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ART & DESIGN
COLLABORATIVE
PROGRAMME



BEYOND

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eISSN 2821-3629



9 772821 362001

A VIRTUAL
**GRAPHIC
DESIGN
EXHIBITION**
2022

IDEAS No 1, Vol 1

Publisher

UiTM Perak Press
Universiti Teknologi MARA
Kampus Seri Iskandar
32610 Seri Iskandar
Perak, Malaysia

UiTM Perak Website
<https://perak.uitm.edu.my>

College of Creative Arts (Perak)
<https://www.adperak.com>

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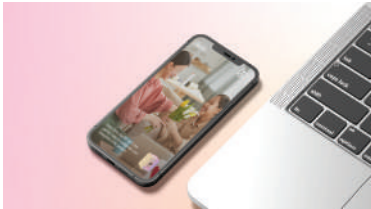
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First Published March 2022

e-ISSN: 2821-3629

MEDIA CONSIDERATION

This campaign uses social media as a platform to increase audience engagement. Any instructional content or promotion will be posted through the advertisement feature, and websites are designed to build brand awareness and recognition.



PERIOD STARTER KIT

Young girls who have just begun their menstrual cycle might definitely benefit through the use of period starter kits. In addition, this kit makes it easy for parents to get their girls ready for their period journey. Heat Patch, Panty Liners and a Period Pack are included in this package.



POSTER ADS CAMPAIGN

The purpose of this poster ad campaign is to raise awareness about menstrual issues. To break the stigma and taboos, three posters with educational content and messages have been created. On May 28th, Menstrual Hygiene Day, this poster will be displayed.



OUT OF HOME ADS

We will promote the Hello Girls campaign via out-of-home advertising to raise public and societal awareness about the importance of menstrual hygiene and to break down stigma and taboos.

LOGO

Logo Rationale

The Hello Girls logo was inspired by groovy typography. In order to grab the attention of young girls, this logo is built on the concepts of "bold" and "fancy."



PLAY BASED LEARNING

Using play-based learning methods, this set is designed to give young girls the confidence and knowledge they need to communicate freely about menstruation, whether at home or at school, without fear of embarrassment or shame. There is a play card for the board game included in this package, along with information about menstruation through a handybook.



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HELLO GIRLS CAMPAIGN

Hello Girls is a project about Menstruation Matters for young girls by applying play-based learning with a fun experience while giving them community settings to facilitate their learning and foster relationships with family, friends and schools.



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