

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



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/>

Wan Mohamad Faishal
bin Wan Mohd Fauzi

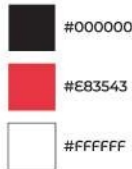
faishalfauzi8@gmail.com
Be

Children Obesity Awareness Campaign



Children Obesity Awareness is a campaign to create awareness to the public especially parents about the dangers of obesity to children: an issue which many people may underestimate. It is also to help individuals out there such as parents, children and also other people obtain a better understanding of how much losing 'weight' can change life to a better one. We are in collaboration with the Kementerian Kesihatan Malaysia (KKM), will join hands to help people out there especially children because they are still young and may not yet be aware of the dangers and risks that will come as a result of this obesity.

LOGO DESIGN



STORYBOOK



PRODUCT VISUALIZATION



CALENDAR



CAMPAIGN POSTER



FLYERS DESIGN



STANDEE



STICKERS



TSHIRT DESIGN



WEBSITE DESIGN



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.