



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perak
Kampus Seri Iskandar



ART & DESIGN
COLLABORATIVE
PROGRAMME

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STAMP

This set of stamps is produced with the aim of showing the condition of animals that have been in endangered groups. There are two types of stamp versions for separating implicit and explicit information about an animal. The public will know the latest endangered animal situation in Malaysia through the stamp.



ILLUSTRATION

Vector is the main style of illustration to be used as it is the most vivid and concise illustration, thus fitting the message to be conveyed through the illustration and the background of the endangered animal. In fact, cute elements are applied to make the illustration more attractive.



MERCHANDISE

The animals selected were based on research on the MyBIS and IUCN websites. What's more some animals have long had an endangered status. Among the animals selected to be included in the stamp set are the Malayan Tiger, Flat-Headed Cat, Malayan Tapir, Malayan Pangolin, Boss Gaurus, and Borneo Pygmy Elephant.

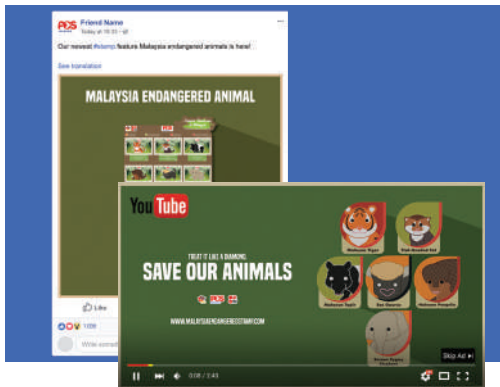
CHARACTERS

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BROCHURE

Brochure Rationale

Brochures are a great medium for providing information and are considered visually appealing. As a stamp full of indirect information and messages, a brochure is appropriate in providing such information and will be included in the stamp set.



SOCIAL MEDIA

Social media ads are considered effective as other print ads due to people mostly use the internet for entertainment purposes. This is a suitable platform for giving stamps exposure to people, especially for the younger generation. Facebook is the most chosen social media ad for advertising the Malaysia endangered animal stamp.



**NURQAYYIM IMANINA
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MALAYSIA E NDANGERED ANIMAL STAMP

The Malaysian endangered animal stamp is a set of stamps issued with the aim of conveying awareness on the issue of endangered animals in Malaysia. In addition, to raise a sense of interest in stamps to people. This stamp set will be in both English and Bahasa Melayu.



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