

gala

by bold

FINAL YEAR DEGREE ONLINE EXHIBITION

Bachelor of Graphic Design

CLASS OF 2021

gallant

by bold

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by **bold**

GALLANT
gal.lant /'galant/

'Gallant' is a word that brings meaning to a person or their behaviour, such as brave, heroic, courageous, and valiant. The challenges that we have to go through during this pandemic have made us brave to fight off any obstacles thrown at us. We hoped to inspire you guys to be brave enough to fight your way through the obstacles and challenges ahead during these tough times.



CONCEPT OF GALLANT

Tanjak/tengkolok and keris has been used to signify of **Gallant** such as Hang Tuah personality that reveals his courageous and valiant spirit. It inspires every designer in the fight againts the complexities of this creative world particularly during this Pandemic Covid- 19. Thus, the **Gallant** warrior were enthusiastic about finishing projects to provide our viewers with more spectacular designs. It doesn't discourage us from becoming more creative, and adventurous to explore more innovative thoughts in this nation.



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FOREWORDS



Prof. Ts. Dr. Hj. Ruslan Abdul Rahim
Dean
Faculty of Art & Design
University Teknologi MARA
Shah Alam, Selangor

Assalamualaikum w.b.t

Firstly, our hearts go out to all that have lost loved ones and to those that have put themselves at risk for the sake of others.

Disruptions brought by the Covid-19 pandemic have taught every one of us many things. We learn that change is possible. We learn that there are alternatives. We learn that each individual has a role they can play in the betterment of society, and we learn to appreciate each individual's contribution, either big or small.

Furthermore, we have also seen the importance of graphic designers creating vital communication tools, speaking through images to elicit emotional responses, and helping people from all walks of life understand important messages. Illustrations that bring about humour helps to relieve mental stress during this difficult time. Animations have helped keep children engaged and on track with their education. We learn that graphic design can also help save lives, connect people on a community level and that creatives have the power to change the world.

Our academics and staff members have worked hard to pull through, ensuring our students receive the quality education we promise. With encouragement and guidance, our students have proven to be resilient and adaptive while unconsciously developing skills that will surely be useful in their future endeavours.

This year, our final year B.A. (Hons) Graphic Design students of Universiti Teknologi MARA Puncak Alam have organized an e-exhibition to showcase their work. Gallant by Bold is the students' expression of every person in society who has braved through this difficult time. May this event expose these young and courageous designers to broader scopes of opportunities and possibilities.

WELCOMING SPEECH



Dr. Noor Azly Mohammed Ali
Head of Study Centre (Visual Comm)
Faculty of Art & Design
University Teknologi MARA
Shah Alam, Selangor

Assalamualaikum w.b.t

Praise Allah SWT for his blessings in keeping our students in good health and *providing a means for them to express their creative work successfully through our Gallant by Bold e-exhibition*. I want to share my sincerest and deepest gratitude to all the individuals involved in making this event a success.

Bold, a product of the Graphic Design department has been instrumental in bringing graphic design to the public and is an awaited event by local design agencies. It allows them to identify unique talents. Managed by final year students and supervised by their respective lecturer, the exhibition will proudly showcase the talents and capabilities of our 105 students from four specialisations; Corporate Design, Advertising Design, Multimedia Design and Illustration Design.

During this difficult time, our students have been encouraged to be productive, creative, persevere, and remain optimistic. As a result, they have acquired the necessary skills to compete in the modern labour market and create their own opportunities and become prominent contributors to the growth of the Malaysian economy.

Wishing all students the best of luck in their future success.

WELCOMING SPEECH



Farrah 'Aini Lugiman
Programme Coordinator (Graphic)
Faculty of Art & Design
University Teknologi MARA
Shah Alam, Selangor

Assalamualaikum w.b.t

"Courage is resistance to fear, mastery of fear-not absence of fear." – Mark Twain.

For the past year, Coronavirus has drastically changed people's daily routines worldwide, forcing everyone to accept the new normal. People from different backgrounds, professions, and age have been largely confined to their homes, towns or cities throughout the world. To get oneself to be courageous in these trying times may sound challenging, especially during this pandemic, but that is the first necessary step to move on and be in control of our own lives.

