

IDEAS - Inspiring Design and Art Scene



A Documentation of
Final Year Project
Artworks in

INDEX 2022 x Redefine 15 Exhibition
16 - 22 August 2022

at Gallery Al-Biruni
Universiti Teknologi MARA (UiTM)
Cawangan Perak
Kampus Seri Iskandar
Malaysia

 @redefinebyuitm



IDEAS No 1, Vol 2

Publisher

UiTM Perak Press
Universiti Teknologi MARA
Kampus Seri Iskandar
32610 Seri Iskandar
Perak, Malaysia

UiTM Perak Website

<https://perak.uitm.edu.my>

Official Redefine Website

<https://www.redefinexhibition.com>

Editor-in-Chief

Mohd Shahril Abd Rashid
Anwar Fikri Abdullah
Ts. Ahmad Sofiyuddin Mohd Shuib

Editorial

Assoc Prof. Dr Nur Hisham Ibrahim
Prof. Madya Dr Muhammad Abdul Aziz
Dr Hanafi Hj Mohd Tahir
Dr Shahrel Nizar Baharom
Dr Shahrnizam Sulaiman
Azlan Zainal
Nurul Nadiyah Jamaludin
Syahrul Nizam Shaari
Mhd. Nor Osman
Mohamad Quzami An-Nuur Ahmad Radzi
Muhammad Fikri Saidi Othman
Mohamed Izzat bin Mohamed Khalil

EDITORIAL (LANGUAGE)

Zarlina Mohd Zamari

Project Coordinator

Mohd Shahril Abd Rashid

© Unit Penerbitan UiTM Perak, 2022

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means; electronic, mechanical, photocopying, recording or otherwise; without permission on writing from the director of Unit Penerbitan UiTM Perak, Universiti Teknologi MARA, Perak Branch, 32610 Seri Iskandar Perak, Malaysia.

First Published October 2022
No 1, Vol 2

PERPUSTAKAAN NEGARA MALAYSIA

E-ISSN: 2821-3629



Nur Ayuni binti Sa'ari

ayunisaari99@gmail.com

Internet Defamation Campaign

Internet Defamation Campaign or "Kempen Fitnah Internet" was launched by Telekom Malaysia (TM) with #FITNET. It is a campaign that focused on warning the consumers to be mindful of fake news, as this effort centred mainly on digital and out-of-home (OOH) platforms.

ID : 2020611946



DESIGN PROPOSED

The researcher had conduct various case studies on the same campaign during the study in order to identify a new strategy or approach that might be implemented. As a result, the researcher came up with the idea of embracing religions to convey the message of the campaign. The researcher analyzed Malaysia's four major religions.

KEY VISUALS



SDG GOALS



Good health is required for long-term development to make significant headway against some of the world's top causes of mortality and disease. People will also be safeguarded against ailments such as mental illnesses that can lead to death as a result of this campaign.



It is critical to guarantee equitable internet access to information and knowledge, as well as to encourage innovation and entrepreneurship, in order to close the digital gap. As a result, our campaign aims to ensure that they are informed about the advantages and disadvantages of using the internet.



Aim to drastically reduce all kinds of violence and work with governments and communities to end conflict and instability. As a result, by supporting this campaign, it is possible to diminish cyber violence in society.

POSTER APPLICATION



SOCIAL MEDIA



OOH

Transport;
Bus stop,
Train/LRT/MRT station



Digital screen,
Unipole,
Highway billboard



TVC



Mini board
Ad lift



ORGANISED BY

REDEFINE™

Omnific carries the meaning of being multitalented and omnicompetent or meaning creates all things: in other words, Omnific means having unlimited powers of creation. We are a group of 15 young designers that are ready to take over the world with our creativity and ideas. Omnific consists of 8 students from Corporate major and 7 from Advertising major. For the 15th REDEFINE design exhibition, Omnific will certainly impress you with the unique approach of displaying our exhibits.



Cawangan Perak

