

DESIGN EXHIBITION 2022

MAKIN
KAWALAN
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College of Creative Arts, UiTM Kedah Branch

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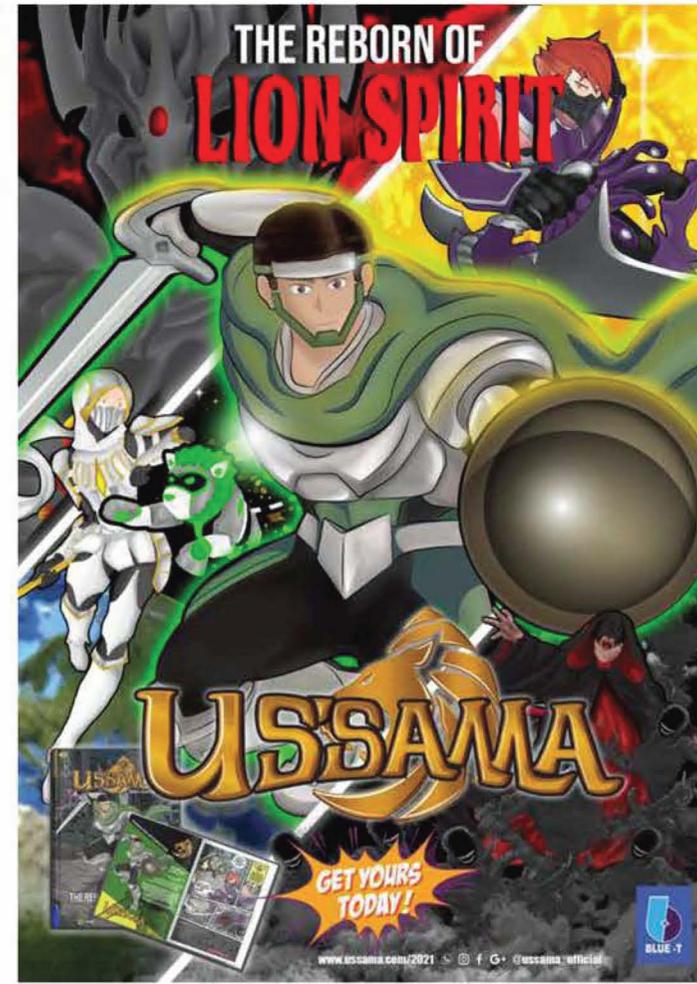
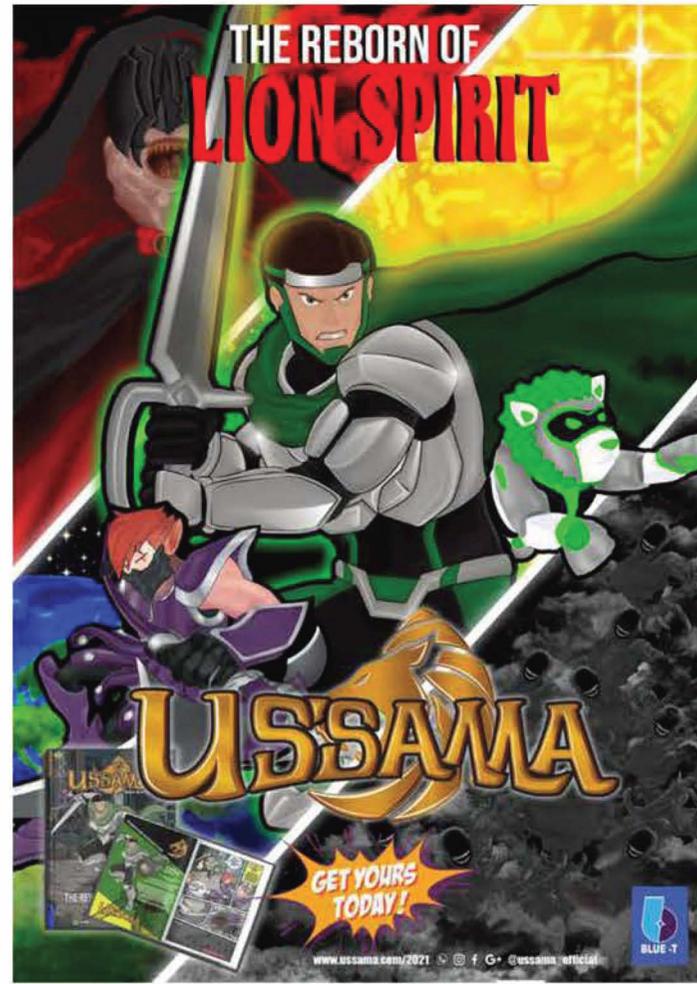
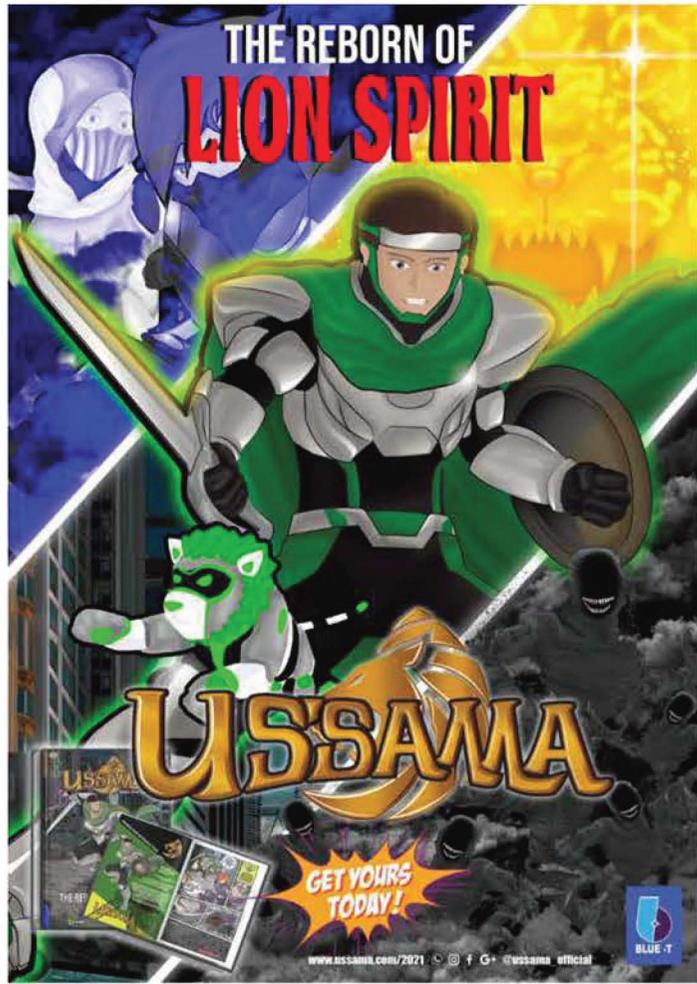


