

BEYOND

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A VIRTUAL
**GRAPHIC
DESIGN**
EXHIBITION
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SYNOPSIS

The Kampung Boy is about a young boy growing up in rural Perak in the 1950s. The artist's life is chronicled in this autobiography, which includes tales of his exploits in the jungles and tin mines, as well as his circumcision, family, and school life. Join Mat, the main character, his adventure in his life with family and friends!

ART-STYLE

Semi-realism is a style that exists between Impressionism and Realism. This is judged by the size, tightness or looseness, and sloppy brushwork. Then there's the Artist's technical competence to consider. Cartooning and illustration are two of the most common image-making processes in comics; fumetti is a means of creating visuals utilising photographs. The most frequent types are comic strips, editorial and joke cartoons, and comic novels.



MERCHANDISE

The promotion and selling of items is referred to as merchandising. Merchandising is frequently associated with retail sales, in which firms offer things to customers. Keychains are modest and lovely expressions of love for another person. They are excellent gifts for just about every occasion.

CHARACTERS

Mat, the series' protagonist, is a nine-year-old kid who normally wears a sarong pelikat and a white singlet. The short and plump youngster, with a large nose, tiny eyes, and unruly black hair, recalls his artist, Lat, as a child. Mat has a younger sister, Ana, and the two of them reside in the same house as their father and mother, Yap and Yah.

LOGO

Logo Rationale

The logo was designed following the original version, black color and white for outline. After survey have been done, for the logo's font name is 'Forte'. Many respondents commented that the font are easy to read and comfortable to the reader's eyes.



Kampung Boy

The Series 2022
Remake 2022 Version



R: 34
G: 31
B: 31
#221F1F



R: 255
G: 255
B: 255
#FFFFFF



TELEVISION COMMERCIAL

tvc, also known as television commercial, is one of the best way to promote the comic. In the video contain each character introduction name, such as Mat, the main character, Anna the younger sister. Mat's mother, Mat's father and the grandmother. Along with the price of the book which can purchase at nearest book store. The comic can also be purchase at comic application that included in the commercial.



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KAMPUNG BOY THE SERIES 2022

The reason why Kampung Boy was picked is because popular back then in 1999. In 2022, the classic shall not end among the new generation. That is why, Kampung Boy 2022 are making a big comeback as in digital comic where youngsters now can read about the comic using eletronic gadgets such as Smartphones.



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ART & DESIGN
COLLABORATIVE
PROGRAMME

