Graphic Design Showcase

2026

CONTINUUM by bold



NURUL NAJWA BINTI ZURAIMI

Visual Semiotics In Feminine Health Communication

This Final Year Project focuses on addresses the issue of "Visual Shock" and public embarrassment caused by the explicit, loud, and overly clinical graphics found on current feminine hygience packaging. To solve this, the project introduces a structured, rule-based visual system that filters design choices through the traditional Malaysian cultural value of Haya', or modesty. Instead on relying on literal or medical diagrams, this system extracts core geometric features and organice features from natural objects, like local flowers, and transforms them into balanced, symmetrical abstract symbol built with smooth curves and organice layers.

The resulting packaging design successfully communicates key product values such as feminine care, comfort, and protection in a subtle and elegant way. Ultimately, this framework completely removes public shopping anxiety and protects the user's privacy and dignity on the store shelf.

