Graphic Design Showcase

2026

CONTINUUM by bold



NUR AIMAN HAFIZI BIN HASNI

A Unified Entertainment and Cultural Discovery Platform Through Digital Communication Design

This project explores the development of a unified mobile platform that enhances the discovery, planning, and booking of entertainment and cultural experiences in Malaysia. By integrating concerts, festivals, theatre performances, cinemas, heritage attractions, and community events into a single digital ecosystem, the platform addresses the challenges of fragmented event information and limited accessibility.

The design adopts a user-centred approach, combining UX/UI principles, branding, and digital communication strategies to create an intuitive and engaging experience. Features such as personalized recommendations, event scheduling, promotions, and seamless ticket booking encourage greater participation while simplifying the user journey. Beyond improving convenience, the platform supports cultural appreciation, promotes local creative industries, and strengthens connections between audiences, event organizers, and Malaysia's diverse entertainment and cultural landscape.

