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ART & DESIGN
COLLABORATIVE
PROGRAMME

GRAFX
GRAFIK DAN MEDIA DIGITAL
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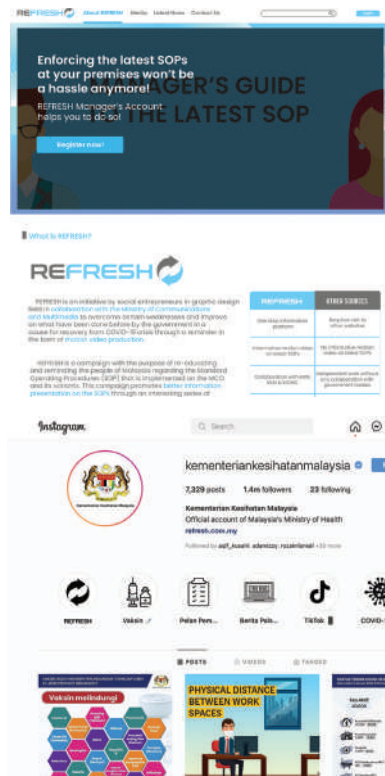
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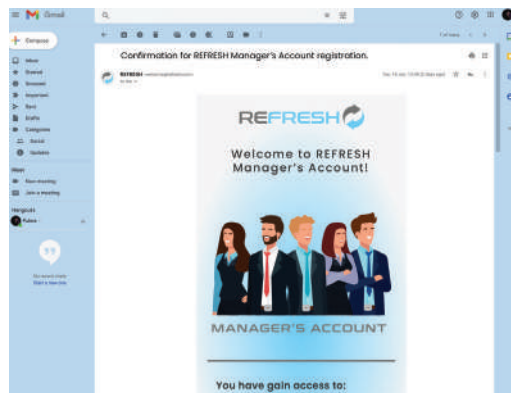
WEBSITE

An individual website that serves as the hub of information on COVID-19 in Malaysia where motion videos about the latest SOPs enforcement is shared and can be viewed by managers and access REFRESH's Manager's Account.



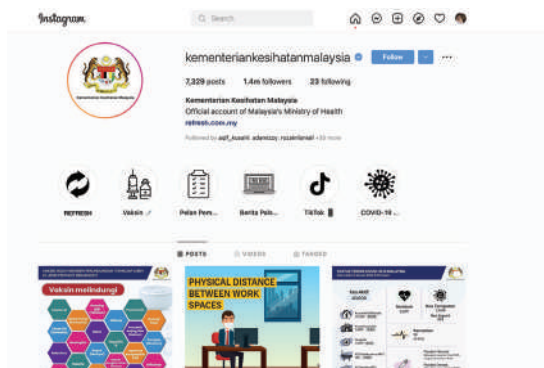
E-MAIL FORWARDS

Managers that have signed up for the REFRESH Manager's Account will receive a confirmation message through their e-mail, stating that their registration is successful and they can now gain access to REFRESH Media Section, REFRESH's SOP Enforcing Motion Videos and the Manager's Section that will help them to enforce the SOPs at their workplace.



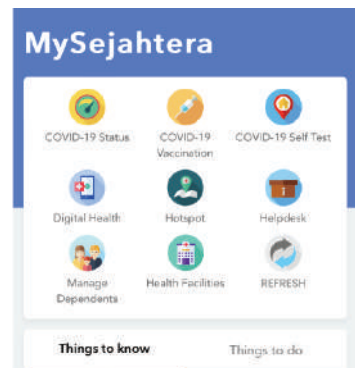
KKM'S INSTAGRAM

On Instagram feed ads, the simplified or recap version of the motion video will be uploaded on the page with a "Visit Instagram Profile" button that will direct users to the Ministry of Health's page. The page will have various simplified version of the motion video and link to the website will be added in the bio. REFRESH will also have its own highlight.



MYSEJAHTERA

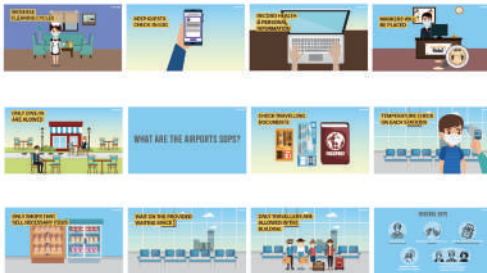
Since REFRESH is a collaboration with the Ministry of Health, featuring on the MySejahtera Mobile Application will help promote the campaign. REFRESH can be made into a button that redirects user to its website or appear on the "Things to know" feed with a Call To Action to encourage users to visit the REFRESH website.



LOGO

Logo Rationale

The REFRESH logo consists of text and icon. The two arrows pointing back at one another is a representation of reminder. The colouration of grey and light blue represents two states of mind, before and after being reminded with the information that was given.



MOTION VIDEO

The full-length video will contain more detailed information, such as elaboration and explanation of each SOPs and ended with a recap of all procedures that are mentioned in the video.

The shorter videos will portray key information of a certain procedure, without any elaboration or explanation. Each of the short videos will represent one procedure.



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REFRESH MOTION VIDEO

REFRESH is a campaign with the purpose of re-educating and reminding the people of Malaysia regarding the Standard Operating Procedures (SOP) that is implemented on the MCO and its variants. This campaign promotes better information presentation on the SOPs through an interesting series of motion videos.



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