Gallant by Bold, I believe, is the result of the act of courage and bravery to take up challenges and move forward, as the name suggests. To not give up hope when adapting to the new normal of ODL as we know it, strive hard, and be patient no matter how hard.

Graduates, in times like this, the future might seem inordinately uncertain, but I am confident, with the courage and bravery to push new boundaries of your comfort zones, you would have the option to overcome anything. Congratulations on successfully putting this exhibition together, and best of luck for your future creative adventure!

I also would like to extend a warm thank you to all the lecturers involved who have worked so hard to make this happen.

To our Gallant by Bold viewers, welcome to our show and be ready to stimulate your visual senses. Enjoy!

Thank you.

FOREWORDS



Wan Zamani Wan Zakaria
Head Of Final Year Project Gallant By Bold
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Assalamualaikum w.b.t.

The age of connection where technology is powering everything has pushed for more digitization than it has done in so many years. Covid-19 have shifted new development of communication with the audience from the physical form of exhibition to online approach experience where this transition created a "new normal" beyond this crisis. Thus, transformations activities once planned over time were made true in just a few days.

The pandemic has opened up opportunities in the experience of change into learning. Working and communicating online has opened a wider skill set that enables students to thrive in an increasingly digital world. Hence, for graduates of the Graphic Department, Faculty of Art and Design UiTM Puncak Alam, this means building up their knowledge, innovations and creative skills expand their digital research and problem-solving activity within social media tools. Furthermore, for this soon becoming new designers, will play its most relevant to the current industry trends and global needs.

Congratulation to all graduates of Gallant by BOLD for the successful 1st Virtual Online Graphic Degree Exhibition Showcase. Special award to all lectures and the students organizing committee for making this exhibition a victorious effort. This showcase of student's final year work presented in e-Portfolio will prove that the boundary of digital has given an impactful experience in their learning and prepares them for future path. It is hoped that this virtual online showcase reflects society, cultural and creative industry environments.

To all Gallant by Bold 2021, wishing you the best of luck and success in future undertakings.

WELCOMING SPEECH



Muhammad Fakrurrazi Mohd Abduh Ng
Student Representative
Graphic Design Department,
Faculty of Art & Design
UiTM Cawangan Selangor,
Puncak Alam Campus Selangor

Assalamualaikum w.b.t.

Praise to Allah SWT for his blessings. Thank you to each and every one of you for being here with us today. Today marks our second Virtual BOLD Exhibition. Thanks to the era of technological advancements that we live in, we are able to march our way through these tough times and successfully complete our bachelor's degree and our exhibition.

Speaking on behalf of my teammates and my fellow friends, I would like to express our sincere gratitude to our lecturers who have supported us and helped us along the way. Like the meaning of the word 'Gallant', we have braved through obstacles placed upon us, we adapted, and we survived. Even though COVID-19 has affected many, we still stood strong and kept our creativity going.

Lastly, we have achieved so much fueled by our desire to learn and gain knowledge. We have also applied the knowledge we obtained to overcome all the challenges that were thrown upon us. Welcome to GALLANT By BOLD, courage, above all things, is the finest quality of a warrior.

FINAL YEAR PROJECT **LECTURERS**



En. Wan Zamani Bin
Wan Zakaria



En. Mohd Nizar Bin
Mohd Mokhtar



Pn. Farrah Hanani Binti
Ahmad Fauzi



Pn. Jamizan Binti
Jalaluddin



Pn. Fazlina Binti
Jaafar



ILLUSTRATION

" Illustration is a picture or a drawing that are often beautiful artistic representations of people, places, and things, whilst invoke feelings of happiness, sadness, awe, fear, or nostalgia. It is also a visual explanation of a text, concept or process, designed for publication in a variety of media. "





Jamal The Jinn User

Ahmad Nabil Bin Najmi

Jamal, The Jinn User, is storytelling evolving around Jamal, the main character of the story. Jamal is an orphanage that lives in a remote village that struggles to keep with a budget for the facility to continue to maintain. Jamal had to continue his daily life while hiding that he needs to hunt Jinn in the middle of the night without being noticed by others. On his journey, he would force to make a choice that would make life and death is just a toy for him to decide.



