

# IDEAS - INSPIRING DESIGN AND ART SCENE



A Documentation of  
Final Year Project  
Artworks In

ORPHIC  
Redefine 16 Exhibiton  
15 - 21 February

FSSR 2/LEVEL 3  
Universiti Teknologi MARA (UITM)  
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## The Art of Perak Cultural Heritage Board Game



Perak is known for its unique culture and traditions, from language, food, arts, buildings, and traditional costumes. Culture and its heritage serve to define a people's national identity by reflecting and shaping values, beliefs, and aspirations.

Thus, cultural legacy must be protected because it upholds our identity as a people. Since the curriculum and cocurricular activities related to cultural diversity are lacking in schools, future generation might forget about their own culture.

Therefore, the purpose for this gameboard is to give opportunities to players to learn about Perak Culture Heritage while having fun playing the game.

### LOGO RATIONALE



Typeface : Dutch801 Rm BT, Montserrat-Bold

Color : Yellow, Black, White  
Reason : Symbolise Perak flag

Meaning : Using Diamond shape to emphasis roof of Rumah Kutai and the pattern also from Rumah Tradisional Perak.

Logo Colorways :



#020202 #F4F4F5 #F8AC34 #E5A051

### STANDEE



### CHARACTER AND ITEM DESIGN





## GAMEBOARD



## GAMES MANUAL



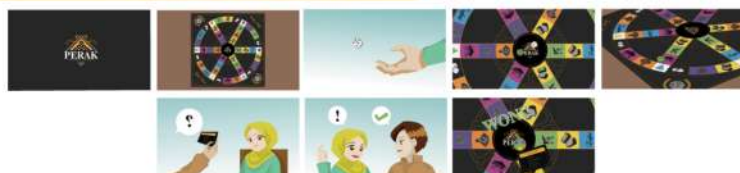
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## TELEVISION COMMERCIAL



# REDEFINE™

Redefine 16 - Orphic. From an adjectival standpoint, orphic signifies mysterious and entrancing, as well as something beyond ordinary understanding. Everyone has his or her own mystery that transcends anybody's ordinary understanding, which is also what makes each individual unique and unpredictable at best. Orphic was meticulously created to communicate to the world that we, 34 young designers, are ready to exhibit what mystery and beyond ordinary understanding genuinely means.