Graphic Design Showcase

2026

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Rimo Run: An AR-Enhanced Awareness Campaign to Engage Generation Z in Malayan Tiger Conservation

The purpose of this research is to design Rimo Run, a youth-friendly awareness campaign that makes the Malayan Tiger conservation crisis more engaging and relevant to Generation Z. Many existing awareness campaigns rely on formal communication styles, traditional visuals, and information-heavy approaches that may not effectively capture the attention of younger audiences.

Therefore, this study explores the use of contemporary design elements, including appealing visuals, vibrant colour schemes, creative illustrations, relatable messaging, and interactive experiences that align with youth culture and digital media trends. As an AR-enhanced awareness run, Rimo Run is designed to combine physical participation, digital interaction, and conservation education. By considering the preferences and behaviours of Generation Z, the campaign aims to support greater awareness, emotional connection, and participation in Malayan Tiger conservation efforts.

