



**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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HYDRATE

: STAY HYDRATED WITH
BENEFITS

by **MOHAMAD AHRORY BIN RAMLI**

Hydrate is an app that encourages people to drink water and get benefits from them. Customers that drink one bottle water from ANDA brand will receive 1 coin through redeemable code under the bottle cap, save up the coin to 8 coins or more and get to redeem discount from the nearest 7-ELEVEN. The more coins are saved the more discounts are redeemable. Coins are also redeemable through requesting coin from your friends in the contact or by scanning the QR code. You can also send coins to your friends by saved contact or QR scanning.



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