Graphic Design Showcase

2026

CONTINUUM by bold



MUHAMMAD ALIF HAZIQ BIN ABDUL MUTALIB

Visual Campaign Design To Combat Obesity Among Uitm Puncak Alam Students

This final year project is about designing a visual awareness campaign called “Drop The Weight” to combat obesity among UiTM Puncak Alam students aged 18 to 25. The campaign focuses on raising awareness about unhealthy daily habits such as excessive fast food consumption, lack of physical activity, late night eating habits , and prolonged screen time that may lead to obesity and other health issues.

Through interactive and engaging visual communication, the project aims to encourage students to reflect on their lifestyle choices and adopt healthier habits. The campaign integrates various design mediums including posters, educational kits, augmented reality (AR), mobile applications, and merchandise to create a fun, relatable, and impactful experience for Gen Z audiences.

