Graphic Design Showcase

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Reinterpreting the batik motif in contemporary Tumblr packaging design for the Gen - z





This design study explores the practicality of Malaysian Batik motifs as a contemporary visual communication medium for Gen-Z audiences. Although batik carries strong cultural, historical, and symbolic value, its presence in modern design remains less appealing and accessible to younger generations. Using a research-based approach through visual analysis and audience data, the study aims to reinterpret traditional batik motifs into a simple, minimalist, and modern lifestyle design.

The project specifically focuses on integrating batik heritage into tumbler packaging design as a way to connect cultural identity with contemporary consumer preferences. By modernizing the presentation of batik motifs, the study seeks to bridge the gap between tradition and modern aesthetics while promoting batik as a sustainable and innovative element in Malaysia's design industry.