



**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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LACK OF FIRST AID KNOWLEDGE IN COMMON HOUSEHOLD

by DANIAL YAP BIN YUSUF AMIR YAP

The big idea was to confront the audience with the aftermath of an emergency. People don't understand that knowing first aid is the difference between life and death. If we are not equipped to deal with an emergency, then we should bear the consequences, the possibility of death and the trauma after it.

The look and feel of the ad touches the emotional value of the audience. They must feel sad and empathic with the urge to learn the first aid skills. To realize things could be prevented if they had endured in a simple day course of basic first aid that the client can provide.

In Collaboration with:



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