

DESIGN DECODED 2021 : ART EXHIBITION



*Decrypt your
visual creativity*

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كليات التقنية العليا
HIGHER COLLEGES OF TECHNOLOGY

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Cover Design : Neesa Ameera Mohamed Salim
Layout Design : Neesa Ameera Mohamed Salim
 : Syahrini Shawalludin
 : Abdullah Kula Ismail

Chief Editors : Neesa Ameera Mohamed Salim
 Faryna Mohd Khalis

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Editors : Ts. Normarziana Hassan
 Juaini Jamalludin
 Syahrini Shawalludin
 Siti Fairuz ibrahim
 Abdullah Kula Ismail

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Pulau Pinang, Malaysia
sinaranbros.digital@gmail.com

Shafilla subri Wan Noor Faaizah Wan Omar

Lakar Simpulan



The metaphor is one of the epistemologies that underline the beauty of language in linguistic aspects. Through language appreciation, there is a lot of beautiful advice and messages that are conveyed that affect our daily lives. In the Malay world, there are many methods of delivering message and advice, including through poetry, idioms, proverbs and many more. However for this project we choose idioms as our piece of art.

When we talk about idioms it not only focuses on Malay world, but every language in this world has its own idiomatic language, which is that the objective and order still have the elements of advice and unique message. Idioms also could express the wisdom of philosophy and common sense in our community to convey a specific message politely. Idioms also describe the implicit meaning and complex implicit meaning of figurative language, especially proverbs and their relation to the thought to be expressed. Some examples of Malay idioms which are “buah tangan” means gift or souvenir, “ulat buku” means diligent reading, “hidung tinggi” means arrogant and many more.

This piece of art was designed to show the idioms that have a visually curious semantics in teaching and learning, especially for kids in Malaysia. Several studies have proven that the use of idioms in teaching and learning processes manages to implement positive values towards students in producing the perfect human resources in every aspect of life. Our artwork has been sorted in terms of issues such as the difficulty of memorizing and depicting particular idioms in words. For this artwork we try to implement the moral values through teaching and learning visually of idioms that can be

executed formally and informally by the teachers to students either at primary school or middle school. However this artwork will focus on the appreciation of idioms visually for kids at primary school. Referring to the characteristics of our artwork, we use the kids' character as a way to bring their imagination to the understanding of idioms. Our conception was inspired by the stick figure or stickman, that's because a single straight line of Stickman drawing could make it easy for kids to emulate their own character, especially in the learning process.

In this artwork we target to help kids who tend to learn visually which is in the visual learning process, generally in visual learning kids could learn by reading or seeing pictures. Moreover the benefits of visual learning are that kids can understand and remember things through vision, meaning that the process can make it easy for them to understand what they have learned in their minds. This digital poster artwork is produced through the vector illustration method using adobe illustrator software. The size of the artwork is 297mm x420 mm (A3 Size portrait). The final result of this poster is printed using syntactic paper and using a glass frame size (594 x 420 mm) A2. Our hopes for this artwork for the future we will explore more Malay idioms for future generations to learn about the beauty of our mother tongue language visually.



**SHAFILLA SUBRI
WAN NOOR FAAIZAH WAN OMAR**
Lakar Simpulan
Digital Poster Syntactic
297 mm x 420 mm

IG : Art Methapor
shafillaphd@gmail.com

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