

# UNFOLD

PROFOUND  
CREATIVITY

by 11 budding  
designers

GRAPHIC DESIGN  
DEGREE  
EXHIBITION

Graphic Design Exhibition presented by  
Faculty of Art & Design UTM Melaka  
Kampus Alor Gajah

graphic

advertisi

# UNFOLD



UNIVERSITY  
OF JEMBER

UNIVERSITY OF JEMBER  
Kampus Baru Jember

---

# PROFOUND CREATIVITY

---

by 11 budding  
designers



## PROFOUND CREATIVITY

by 11 budding  
designers

# Advertisisi

UNFOLD DEGREE  
EXHIBITION

## AHLI JAWATANKUASA INDUK

YBHG. PROFESSOR DR. ABD HALIM NOOR  
Rektor  
Universiti Teknologi MARA, UiTM Cawangan Melaka

PROF. MADYA DR. ISMADI BIN MD BADARUDIN  
Timbalan Rektor HEA

DR. NADZRI BIN HI. MOHD SHARIF  
Ketua Pusat Pengajian FSSR

PN SITI SARAH BINTI ADAM WAN  
Ketua Fakulti FSSR

EN RAFUZAN BIN JAAFAR  
Penyelaras Program AD241

EN. FADLY BIN DATO' MOHAMED SHARIF (B.P.C)  
Penasihat Program REKA 13

MOHD IKMAL HANIF BIN BOKHORI  
Ketua Projek

SHAHRUL AZMEER BIN AZMAN  
Penolong Ketua Projek

NUR EIRZA KHAIRUNNISA BINTI MOHD REZAN  
Setiausaha

AIMAN HAKIM BIN MOHD YUSOF  
Bendahari

# AHLI JAWATANKUASA PELAKSANA

## AIK PROTDKOL

Mohd Ikmal Hanif Bin Bokhori  
Puteri Adlin Afina Binti Azam Fitri  
Nurhasanaah Binti Abdul Razak  
Farah Nabilah Binti A. Hafiz

## AIK PUBLISITI, MEDIA DAN PENCETAKAN

Nur Afiqah Binti Faizalazmi @ Faizul Hazmi  
Muhammad Hadi Bin Anuar

## JEMPUTAN & SPONSOR

Puteri Adlin Afina Binti Azam Fitri  
Izz Dania Binti Dzulkifle  
Aiman Hakim Bin Mohd Yusof

## AIK LOGISTIK

Muhammad Safwan Sufi Bin Shamsul  
Shahrol Azmeer Bin Azman

## AIK MAKANAN

Nur Eirza Khairunnisa Binti Mohd Rezan  
Noor Atheerah Redza Binti Redzuan

## AIK DOKUMENTASI

Nur Afiqah Binti Faizalazmi @ Faizul Hazmi  
Noor Atheerah Redza Binti Redzuan  
Nur Eirza Khairunnisa Binti Mohd Rezan

## AIK AUDIO

Muhammad Safwan Sufi Bin Shamsul  
Nur Iwana Fakhira Binti Iskanda

---

## PENGHARGAAN

PUAN ZAHARA BT HJ RAMLI  
Penolong Penasihat Program  
REKA13

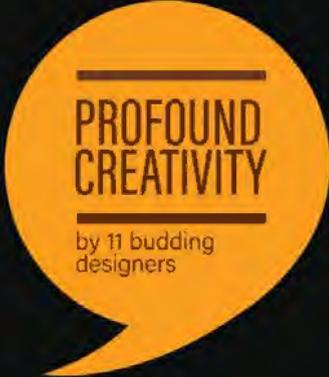
EN FADLY BIN DATO' MOHAMED SHARIF  
EN WALID MUHAMMAD BIN SYAFREIN EFFENDI  
Pegarah dan Pereka Reka Bentuk Grafik  
REKA PORTFOLIO

EN ABQARI BIN AYDIB  
Pegarah dan Pereka Montaj

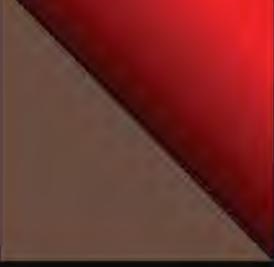
DR. LIZA MARZIANA BINTI MOHAMMAD NOJI  
Editor REKA JOURNAL



