Graphic Design Showcase

2026

CONTINUUM by bold

MUHAMMAD SYAMIM BIN MUHAMAD YUSOFF



Unseen Champions: Elevating The Recognition Of Malaysian Paralympic Athletes Via Augmented Reality (AR)



This Final Year Project focuses on increasing public recognition of Malaysian Paralympic athletes through an interactive visual communication campaign titled Unseen Champions. The project addresses the issue of limited media exposure and appreciation received by Paralympians compared to able bodied athletes, despite their outstanding achievements. By integrating Augmented Reality (AR) technology with emotional storytelling and strong visual branding, the project creates immersive and engaging experiences for younger audiences, especially Gen Z and millennials.

The campaign combines graphic design, illustration, advertising, and multimedia elements to highlight the resilience, strength, and inspirational journeys of Malaysian Paralympic athletes. Through interactive AR features and impactful visual narratives, the project aims to foster inclusivity, raise awareness, and encourage greater appreciation for athletes with disabilities in Malaysia.