Contact



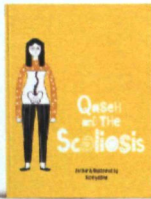
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ILLUSTRATION



ILLUSTRATION



Qaseh And The Scoliosis

**Aiza Shazlina Binti
Rustam Afandi**

Scoliosis is a disease of the spine bent according to the "S" and "C" shapes. This research aims to convey Scoliosis information using an illustrated storybook entitled "Qaseh and The Scoliosis". This is also to help the audience understand the disease easily and at the same time spread awareness about 'Scoliosis' to them.



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“Love The Way You Are” Campaign: Body Positivity Among Young Adult

**Faqihah Asma Binti
Lockman**

Body positivity refers to the assertion that all people deserve to have a positive body image, regardless of how society and popular culture view ideal shape, size, and appearance. The issue of dissatisfaction of young adults over their body and appearances is something we should be concerned about. This campaign aims to help young adults boost their confidence through 5 series of communication posters linked to the E-Guide book that includes inspiring quotes.



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ILLUSTRATION



ILLUSTRATION



Smart Early Learning Assistants

Hassan Danial Bin Mohd Sabri

Sela (Smart Early Learning Assistants) is a brand that provides a solution to the problem by producing an educational kit by creating a flashcard called "Kad Huruf Bacaannya Haiwan", which teaches them to recognize names of animals in alphabetical order in the Malay language. This product also has augmented reality (AR) by scanning each card in giving them the experience to attract their interest in learning. Also, come up with storybooks called "Ali Haiqal dan Kad Huruf Bacaannya" as promotional items include promotional posters and other merchandise.



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ILLUSTRATION



VIDEO GAME ADDICTION AMONG CHILDREN

Gaming Addiction Among Children Through Comic Book.

Mohamad Norhaziq Bin Ismail

Video game addiction, or also known as gaming disorder is generally defined as the problematic, compulsive use of video games that results in significant impairment to an individual's ability to function in various life domains over a prolonged period of time. This project aims to raise awareness toward society especially parents about video game addiction among children. This project focused on giving children awareness and how to control the growing rate of video gaming addiction among their children through comic book.



Contact

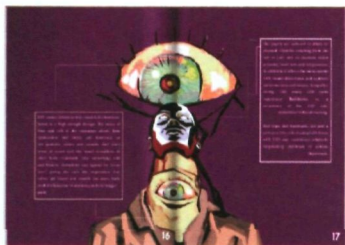
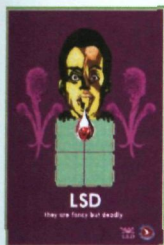


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ILLUSTRATION



Human Behavior Drugs Usage

Imran Bin Kamaruzaman

This project is about understanding the implications and effects of drugs on human actions and circumstances. It will be presented in an illustrative campaign that offers 4 posters and an illustration book. The campaign poster will be generalized in Heroin, L.S.D, Cocaine and Ecstasy. However, the illustration book would describe in depth what was seen in the campaign posters. The art style is figurative, which is it will illustrate the real objects. Lastly, the concept is metaphor and sarcasm in mocking the illegal drug users and the consequences.



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emmagees





Unsung Female Heroes: Obo and Ana's Adventure Through Time

**Khairun Anizza Binti
Khazali**

Issues of gender-stereotyped illustrations in children's education, specifically in textbooks, cause young girls to self-doubt and not see their potentials. As a solution, a storybook featuring two children, Obo and Ana, going through an adventure during the time of the Unsung Female Heroes of Malaysia. The aim is to empower young adolescents through our female heroes via an illustrative educational approach.



