



**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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## TURN IT GREEN

: WITH MAEKO MUNCHBOT COMPOST MACHINE

by NUR QISTINA NADIA BINTI ROOSLY

Malaysians create 16,687.5 tons of food waste every day, which can feed three times a day to 12 million people. In achieving the Sustainable Development Goal (SDG) 12, a campaign called 'Turn It Green' was created to overcome the food waste issue. A compost machine, MunchBot by Maeko will be introduced as a way to reduce food waste. To make this campaign more effective, a TV commercial was made to reach mass audiences with a single ad spot along with a radio advertisement, print advertisements and social media advertisements.

In Collaboration with:

