

IDEAS - INSPIRING DESIGN AND ART SCENE



A Documentation of
Final Year Project
Artworks In

ORPHIC
Redefine 16 Exhibiton
15 - 21 February

FSSR 2/LEVEL 3
Universiti Teknologi MARA (UITM)
Cawangan Perak
Kampus Seri Iskandar
Malaysia

 [redefinebyuitm](https://www.instagram.com/redefinebyuitm)

eISSN 2821-3629



9 772821 362001

IDEAS NO.2 VOL.1

**PUBLISHER**

UITM PERAK PRESS
UNIVERSITI TEKNOLOGI MARA
KAMPUS SERI ISKANDAR
32610 SERI ISKANDAR PERAK, MALAYSIA

UITM PERAK WEBSITE

[HTTPS://PERAK.UITM.EDU.MY](https://perak.uitm.edu.my)

OFFICIAL REDEFINE WEBSITE

[HTTPS://WWW.REDEFINEXHIBITION.COM](https://www.redefinexhibition.com)

EDITOR-IN-CHIEF

ANWAR FIKRI ABDULLAH
MOHD SHAHRIL ABD RASHID
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 SHAHRUNIZAM SULAIMAN AZLAN ZAINAL
NURUL NADIAH 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

**2022 COPYRIGHT RESERVED
REDEFINE BY UITM**

ALL RIGHTS RESERVED. NO PART OF THIS PUBLICATION MAY BE REPRODUCED, STORED IN A RETRIEVAL SYSTEM, OR TRANSMITTED IN ANY FORM OR BY ANY MEAN, ELECTRONIC, MECHANICAL, PHOTOCOPYING, RECORDING, OR OTHERWISE PERMISSION OF COPYRIGHT HOLDER.

THE VALIDITY AND AUTHENTICITY OF CONTENT IN EVERY ARTICLE ARE THE SOLE RESPONSIBILITY OF THE RESPECTIVE AUTHOR/S. ANY VIOLATIONS ARE ENTIRELY RESPONSIBLE FOR THE AUTHORS.

FIRST PUBLISHED FEBRUARY 2023
NO 2, VOL 1

Digital version
E-ISSN: 2821-3629

<https://redefinexhibition.com/ideas/>

MUHAMMAD ALIF NAJMI
BIN MOHD ZAMRI

aliefajeng@gmail.com
Be



Saving Malayan Tiger Short Animation Story



Malayan Tiger is now officially listed as Critically Endangered under the IUCN Red List of Threatened Species. Malayan tigers are at stake as their existence is severely threatened by poaching. Compared to the 3,000 Malayan tigers that once roamed our forests in the 1950s, there are now less than 150 Malayan tigers left in Malaysia.

So, the aim of this project is to deliver the message and stop the illegal poaching that caused the extinction of the Malayan tiger.

LOGO CAMPAIGN



SHORT ANIMATION STORY (MAIN ITEM)



CHARACTER DESIGN



STORYBOOK



CARD GAMES



POSTER CAMPAIGN



MOBILE APPLICATION



WEBSITE



REDEFINE™

Redefine 16 - Orphic. From an adjectival standpoint, orphic signifies mysterious and entrancing, as well as something beyond ordinary understanding. Everyone has his or her own mystery that transcends anybody's ordinary understanding, which is also what makes each individual unique and unpredictable at best. Orphic was meticulously created to communicate to the world that we, 34 young designers, are ready to exhibit what mystery and beyond ordinary understanding genuinely means.