

IDEAS - Inspiring Design and Art Scene

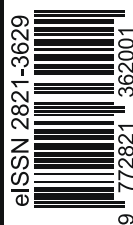


A Documentation of
Final Year Project
Artworks in

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



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CORPORATE



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Zoo Taiping Night Safari

Taiping Zoo and Night Safari is the oldest zoological park located in Taiping, Perak, Malaysia. The unique tourism product here is the night safari. However, there are marketing issues which need to be addressed. In fact, there is the lack of promotion for the new zoo concept known as "Glow in the Night". The purpose is to draw public attention to this upcoming event. This design will be exhibited at the biggest event at Matta Fair for 3

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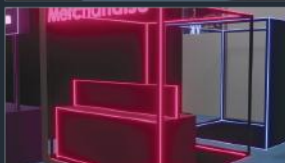
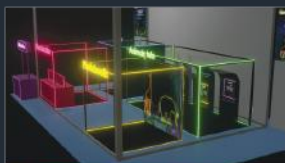


CORPORATE ITEMS & APPLICATION



APPS





The supporting graphics are vectors of animals that are active at night, which include giraffe, serval cat, tarsier, elephant, buffy fish owl, and bearcat. The gaussian blur was added to create a neon effect.



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The design concept is neon, or glow in the dark. The reason neon colours were chosen is because they have bright, vivid, and loud colours that glow in the dark, making them suitable and attractive for night safari. However, the corporate colours are still maintained.

Package promotion



If they buy tickets at the booth, they will get a free glow stick with a headband and glasses to bring with them when they visit Zoo Taiping Night Safari.



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

