



**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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GROVIA MODERN CLOTH NAPPY

: BRAND AWARENESS

by **ARDINI FATINI BINTI NAJIB**

This project's objectives are to promote and to spread information about the modern cloth diaper product from a Malaysian industry, GroVia. This product complies with Sustainable Development Goal (SDG) 3, Good Health and Well Being. GroVia understands the importance of convenience for parents, but they also know that they have a responsibility to our planet. GroVia created a diaper for every family to teach the world that green diapering is easy, affordable and can be done anytime, anywhere. It offers modern parents eco-friendly, stylish, economical and easy-to-use diapers.

In Collaboration with:

