Graphic Design Showcase

2026

CONTINUUM by bold



AISYAH BINTI KASIM

"Protect The Red Hood" A Trauma-informed Psa Framework For Child Sexual Assault Prevention In Malaysia.

The objective of this research is to develop a Public Service Announcement (PSA) campaign aimed at increasing awareness about the prevention of child sexual abuse in Malaysia. The escalating prevalence of such cases underscores the urgent necessity for a platform and an effective campaign to highlight the gravity of these issues, particularly among children under the age of 18.

The study employs the story of Little Red Riding Hood as a metaphor: the red hood signifies the innocence of potential victims, who are still in a critical developmental stage and seeking to comprehend their existence. The wolf symbolizes the predator, often concealed and unnoticed, revealing its predatory intent only at a pivotal moment. This metaphor is intended to evoke a deeper reflection among the audience regarding real-world cases involving pedophiles and the vulnerable children affected by sexual assault and abuse.