SING



ndvertisi



GRAPHIC  
DESIGN  
STUDIO

---

PROFOUND  
CREATIVITY

---

ADVERTIS  
DESIGN  
STUDIO

UNFOLO GRAPHIC DESIGN DEGREE EXHIBITION

# SHAHRUL AZMEER

PROJECT TITLE | TUN FATIMAH - The Untold Story

📍 Shahrul Azmeer 📧 shahrul.azmeer 📧 azmeer.shahrul200512@gmail.com



TUN  
FATIMAH



## PROBLEM STATEMENT

Malaysian history hero are not popular among the new generation. In Hollywood they promoting their superhero movies by making merchandise item in the market. By using this platform it can promoting them about history of Tun Fatimah which was nearly forgotten nowadays. There is no collectible item are made on local heroes character in Malaysia. Collectible item such as action figure, art book, poster, and many more item are some of the way to promoting and make their superhero character well-known not only inside country, but over the world. History of Malay hero are not attractive anymore for people to concern about. Until nowadays we still rely on movies, DVD, museum, gallery to tell all the story which is not relevant anymore

## PROJECT GOAL

By doing this merchandise item, people in Malaysia can be proud of our own products and superhero. Besides, it will spark a joy in collecting it as it is a folktale that have been hearing from generation to generation especially in Malay culture. People will more appreciate our local movie industry, because

it is significant like Hollywood and other country did. Creating an action figure of our own local superhero also can promoting to the world about our culture and way Malay of life. This will encourage young generation attraction to study and understanding more about local movie or history.



# NUR EIRZA KHAIRUNNISA

PROJECT TITLE | TOK NAGA

04 Eirza Rezan @ khms\_e @ neirzakmr@gmail.com

## PROBLEM STATEMENT

Malaysian Folktales are one of the oldest forms of Malay Literature, the stories are being delivered orally. It is meant to be spoken orally from generation to generation. Most of Malaysian Folktales are based on the environment and culture of the time. Malaysian folktales are also known as stories that contain lessons and values.

Nowadays these traditional tales face a lot of competition. When it comes to entertainment, the young generation prefers to watch western movies, books, and others. Most of the young generation today knows the stories of Snow White, Cinderella, Sleeping Beauty, but how many of them know about Puteri Lindungan Bulan, Cik Siti Wan Kembang, and Puteri Santubong dan Puteri Sejingang.



## PROJECT GOALS

This project will reintroduce Malay Folktales to the young generation so that they can continue to tell this kind of stories to the future and avoid Malay Folktales from being forgotten.



# MUHAMMAD SAFWAN SUFI

PROJECT TITLE | MELAKA SULTANATE PALACE DIORAMA & HOLOGRAPHIC EXPERIENCE

Be Safwan Sufi | safwanbolart | safwanbolart@gmail.com | 018 - 215 5074

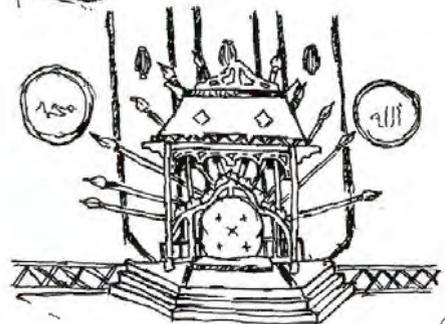
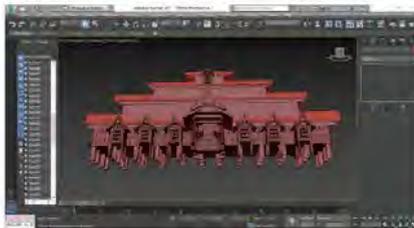
## PROBLEM STATEMENT

The problem we can see here is that Malaysians or tourist are not interested in learning the history of Malaysia, especially in Malacca with its own history. They then point out that such information is searchable on the internet. Not only that, the museum in Malacca is not very interesting to see. This is because the environment and technology used are not good. Therefore, the Ministry of Tourism and Museums should take this opportunity to improve and come up with new concept or idea to attract Malaysians as well as tourist coming to Malaysia.



