



**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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QASTANIA'S DRIED FRUITS

: PRODUCT PROMOTION

by NUR IRDINA BINTI HAIRUDDIN

Qastania Nuts Boutique is a company that sells variety of nuts and dried fruits. Qastania's dried fruits are 100% natural with no sugar and no preservatives added. Dried fruit is a popular healthy snacks among hikers, travellers and campers however, Malaysians do not consume dried fruits due to high in sugar and calories. Dehydration process has removes water from fresh fruits yet it contains high in fibre and antioxidant that fight cancer, heart disease and diabetes. In this situation, Qastania's dried fruits will be commercialized as healthy, 100% natural snacks.



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