**MUHAMMAD
USAMA HIU**
MUHAMMAD YUSUF HIU
2019244992

US'SAMA COMIC

Design Advisor : DR. Shafilla Subri
Nurul Atikah Adnan
Mohd Syazrul Hafizi Husin

The name of this product is US'SAMA. The clients is Blue-T Publication Sdn. Bhd is a business that includes the publication of books, magazines, and any kind of printed materials. Where does it be a private limited company that has been existed for more than 18 years. A product description is "GRAPHIC NOVEL COMIC an action Comic of Islamic Hero Who's Has a Spirit Like Lion To Save Earth From Evil Being Destruction Of World ". The tagline that has been used is "The Reborn of Lion Spirit". This story began in one day at US'SAMA world, Rafflesia city being attacked by a group of unknown evil beings rather than normal human doings. They began to spread havoc and destruction throughout the city far worse than what US'SAMA normally had to deal with. While US'SAMA was dealing with them, information about it was received by far away of planets Khauser and they send help to save the world from being destroyed by the incoming evil. Us'sama is a comic product that specializes in action and an epic fictional adventure storyline. It is suitable to use for children and all ages. The objectives of Us'sama are (1) to enhance the quality of comic book storyline and graphic style that will give a proper way for every user to have fun reading it while appreciating the graphic design of the comics, (2) to improve their moral values by to teach and apply elements of pure values to all readers of all ages, and (3) to increase reader awareness about the importance of pure values, ethics and the importance of human values and the teachings of Islam. The novelty of this product can be viewed from the function of this product, in which the main focus is to tell a new type of superhero storyline that's originally for local Malaysian comic production. The target audience is focused on children aged 6 to 12 years old, but it is suitable for all ages. US'SAMA is the story of a hero from earth defending humanity and the world with his group of heroes that were called 'THE GUARDIAN'. Therefore, the design process will be giving a new refreshing Islamic hero comic type of storyline into the field of comic creation that is in an effort to present that is interesting and contains good elements and noble values to be inculcated in every young person. It the designed with an enjoyable storyline and epic action design without compromising the main features. This is to ensure that this product attracts users more effectively without compromising the delivery of this comic storytelling. With this graphic novel comic, the reader who reads this comic would be able to improve their skill and creativity especially in creating a good storyline while also including moral elements to teach and remind all of us of the importance of manners and pure values. The conclusion is Us'sama will be given the benefits and useful to encourage people to use their creativity in every type of field that has many great potentials as a learning tool.



ADRIANA



MUHARID



**ZALAM
AL'DAMAR**



**AL'TAJASUD
AL'ASWAD**

LEO



RI'ZAL





GRAPHIC DESIGN & MEDIA DIGITAL

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HYBRID**

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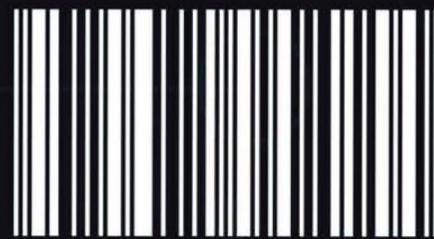
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