



**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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## REDBULL LUMBA KAPCAI EVENT

: BRAND AWARENESS

by ALIF ASYRAF BIN MOHAMAD SHUKERI

Redbull Lumba Kapcai is the first Malaysian youth motorcycle racing event with the category under bone at International Sepang Circuit Malaysia. This event aimed to create brand awareness by searching talented racers among youth community while promoting Red Bull products.

In Collaboration with:

