



UNIVERSITI  
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Cawangan Perak  
Kampus Seri Iskandar



ART & DESIGN  
COLLABORATIVE  
PROGRAMME



# BEYOND

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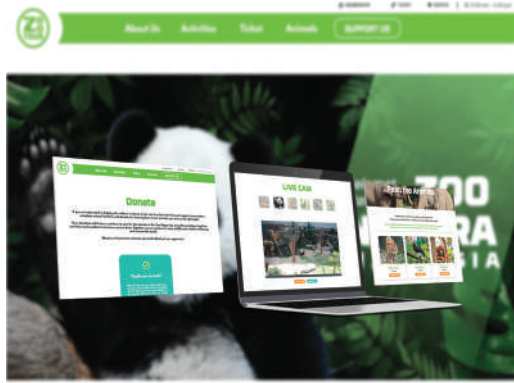
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## PROBLEM STATEMENT

Zoo Negara Malaysia have a website for their own organization but there are some loopholes at the engagement and low productivity such as interactive element in Zoo Negara Website since the management is consistently rely on social media to distribute the information.

## HOW THIS PROJECT SOLVE

This project create platform and redesign the website based on the problem statement. The project call "ZOO TOUR" websites where this project implemented the interactive element and content. This project rebrand the website name represent the new features where people can see the animal via Live Cam. This website has 3 new features featured namely Feeding, Donate and Live Cam.



## MEDIA PLAN

This is 3 poster of media plan for this project that highlight 3 features which is Feeding, Donate and Live Cam. Each poster is applied at street billboard, train station billboard and shelter ads billboard. The target audience for this media plan is for Family, specifically adult.

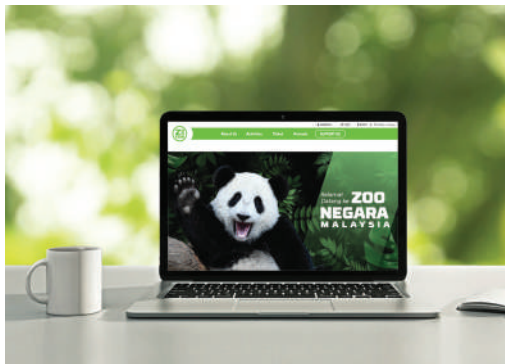
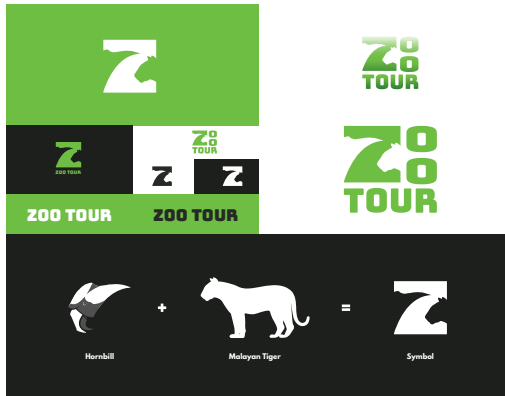
## 3 FEATURES

This is the 3 features that this project develop in the Zoo Tour website. People can feed the animal via website, donate to improve facility to make animals happy and healthy and also they can watch animals through live cam to see the behaviour them.

## LOGO

### Logo Rationale

The logo is produced by showing the shape of hornbills and tigers as shadows and resulting in a "Z" shape, and the letter "O" is placed on top of each other to look more neat and orderly. The animals selected as icons in this logo represent the animals found at the Zoo Negara websites.



## OFFICIAL WEBSITES

This is the home page for Zoo Tour websites where people can " Give, Care and Learn " about animals at the Zoo Negara. I hope that Zoo Tour website can make Zoo Negara Malaysia well known in all country.



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## ZOO TOUR WEBSITES

This project is bringing nation company which is Zoo Negara.

This project develop a new design for its platform which is Zoo Negara Official website into new ideation called Zoo Tour that has a lot of new features and interactive element content that will improve Zoo Negara website.



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