Graphic Design Showcase

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Reimagining Taman Tasik Shah Alam: Environmental Graphic Design For A stronger Brand and Visitor Experience







This project focuses on reimagining Taman Tasik Shah Alam through environmental graphic design and visual branding to create a stronger identity and improve visitor experience. Currently, the park faces issues such as inconsistent signage, lack of a unified visual identity, and weak emotional connection with visitors. Through site observations, visual analysis, comparison studies, and an online survey, the research identifies key user needs related to navigation, branding, and overall park experience.

The project aims to develop a cohesive visual system that includes branding, wayfinding, signage, and informational displays to enhance usability and reinforce the park's green image. By creating a more recognizable and user-friendly environment, the proposed design solution seeks to increase visitor satisfaction, strengthen the sense of place, and support sustainable development goals, particularly SDG 11 and SDG 15.