



UNIVERSITI
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MARA

Cawangan Perak
Kampus Seri Iskandar



ART & DESIGN
COLLABORATIVE
PROGRAMME



BEYOND

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A VIRTUAL
**GRAPHIC
DESIGN
EXHIBITION**
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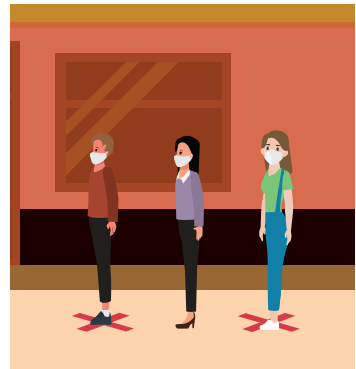
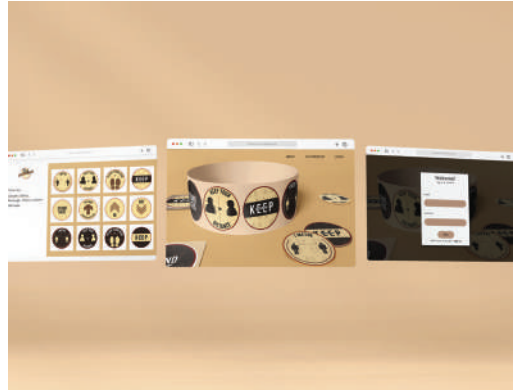
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STICKERS SET

This stickers set were utilized with standard design so people can understand the instruction on the sticker. This stickers set also will also make retailers work easier.

WEBSITE

Since this is an awareness campaign, a website was chosen as the platform to download the floor stickers for free especially for retailers.



OBJECTIVE

The objective of this project is to utilize the stickers so the customers can understand the instruction on the floor sticker. Other than that, a motion graphic video for retailers on how to place the floor sticker correctly and also a motion graphic video for customers about how to follow social distancing rules correctly.

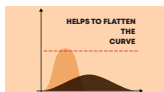
PROBLEM STATEMENT

Social distancing have been our daily routine since Covid-19 started but the customer discipline to follow the rule is low. There are sticker on the floor but the customer are still negligence and broke the rules.

LOGO

Logo Rationale

Since the project is about Social Distancing Sticker, and the objectives of this project is to educate people how to follow social distancing sticker correctly, this logo represent as the floor sticker and the shoe print in the logo is to show where people should stand when they see the sticker in public.



MOTION VIDEO

There are two motion graphic videos. The first video will be about how to follow social distancing floor sticker correctly for customers. The other one will be for retailers about how to place the floor sticker correctly.



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STICK DISTANCE

STICK DISTANCE help social distancing easier for people by creating standard design of social distancing floor sticker that people can understand and videos on how to follow the rules and how to place the floor stickers .



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