



**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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## LUQ AND NANA IN SEARCH OF ASIAN ELEPHANTS : A NARRATIVE BASED MOTION COMIC

by **AHMAD IMRAN BIN MANSUR**

In the distant future, in Malaysia, The young Luq and Nana find a rather peculiar creature in one of their grandfather's photo albums, first thought to be an alien, Tok Yusof explains it is actually a near-extinct animal, named as the Asian Elephant. Onwards, they stride to learn more about the animal and its secret over at the Kuala Gandah Elephant Conservation Centre.

This narrative-based motion comic is a venture in a new medium that uses edutainment to ignite the curiosity and learning process in regards to the condition, the status of the Asian elephants.