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ILLUSTRATION





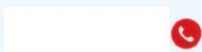
Emergency State

Mohammad Nor Bin Anwar Hussin

The new generation has changed and had forgotten our history. Our heroes who fight for our nation is now just a rumour. Emergency State is a game developed hoping that our young generation will appreciate what cause that brings our country today. They need to know what liberty costs and why its bloody path was worth it. With an in-depth story that happens during the Malayan emergency state, this game gives a better visualization of the past rather than reading and looking at the black and white pictures.



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ILLUSTRATION



The Heritage of Malay Kris Through E-comic Illustration.

Muhammad Ikmal Hafizi Bin Abdul Halim

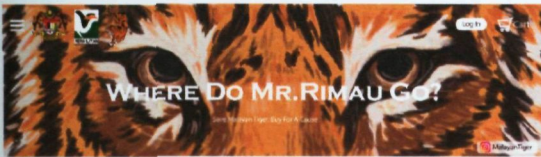
As time pass by (kris), our greatest heritage is in great danger and extremely on the edge of extinction. As not much of blacksmith (petukang) is in our country now and many have stopped kris production, some died. The factors that lead to the legacy of kris's legacy are the younger generation will grow up without knowing the legacy and heritage of the Malays. Then, we forgot about our origin of the weapon: a symbol of dignity, sovereignty, power, honour, and pride. This project is about exposing the legacy of Malay kris.



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ILLUSTRATION



Shop's Bestseller



Malayan Tiger Book

RM 20

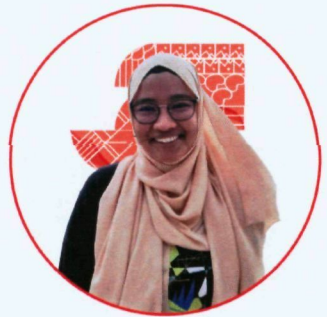


1 Pair Sunglasses (Dark Green)

RM 15



Where do Mr. Rimau Go? is a fundraising project for the Malayan Tiger by offering a range of merchandise to the public. Proceeds will be used to fund the Save Our Malayan Tiger campaign held by PERHILITAN through Harimau.my for Malayan tiger conservation activities. The Department of Wildlife and National Parks Peninsular Malaysia, together with strategic partners, will increase efforts in carrying out Malayan Tiger conservation activities. Together with the help of others, could help this majestic beast to keep roaming in the wild.

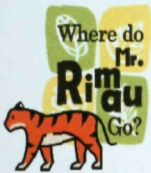


Where do Mr. Rimau Go?

**Nur Aisyah Binti
Baderol Hisam**

Where does Mr Rimau Go? It is a fundraising project for Malayan Tiger, where the main item is focussing on illustrations. Using illustration as a communication medium in arts and bringing more people to buy art for a cause by endorsing Harimau.my. The donations will then be used to donate to the "Save Our Malayan Tiger" campaign held by PERHILITAN through Harimau.my for Malayan tiger conservation activities. The Department of Wildlife and National Parks Peninsular Malaysia, together with strategic partners, will increase efforts in carrying out Malayan Tiger conservation activities. Together with the help of others, could help this majestic beast to keep roaming in the wild.

ARTBOOK



Phone Theme
&
Live Wallpaper



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Understanding the Autism Spectrum

Nurul Hazirah binti Ishak

Autism is a complex developmental disability that typically appears during the first three years of life due to a neurological disorder that affects the brain's functioning. Autistic may exhibit repeated body movement such as hand flapping or rocking, unusual responses to people and resistance to routine changes. Understanding the Autism Spectrum project aims to spread awareness of Autism Spectrum Disorder (ASD) through illustration by producing the autism kit that includes guidebooks with short illustrated stories, reading guides, and journals. It is targeted at autistic family members as well as society.



