

# 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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## MLBB Malaysia Championship Mobile Game Event



Mobile Legends: Bang Bang. Malaysia Championship, or MMC, is a grand amateur-level mobile game event. As the tagline "Road to Pro" indicates, MMC wants to shape young amateur players and encourage those who are interested to develop new skills and experience in the national league. It also strives to provide all players with the opportunity to compete in large-cycle event like the MLBB Malaysia Championship as this will provide a sustainable and continuous pre-professional tournament. Such exposure will also provide new career opportunities in the local esports industry for producers, production crew members, casters, analysts, and many others.

### Logo Design

#### RATIONAL 01

This word logo type is a combination mark. This logo's concept is more enjoyable, personable, playful, and bold, so the target audience can easily read and recognize it from a distance.

#### RATIONAL 02

Because it is also the country's national animal, the Malaysian tiger is employed as the main subject matter to represent Malaysia's identity. Furthermore, tigers are considered because they represent stability, strength, toughness, courage and confidence, all of which are characteristics shared by all mobile game players.



#### RATIONAL 03

Spanish violet, dark blue, and infuside yellow are the colours used in the logo. Dark blue and infuside yellow are classified as warm colours because they are associated with heightened passion and playfulness, while spanish violet, which signifies calm, is a cold colour, in line with the brand's objective. The colour of the logo is designed to seem funny and youthful.

#### RATIONAL 04

The typewares used in this logo are Century Gothic and Chopic. The purpose is to have the logo's legibility while including a gaming touch.

### Alternative Logo



### Typography Usage

Chopic | Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
[.,/OP?:"']

Century Gothic | Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
[.,/ < > ? : " ' ]

## STATIONARY ITEMS



File Folder



Letterhead



Notebook



Envelope



Bookmark



Business Card

## MERCHANDISE ITEMS



Shirt



Tumbler



Button Badge



Keychain



Lanyard



Cap



Sticker

## SOCIAL MEDIA



## APP





# 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.