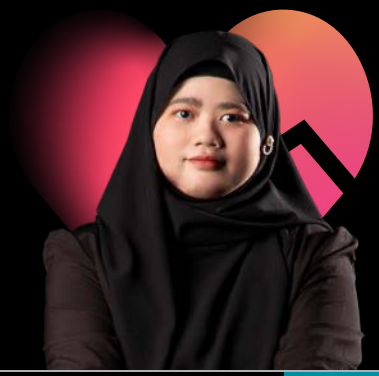
Graphic Design Showcase

2026

CONTINUUM by bold



NUR KHAIRUNNISA BINTI MOHD ZAHID

FIT & FLEX: A Social Media Campaign to Raise High Cholesterol Awareness Among Generation Z

FIT & FLEX is a high cholesterol awareness campaign developed to educate Generation Z in Malaysia about the risks of high cholesterol and the importance of early prevention. The project addresses the limited understanding among young adults regarding cholesterol management, unhealthy food choices, physical inactivity, and the misconception that cholesterol only affects older people.

The campaign uses more attractive and easier to understand materials to make health information more relatable for young audiences.