جہانن سوفاي ملاك

جہانن ابن تله دہینا دان  
 دہادینکن سبکای ساله ساتو  
 کوہو فرختان اونتام اونٹوف ماسوقی  
 کراجانن ملاك - مستیاف کافل  
 قرداکھ اکن دفرقیسا  
 مسیلم شعبتہ بارغ داگاشن  
 کدالم کوتا ملاك اونٹوف  
 دجوال



HUBUNG  
 SETAP  
 ISTANA  
 MELAKA  
 BERKEMBANG



# NUR IWANA FAKHIRA

PROJECT TITLE | EDUCATIONAL ANIMATION VIDEO OF MANGROVE

Instagram: Nur Iwana | Facebook: nifi\_art | Email: nifi2396@gmail.com

## SAVE OUR SOUL MANGROVE

### INTRODUCTION

Mangrove forests are a unique ecosystem generally found along sheltered coasts where they grow abundantly in saline soil and brackish water subject to periodic fresh and salt water inundation. It not only plays multiple ecological functions essential to its surrounding habitats, but is also an important resource for coastal communities. In Malaysia, we learnt the importance of ecosystem since primary school. As we know the younger generation is exposed to informal or formal campaign on how to protect ecosystem through mangrove. However, they tend to neglect all the importance information about mangrove.



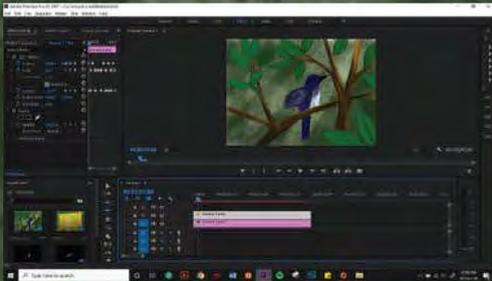
## Problem statement

Today young people has lack of understanding the function of mangrove to our ecosystem. Malaysia book is very poor eye direction to the main content. As we know the fact pople likes to gain knowledge visually . By creating animation people will get more attracted to the issue . Not many ads of mangrove in this Malaysia have been produced to raise awareness ;



## Project Goals

Hoping that with this educational video will give some impact to viewers about the importance to protect mangrove trees . Also with this video people can always be reminded of decreasing numbers of mangrove trees in Malaysia.





# NUR AFIQAH BINTI FAIZALAZMI

PROJECT TITLE | BODY SHAMING

👤 Fiq Faizal   📱 fiqgraphic   📱 fiqashi   📧 fiqafaizalgraphic@gmail.com

## PROBLEM STATEMENT

Body shaming typically occurs when a person has no 'normal appearance' or 'Unwanted characteristics' such as being too light, dark, thin or fat. Likewise, when someone has indifferent facial or impairment characteristics, people will begin to blame the victim by giving negative opinions about the appearance of the victim.

In everyday life, body shaming is too common until it has consequences that are not even known in everyday life. Body shaming therefore has a profound impact on mental and physical health



### AWARENESS CAMPAIGN OF Body Shaming

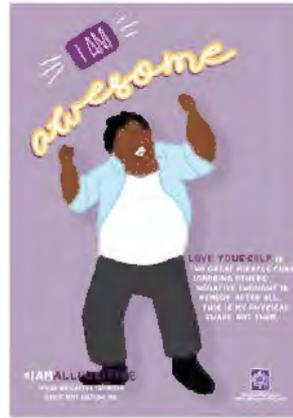
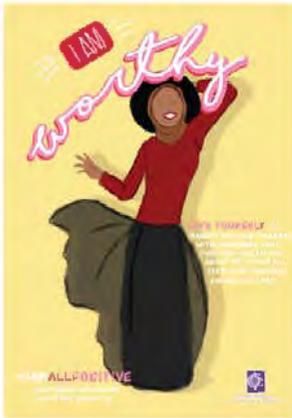


### AWARENESS CAMPAIGN OF Body Shaming



### AWARENESS CAMPAIGN OF Body Shaming





## PROJECT GOALS

The aim of this project is to create a positive attitude towards the victims of body shaming. Making them appreciate their body and appearance as it is, because who will love them if they don't love themselves? Appreciate and embrace it. #IamAllPositive

AWARENESS CAMPAIGN OF  
*body shaming*

**HANGING  
ITEM**



LOVE MYSELF  
It is to get  
happiness  
and to feed  
my mind and  
body inheriting  
nurture After all,  
this is my physical  
shape, not them.



