Graphic Design Showcase

2026

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Startup Entrepreneurship Visual Campaign For Young Women: Bridging Malaysia's Gender Labor Gap



This Final Year Project (FYP) focuses on empowering young women to venture into entrepreneurship as a strategic effort to bridge Malaysia's gender labor gap. Driven by this mission, the 'FoundHer' awareness campaign provides aspiring creators with a clear roadmap for their first steps, followed by experiential events that bring entrepreneurship to life.

The project offers an interactive website platform (digital roadmap) as an open guide for users to discover their business interests and brand identitiesThis campaign strategy is further brought to life through a physical exhibition booth featuring the 'Loom Box Kit,' which integrates a 3-step AR guide shop setup as a practical support system for participating entrepreneurs. Ultimately, this project demonstrates how graphic design and interactive media can empower young women in their startup journeys.