



**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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ECO-FRIENDLY PACKAGING THROUGH PRODUCTION

by **JUSMIYATI BINTI MUHAMMAD JUPRI**

Packaging plays an important role in preserving, protecting and marketing products during their storage, transport and use. Used packaged product, however, will eventually become plastic waste, leading to significant environmental impact. These day, the use of plastic can be seen everywhere throughout the sale and purchase of products in retail stores and labelled outlets. Plastic has a profound effect on our lives, particularly on the environment. This project focused on the advertising of eco-friendly packaging through Munchy's Oat Crunch production. This project will also focus on the beauty and the benefit of Oat Crunch cookies to our live.



+6011 - 3146 6894

@juss miyati.mj

Behance :
jussmiyatimj

In Collaboration with:



the **oat crunch**