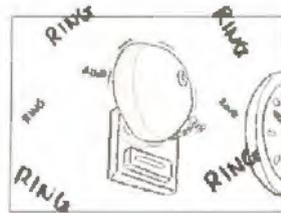
# AIMAN HAKIM BIN MOHD YUSOF

PROJECT TITLE | Cyberbully Among Children

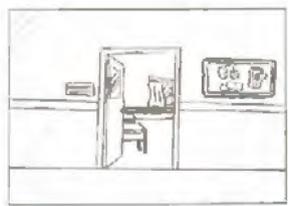
 kikalalata 
  aiman\_hkim 
  aimanhkim97@gmail.com 
  013-972 7503

## PROBLEM STATEMENT

53.5% the teens have moderate to high tendencies of being a cyberbully, rather than a victim. Some 36% were likely to have aggressive online behaviour such as using foul language over social media. About 25% had the experience of being moderate to severely victimised online by bullies.



Description: \_\_\_\_\_ Shot Size: \_\_\_\_\_  
 Audio: \_\_\_\_\_ Duration: \_\_\_\_\_  
 BG Music: \_\_\_\_\_



Description: \_\_\_\_\_ Shot Size: \_\_\_\_\_  
 Audio: \_\_\_\_\_ Duration: \_\_\_\_\_  
 BG Music: \_\_\_\_\_



Description: \_\_\_\_\_ Shot Size: \_\_\_\_\_  
 Audio: \_\_\_\_\_ Duration: \_\_\_\_\_  
 BG Music: \_\_\_\_\_



Description: \_\_\_\_\_ Shot Size: \_\_\_\_\_  
 Audio: \_\_\_\_\_ Duration: \_\_\_\_\_  
 BG Music: \_\_\_\_\_



# INI ADALAH SIBERBULI

Adakah anda seorang siberbuli?

Komen gambar atau media sosial seseorang dengan ayat-ayat kasar dan bidak elok. Menyebabkan mereka bidak selesa dengan sengaja adalah dikira siberbuli. Perbuatan siberbuli adalah **JENAYAH**.

## PROJECT GOALS

By doing this campaign awareness, society understand what the cause of cyberbullying increasing and why children is importance role in this campaign. With this project hoping this can educate the children in Malaysia understand and know the harmful about cyberbullying. To determine suitable visual content of advertising awareness that can attract children and make them understand easily the content of message with the right feelings.



Disiapkan: \_\_\_\_\_  
Uraian: \_\_\_\_\_  
Date: \_\_\_\_\_  
By: \_\_\_\_\_

CyberSAFE  
Be Friends  
Protect the Safe  
for children  
unicef  
Malaysia



# IZZ DANIA BINTI DZULKIFLE

PROJECT TITLE | ILLEGAL WILDLIFE TRADING

Be izzdania    @ neiania    @ daniaizz064@gmail.com

## PROBLEM STATEMENT

Wildlife trade is by no means always a problem and most wildlife trade is legal. However, it has the potential to be very damaging. The awareness about illegal wildlife trade in social media is very low. Citizens that has no clue about keeping exotic animals and providing them a suitable place for them. Ignorance hobbyists and collectors that kept them at home that makes the exotic pet suffer from multitude stress and fatality in the end.



## PROJECT GOALS

This awareness is to inform people that they need to know about the illegal wildlife trade as pets in social media and to urge people not to support this illegal trade. To promote initiatives that change consumer behaviour and reduce demand for illegal wildlife trades as pets in social media. People will know the importance of campaigning this issue to the public because we can preserve more wildlife animals and at the same time give balance to the ecosystem. More animals will be saved from this crime and will prevent them from getting extinct. Keeping exotic pets too can be a threat to both humans and animals instead of keeping them let them have their rights to be free in the wild.





