Graphic Design Showcase

2026

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AFIQAH FARHANAH BINTI ALLAUDDIN

Reimagining Traditional Kelantan Songket Elements Through Modern Design

Many young Malaysians love their cultural heritage, but they feel traditional Songket is too expensive, heavy, or old-fashioned for daily life. My project, "Re: Songket," closes this gap by transforming complex traditional Kelantan motifs into clean, modern designs that fit a contemporary lifestyle. Using a new "modular" design system, I broke down classic patterns into simple, flexible parts that work perfectly for digital prints and modern fashion.

I paired these with a minimalist pastel color palette—which my research confirmed is the top preference for my audience—to make the designs feel fresh and accessible. By applying these designs to everyday items like scarves and pouches, and creating relatable social media content, I've developed a scalable way to keep our cultural traditions alive and relevant for the 21st century.







