

IDEAS - Inspiring Design and Art Scene

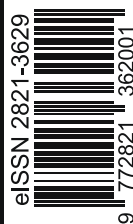


A Documentation of
Final Year Project
Artworks in

INDEX 2022 x Redefine 15 Exhibition
16 - 22 August 2022

at Gallery Al-Biruni
Universiti Teknologi MARA (UiTM)
Cawangan Perak
Kampus Seri Iskandar
Malaysia

 @redefinebyuitm



IDEAS No 1, Vol 2

Publisher

UiTM Perak Press
Universiti Teknologi MARA
Kampus Seri Iskandar
32610 Seri Iskandar
Perak, Malaysia

UiTM Perak Website

<https://perak.uitm.edu.my>

Official Redefine Website

<https://www.redefinexhibition.com>

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First Published October 2022
No 1, Vol 2

PERPUSTAKAAN NEGARA MALAYSIA

E-ISSN: 2821-3629



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Anti-Drug State Of Kelantan
(Pil Kuda) Campaign

This campaign was established to reduce substance abuse involving 'pil kuda' or literally horse pill among the communities in Kelantan and to cultivate community awareness values.

ID : 2020614912



Colour

This is the main colour on the poster campaign which relate for the concept destroy,law and simple.



Typography

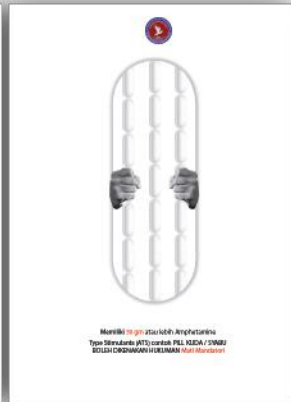
These is the typography that be use in poster campaign.

BIGNOODLETITLING OBLIQUE (OBLIQUE)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*

Mont (Heavy DEMO,ExtraLight DEMO)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@\$%
0123456789
!@\$%*



b SERIES POSTER 2



03 MEDIA PLANNING

BILLBOARD



INSTAGRAM



ORGANISED BY

REDEFINE™

Omnific carries the meaning of being multitalented and omnicompetent or meaning creates all things: in other words, Omnific means having unlimited powers of creation. We are a group of 15 young designers that are ready to take over the world with our creativity and ideas. Omnific consists of 8 students from Corporate major and 7 from Advertising major. For the 15th REDEFINE design exhibition, Omnific will certainly impress you with the unique approach of displaying our exhibits.



Cawangan Perak