# MOHD HADI BIN ANUAR

PROJECT TITLE | AWARENESS ON VAPING AMONG TEENAGERS

 Hadi Anuar  heyddesign  hahadianuar@gmail.com  012-444 3031

## PROBLEM STATEMENT

The United States (US) health source confirmed that the existence of 530 cases and seven deaths from lung disease as a result of vaping habits. Vaping is one type of electronic nicotine carrier that can cause addiction. The effects of nicotine are extremely harmful to adolescent brain development, blood clots, and may cause irritation to the respiratory system of a person. Moreover, various methods have been put in place to eradicate this problem but the delivery of awareness through posters is rarely seen.





# VARIATY OF FLAVOUR...



**REALLY?**

Did you know, **the chemical in vape is toxic?**  
It contains propylene, Glycol, Nicotine and  
Flavouring that make you addicted.  
**Vaping is really toxic**

For more information please visit  
[WWW.MOH.GOV.MY](http://WWW.MOH.GOV.MY)



## PROJECT GOALS

This project plays a role in delivering information or messages to the public through appropriate visual content, typography, color, and layout. The awareness among the community especially teenagers could be increased regarding the campaign of the disadvantages of vaping to prevent electronic cigarette taking problems among teenagers that could be detrimental to future health. This poster also aims to convince the public of the disadvantages of electronic cigarettes for someone to prevent this problem



# YOUR HEALTH IS SECURED...



**REALLY?**

Did you know, **your lung can be harmful?** The  
chemical in vape can damage your lung tissue  
and reduce the ability of the lung cell to protect  
the lung from germs and harmful substances.  
**Vaping is really harmful.**

For more information please visit  
[WWW.MOH.GOV.MY](http://WWW.MOH.GOV.MY)



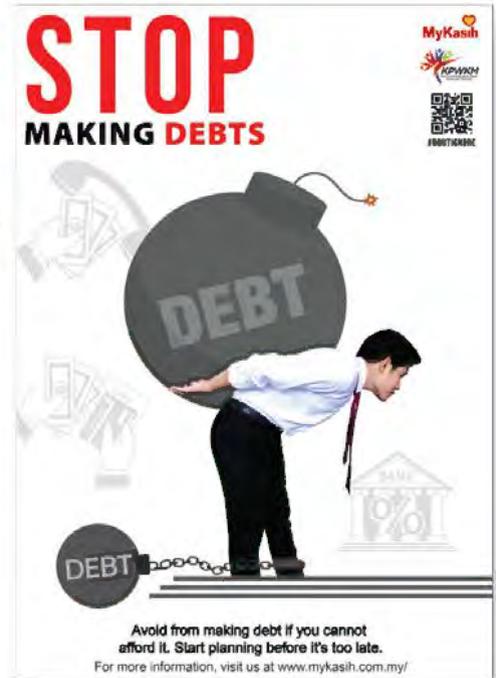
# MOHD IKMAL HANIF BIN BOKHORI

PROJECT TITLE | SURVIVE POVERTY

👤 Ikmal Hanif 📧 langkagrafik 📞 thetukangerita 📧 akuikmalhanif 📧 ikmal.hanif27@gmail.com 📞 073-688 7210

## PROBLEM STATEMENT

Lack of economic opportunity leads to crime. Vicious cycle of academic performance and poverty. People to indulge in social vices such as drugs, prostitution and petty crimes as a means to meet their immediate needs. Malaysia has over dependence on the foreign workers the number of foreign workers has increase gradually in Malaysia.



# AVOID OVERSPENDING



Avoid from overspending on unnecessary things if you cannot afford it. Start planning before it's too late.

For more information, visit us at [www.mykasih.com.my/](http://www.mykasih.com.my/)

# AVOID GETTING LOANS



Avoid from making many loans at the same time if you cannot afford it. Start planning before it's too late.

For more information, visit us at [www.mykasih.com.my/](http://www.mykasih.com.my/)

## PROJECT GOALS

To make people aware about how to survive from poverty and get a better life for themselves and their family and to create awareness for the community to help each other and play their part to create better nation.

