID-19 vaccination. It is a brand new campaign from the previous campaign conducted by Ministry of Health Malaysia (MOH). This campaign is focusing on the brand identity of the campaign. It is available in Bahasa Malaysia.



ORGANISED BY

REDEFINE™



Cawangan Perak
Kampus Seri Iskandar



ART & DESIGN
COLLABORATIVE
PROGRAMME

