Graphic Design Showcase

2026

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IRFAN HAKIMI BIN SAFFRY

Luminous Depths:The UnderRepresentation Of Marine Life





Luminous Depths" is a project that addresses the "Visibility Gap" of marine biodiversity in Malaysian media, which leaves urban youth feeling emotionally detached from ocean conservation.

The project aims to bridge this distance through an immersive Virtual Reality (VR) experience titled "Life of a Fish," utilizing a first-person perspective to foster active empathy. Ultimately, its goal is to prioritize cinematic "awe over information" to transform the ocean from a distant resource into a vibrant, celebrated pillar of national identity.