



**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.

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LET'S COMMUNICATE WITHOUT BOUNDARIES

: PSA CAMPAIGN

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Let's Communicate Without Boundaries is a collaboration campaign with The Society of Interpreters for the Deaf (S.ID) and Malaysian Federation of the Deaf (MFD). This campaign aims to improvise and educate people to change their perspective about deaf people in Malaysia. This campaign provides special needs for deaf community. The aim of this campaign is to create better communication without boundaries among normal and deaf people and also to make deaf people feel welcome by normal people into Malaysian society.

In Collaboration with:



**LET'S
COMMUNICATE**

