

# 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)  
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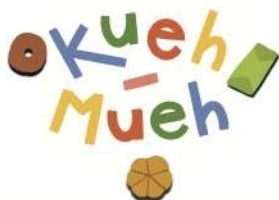
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## Kueh-Mueh Illustration Book



In Malaysia, kuih is actually a core specialty, with the first recipes created by the Peranakan or Nyonya people. However, kuih is one of the few remarkable delicacies that has garnered the least attention, despite the fact that many other local dishes are gaining popularity from all over the world. The Kueh Illustration book includes visual infographics of 13 illustrations of kuih which are popular in each state in Malaysia along with short comics which tell the journey of three travelers namely Syafawati, Kayla and Zahara. They were traveling around Malaysia in the mission of searching for kuih. The Kueh-mueh illustration book could aid in reviving interest in Malaysian kuih, particularly among younger generations.

### LOGO



A Piece of Malaysian Heritage That Comes In A Book

### ILLUSTRATION BOOK



### KUIH ILLUSTRATION





## CHARACTER DESIGN



Syahwali

Zahara

Kayla

## KUEH-MUEH WEBSITE



## POSTER



## KUIH ILLUSTRATIONS



## ARTPRINT / POSTCARDS



## PHONE WALLPAPER



## COKODOK & LADDER BOARD GAME



## KUEH-MUEH ILLUSTRATION BOOK



## KUEH CLAY PIN



## CHARACTER STANDEE



# 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.