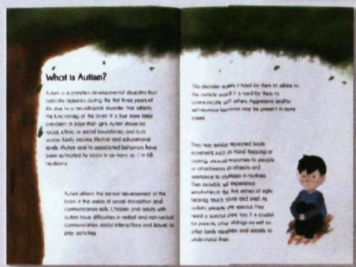
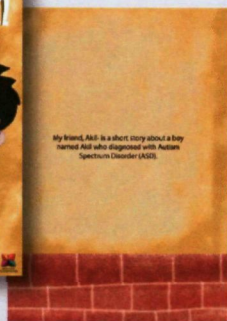
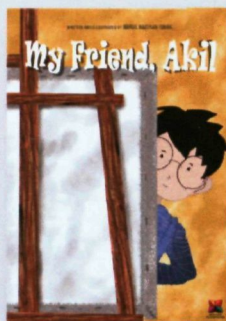
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ILLUSTRATION



UNDERSTANDING
THE AUTISM SPECTRUM



Scan me for
e-guidebook version





Illustration on A Book Series to Encourage Children to Play Congkak

Nurul Suhadaa Bt Zubaidi

Congkak is one of the traditional games that the older generation has played in the old days. Unfortunately, the modern era has made traditional games almost forgotten, especially among the younger generation. This project aims to gain children's interest in playing Congkak game through illustration by producing a book series that includes an introduction to Congkak game that has history and a guide on how to play Congkak, a narrative fantasy story, and a mathematic exercise book.



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Traditional Javanese Food in Malaysia

Rabiatul Adawiyah Bt Asri

Indonesian is well famous for its dishes of spices. The route of Indonesian people to our homeland has brought many different cultures, and one of them is the culture of the Javanese people. In fact, here are many Javanese people who really and lived in Malaysia; some are citizens here. No wonder Javanese cuisine is so popular and well-received. However, today there is a Javanese cuisine that is no longer known through this campaign featuring Javanese food recipes available in Malaysia through e-books and the existence of Javanese food available in Malaysia.



Contact



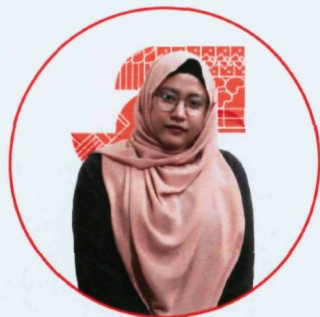
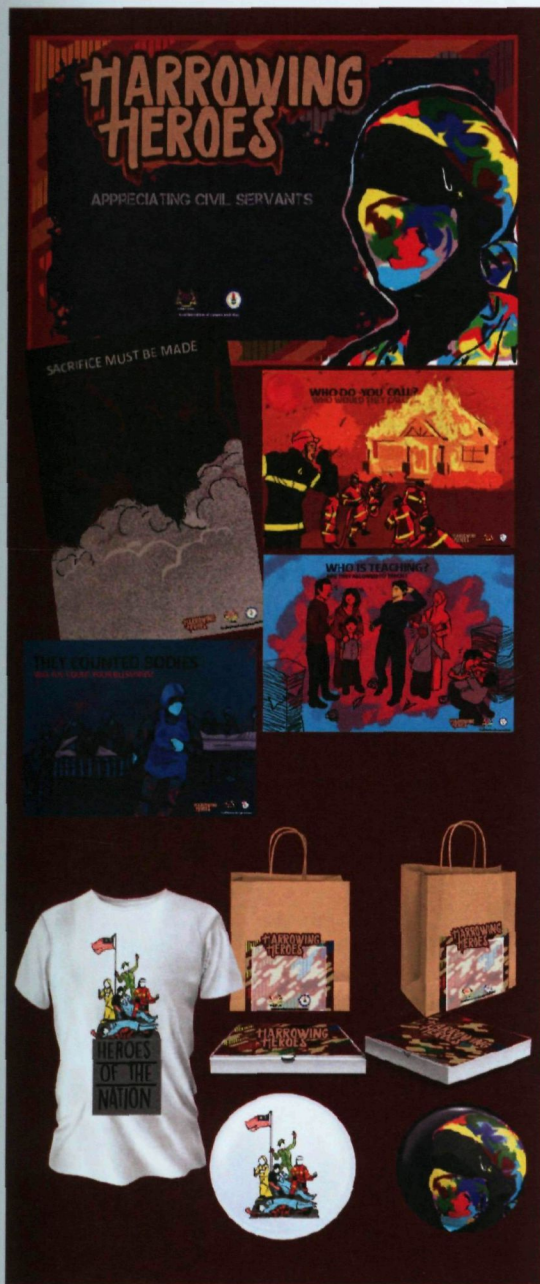
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rbartwork

