Graphic Design Showcase

2026

CONTINUUM by bold

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Enhancing Public Awareness of MyDigital ID Through Rebranding





MyDigital ID, Malaysia's national digital identity system, suffers from critically low adoption among youth due to poor awareness, distrust of data security, and unclear communication. The public understanding remains shallow and trust in government digital platforms fragile. Current communication is viewed as technical and irrelevant to everyday online behaviour.

The project explores the potential of strategic digital communication to connect a secure identity infrastructure with young users who demand transparency and peer-validated experiences. The research will assess user perceptions, media habits and trust barriers to understand what kind of digital first messaging would make a national digital identity feel essential, safe and seamlessly integrated into Malaysia's mobile-first, social media driven digital ecosystem.