

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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FAKE NEWS ONLINE Campaign



In this modern age, everything is driven by technology and with the rise of the internet, information is being transmitted online at a rapid pace. The internet is a medium that can be utilized by anyone, which poses a big issue for legitimacy as "those irresponsible can easily spread misinformation and fake news online. A majority of internet users are teenagers who can easily be influenced by fake news and fall victims to its effects. Therefore, appropriate information regarding fake news must be transmitted to the target audience to mitigate the effects of fake news online.

LOGO DESIGN & DETAILS



MINI STANDEE



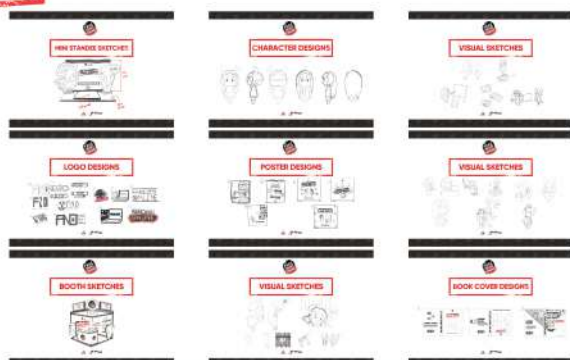
CHARACTER DESIGN



INSTAGRAM MULTI-POST ADVERTISEMENT (MAIN)



SKETCHBOOK



POSTER ANIMATION (QR CODE)



INSTAGRAM POSTER



3D BOOTH CONCEPT



STORYBOARD CONCEPT



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.