ILLUSTRATION





Harrowing Heroes

**Siti Balqish Hakimah
Binti Amiruddin**


Harrowing Heroes is about spreading awareness of what they contribute to society and giving an appreciation for what they do for the country. By that, this PSA will be focusing on the illustrations that are available in the illustration book, which also be turned into posters. It's not every day for people to realise their effort and instead of being thankful and commending their effort in what they do, people would mainly channel out their anger and frustrations onto them. This campaign aimed to change or make people realise their existence as more than people who served for them and more about their heroism.



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Break The Stigma: Mental Health Matters

Syazana Binti Hashim

Break The Stigma is a visual narrative (comic) that tells the story of Mina, who struggles with mental illness. The story shows the stigma she had to face throughout her difficult recovery journey. This comic helps educate and raise awareness on mental health stigma to Malaysian young adults and the general public. By increasing mental health knowledge, people can get more insight into what a person with mental illness goes through and understand them better without being prejudiced.

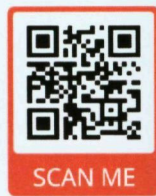
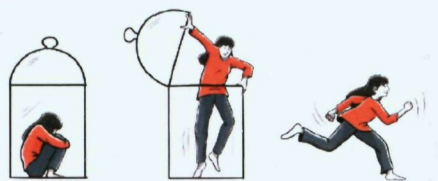
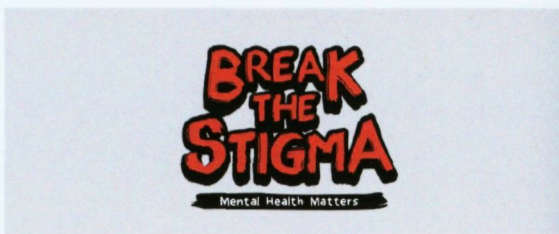


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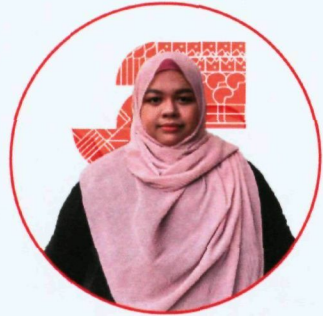
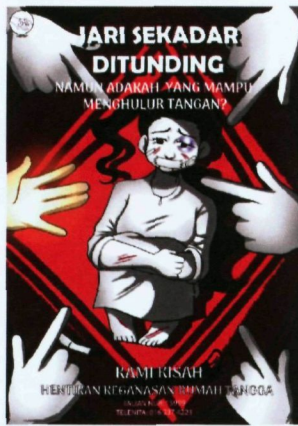
 syzananahashim

 @shketches

ILLUSTRATION



ILLUSTRATION



Voicing Out Against Domestic Violence Through Digital Comic. (Derita Suri)

Wan Nur Imanina Binti Wan Makhtar

A story of a housewife who suffered from her abusive husband, making her traumatize living as his wife while her husband scott free for being a nice person in the eyes of society. She escaped from the abuse with the help of people who trust and believed her.



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THE STORY OF TANJAK MELAYU THROUGH A CONTEMPORARY ILLUSTRATION APPROACH.

Ain Shafiqah Sofia Binti Sapie

Tanjak Melayu is one of Malay identities worn by Malay men during the previous era. Tanjak Melayu is worn as a symbol of a person's character and also to present the rank of a person in the royal palace. The purpose of this project is to preserve the Malay culture by transforming the description of each type of Tanjak through encouraging knowledge of historical value through contemporary illustration approaches to suit teenagers' and children's excitement.



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SPECIAL THANKS

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UiTM Shah Alam, Selangor

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En. Mohd Faizol Bin Haini
En. Mohd Hafizul Bin Idham
En. Mohd Nizar Bin Mohd Mokhtar
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gallant
by bold



gallant

by bold

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