Graphic Design Showcase

2026

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Redesign Visit Malaysia 2026 Mascot: A Study of Form, Style and Strategic Design Direction

This project investigates the visual design issues found in the current Visit Malaysia 2026 mascot, including its unclear identity, weak cultural symbolism, and inconsistent design elements. These issues have led to public confusion and reduced effectiveness in representing Malaysia's tourism image.

Through research, audience feedback, and character design development, the project proposes a redesigned mascot based on the Harimau Malaya concept, featuring the characters Tuah and Teja. The redesign aims to create a more recognisable, culturally meaningful, and engaging mascot that strengthens Malaysian identity while improving tourism branding and public acceptance.

