



**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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## #MCDHELPS TOWARDS UNFORTUNATE COMMUNITY

: DONATION CAMPAIGN

by MUHAMMAD SYAHMI BIN RIDZUAN

#MCDhelps is a donation campaign organised by McDonalds. The aim of the campaign is to attract and encourage people to help the unfortunate people in Malaysia who are suffering from poverty. By endorsing this campaign, it may decrease the number of people living in poverty and it is not possible to achieve the end of poverty by 2030. The effectiveness of the campaign may give the desired awareness towards the community as well as encouraging them to be a part of this meaningful campaign.



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