



**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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## RECYCLING PAPER PENCILS

by IBNU AYUB BIN ABU BAKAR

Fasterpen is a company of stationary brands in Malaysia. The objective of this project was to create brand awareness on the important of save forest by using extension product, which is using recycle material to make pencils. Recycle paper pencils are eco-friendly, high-performance, high quality pencils made entirely of used paper also by using recycle paper pencils which can contribute to the planet by stopping deforestation, mitigating global warming and encouraging the habit of reduce, reuse and recycle.



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