



**GRAPHIC DESIGN EXHIBITION  
2020**



**LOKA**  
/LəW.Ké/ /'LO:.Ke/

**Loka**' is a word borrowed from Sanskrit लोक (loká) which means 'world'. Since olden days, the Malay language has derived and adopted many languages into its own and Sanskrit is believed to be the root of the language.



## CONCEPT OF LOKA

Shadow puppet/ 'wayang kulit' has long existed in countries across the world. Each country possesses a background and styles of shadow puppets unique to themselves. Malaysia was one of said countries. However, our traditional shadow puppet is becoming extinct. Therefore, to bring it back, we modernised shadow puppet with bright colours and combine it with a paper-cut style.

## TABLE OF CONTENT

2	Foreword Speech from Dean
3	Welcoming Speech
4	Final Year Project Lecturers
6	Graphic Design Showcase
37	Advertising Showcase
71	Illustration Showcase
89	Multimedia Showcase
114	Committee Members
116	Special Thanks
117	Sponsors
119	Autograph



## P.RAMLEE ONE STOP CENTRE : COLLABORATION WITH TEMPATAN FEST

by MOHAMAD ALIFF NAIM BIN ARIFIN

The new generation has changed and the P.Ramlee era has been overlooked, with the aid of this P.Ramlee graphic design campaign, it would introduce a new figure of P.Ramlee and familiarize the generation once more with the forgotten P. Ramlee era. The goal of this project is to encourage the younger generation of P.Ramlee. It is also to construct a new P.Ramlee profile design and inspire the younger generation of the legendary art by P.Ramlee. This project is a partnership with "Tempatan Fest".



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