

# 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  
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**EDITOR-IN-CHIEF**

ANWAR FIKRI ABDULLAH  
MOHD SHAHRIL ABD RASHID  
TS. AHMAD SOFIYUDDIN MOHD SHUIB

**EDITORIAL**

ASSOC PROF. DR NUR HISHAM IBRAHIM PROF.  
MADYA DR MUHAMMAD ABDUL AZIZ DR HANAFI  
HJ MOHD TAHIR DR SHAHREL NIZAR BAHAROM  
DR SHAHRUNIZAM SULAIMAN AZLAN ZAINAL  
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SHAARI MHD. NOR OSMAN  
MOHAMAD QUZAMI AN-NUUR AHMAD RADZI  
MUHAMMAD FIKRI SAIDI OTHMAN  
MOHAMED IZZAT BIN MOHAMED KHALIL

**EDITORIAL (LANGUAGE)**

ZARLINA MOHD ZAMARI

**PROJECT COORDINATOR**

MOHD SHAHRIL ABD RASHID

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AFINA  
BINTI AZIBU

✉ finart320@gmail.com  
Be

## RockThe World Festival Music Event



Rock the World features 100 percent local music bands. It is the largest 'open air' rock concert in Malaysia held annually. The country's biggest rock festival was then held at a permanent location, National Stadium Bukit Jalil. Rock the World, which is one of the country's most consistent music festivals, returns for the 17th time since 2000. A gathering of the greatest from the local rock scene from the underground to mainstream, all under one roof.

### LOGO DESIGN

#### RATIONAL 1

The symbol for the logo is illustration vector of guitar which is combined with a flame on the top. This symbol is the result of the abstract matrix process which is a combination of two music elements into a new form.



#### RATIONAL 2

The gradient of green and yellow colour used for the font is represent energy and freshness. Pink colour for the background meaning playful.

#### RATIONAL 3

This Brand Logo type is a combination mark. The concept of this logo is more to fun, indie, playful and bold so that the target audience would easy to read and recognize the logo brand more easily even from far.

### ALTERNATIVE LOGO

#### Colour Palette



#### Logo Usage Do's



#### Logo Usage Don'ts



### TYPOGRAPHY USAGE

#### Indie Press Regular

abcdefghijklmnopqrstuvwxyz  
1234567890 %&@!~\*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

#### Monsterrat Bold

abcdefghijklmnopqrstuvwxyz  
1234567890 %&@!~\*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



## EVENT GUIDELINE POSTERS



Don'ts Guideline Poster



Checklist Guideline Poster



Do's Guideline Poster

## EVENT ITEMS



Standee Banner



Festival Ticket

Hand Fan

Stickers



Billboard

## MOBILE APPLICATION



## MERCHANDISE



Drawstring Bag



Lanyard



Socks



Button Badges



Vinyl

## ROCK THE WORLD STAGE



Stage A



Stage B

## STATIONARY ITEMS



Packaging



Note Book



Letter Head & Invoice



Business Card

## INSTAGRAM PROMOTIONAL POST



1:1 aspect ratio



9:16 aspect ratio



1:1 aspect ratio

## STAFF ITEMS



Corporate Vest for Crew



Corporate T-Shirt

## PRINTED POSTERS



Schedule Poster



Festival Directory Poster



Main Poster

# 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.