



**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



NEW VERSION OF GO BARBER MOBILE APP

: PRODUCT PROMOTION

by MUHAMMAD AMMAR BIN MD AZIZI

The existence of E-commerce had been affected delivery service positively in Malaysia that the market growth leads to rapidly rise from year to year. The implementation of applications among user is one of an advantage to ensure the service is fast. Through this approach, new features of Go Barber application will be introduced as an alternative way to have haircut at home or anywhere which provides the same equipment of barbershop as in-store.



+6011 3655 3055

@_ammarazizi_

Behance:
Ammarazizi8ec1

In Collaboration with:

