

BEYOND

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A VIRTUAL
**GRAPHIC
DESIGN**
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MOVIE POSTER

Movie poster is also a part of illustrations. Not only that it is eye-catching, but it also works as an advertising form to lure people in and have more interest overall. For the tribute, the poster was done in an illustrated style to encapsulate the comedy essence that Mamat Khalid was really known for.



BILLBOARD

Billboard advertising is the process of using a large-scale print advertisement. It is really effective for building brand awareness and broadcasting your product to as many people as possible, since it will mostly be set up on busy working areas compared to other types of advertising. Not to forget, the sheer size of it makes it really easy for passerby to take notice of it.



POSTER ADS

Poster ads work just almost the same as the billboards. Though, posters are much more cost effective forms of advertising on the market. It allows you to spread your message to a wide audience far cheaper than radio, print or television advertising in a simple, easy and affordable way. Versatility is one of the pros of posters, be it shopping centres, public places, washrooms, lifts, escalators, eating areas and even on the streets, ready to captive an audience.

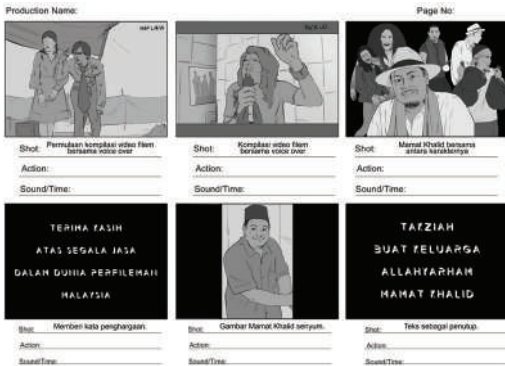
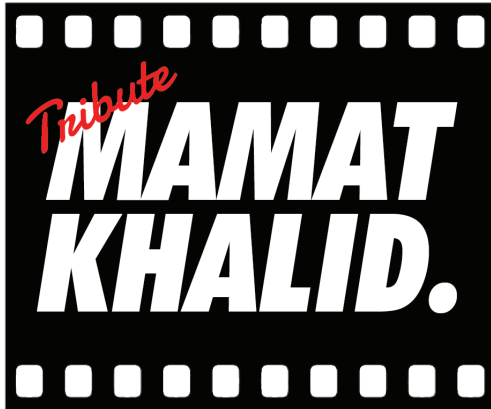
MERCHANDISE

For the tribute, there are a total of 5 types of merchandises that were chosen that suites generally everyone. The design was kept to minimum in order to make it affordable for most consumer to honor this tribute. The merchandise design mostly consist of the logo of the project or the title.

PROJECT LOGO

Logo Rationale

The logo of the project was kept to the minimum, since the logo will mostly be used on a smaller scale and won't be visible from afar. The black background represents the camera film, as a connection to Mamat Khalid as a director. The name is in bold as the main subject while the "tribute" was kept small, but painted red as a contrast.



STORYBOARD

The storyboard was done as a plan for the video promotion. It serves as the visual representation of the ideas and details for the video, and was mostly done in black and white. The main goal of the storyboard is to receive the fullest representation of the finished video at the first stage of work and so to save time for the finished product.



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TRIBUTE : MAMAT KHALID

Mamat Khalid was a known and beloved director for some of the most well received films in Malaysia. As a tribute, a poster was done in an illustrated style with comedy setting genre in which Mamat Khalid was known for in order to honor him.



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