Graphic Design Showcase

2026

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SITI NUR HANIS SYAFIQKA BINTI MOHD REDZUAN

Go Skateboarding Day: From Visible Interest to Meaningful Development

Go Skateboarding Day is a three-day promotional event, the campaign evolves into a cultural platform that supports youth engagement, creativity, and social connection. Through the introduction of a playful mascot identity, vibrant merchandise such as stickers, keychains, and tumblers, and cohesive visual branding, the project extends beyond a single celebration.

It fosters lasting participation, resonates with Gen Z audiences, and contributes to the growth of Malaysia's skateboarding culture while aligning with contemporary design practices.