# NOOR ATHEERAH REDZA BINTI REDZUAN

PROJECT TITLE | AWARENESS OF THE PROPER DIET TO EASE DIABETES AMONG CHILDREN

📍 Atheerah Redza 📧 graphicra 📧 graphicrworks@gmail.com 📞 010-294 7818

## PROBLEM STATEMENT

One of the biggest health-related issues our nation is faced with as a result of our not-so-healthy habits is lifestyle-related diseases like diabetes in particular. Diabetes is one of the largest global health emergencies of the 21st century. Sugary drinks are not the only cause of weight gain. Consistent intake of unhealthy fat, processed foods and sedentary lifestyle are also culprits.



**TITLE :** THE PROPER DIET TO EASE DIABETES AMONG CHILDREN  
**CLIENT :** THE MINISTRY OF HEALTH



**Description:** The motion of fast food.  
**Audio:** Fast food for those who...  
**Sound Size:** 100 MB  
**Duration:** 2 seconds

**Audio:** [Fast food for those who...](#)



**Description:** The motion of donut to...  
**Audio:** Donut for those who...  
**Sound Size:** 100 MB  
**Duration:** 2 seconds

**Audio:** [Donut for those who...](#)



**Description:** The motion of sausage on...  
**Audio:** Sausage for those who...  
**Sound Size:** 100 MB  
**Duration:** 2 seconds

**Audio:** [Sausage for those who...](#)



**Description:** The 100 carrot...  
**Audio:** 100 Carrot...  
**Sound Size:** 100 MB  
**Duration:** 2 seconds

**Audio:** [100 Carrot...](#)

**BC Music:** [100 Carrot...](#)



**Description:** The 100 carrot...  
**Audio:** 100 Carrot...  
**Sound Size:** 100 MB  
**Duration:** 2 seconds

**Audio:** [100 Carrot...](#)

**BC Music:** [100 Carrot...](#)



**Description:** My health...  
**Audio:** My health...  
**Sound Size:** 100 MB  
**Duration:** 2 seconds

**Audio:** [My health...](#)

**BC Music:** [My health...](#)





### PROJECT GOALS

The aim of this project is educate children to create awareness on proper diet and to change their daily lifestyle on eating behaviour to ease diabetes.



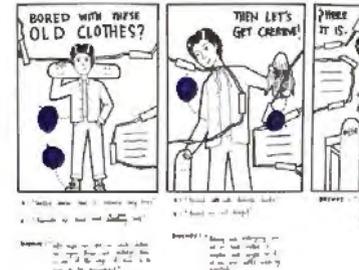
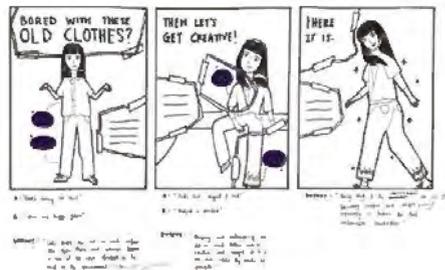
# PUTERI ADLIN AFINA BINTI AZAM FITRI

PROJECT TITLE | SUSTAINABLE FASHION

Puteri Adlin | puteriadlin | puteriadlin@gmail.com | 017-391 5132

## PROBLEM STATEMENT

High consumerism in the fast fashion industry leads to huge wastage and pollutions. In Malaysia, it estimated 2 tonnes of clothes per person in a day are end up in landfills. This happens when consumers are unknowledgeable about sustainable fashion. Sustainable fashion is not being researched in depth and this leads to lack of awareness about how bad the environment being affected by the fashion industry. Moreover, the behaviour of normalizing bad consumerism habit by youth nowadays also affect the cycle of textile dispose that leads to irresponsible ways of disposing.



BEING CREATIVE!

Being kind to the environment can be done creatively and in many ways. One way is to reuse old clothes. Think one is the best. Be the kind of fashionable trendsetter.

Overworn denim jacket stitched with fav hoodie



Painted some cool design on these fav old shoes

#sustainabletrendsetter



Instagram



LET'S GET CREATIVE!

Being kind to the environment can be done creatively and in many ways. One way is to reuse old clothes. Think one is the best. Be the kind of fashionable trendsetter.



Warm out pair of jeans dyed, altered & painted

This tee is a limited edition gem (from hoodie stitching)

#sustainabletrendsetter



Instagram



Overworn denim jacket stitched with fav hoodie

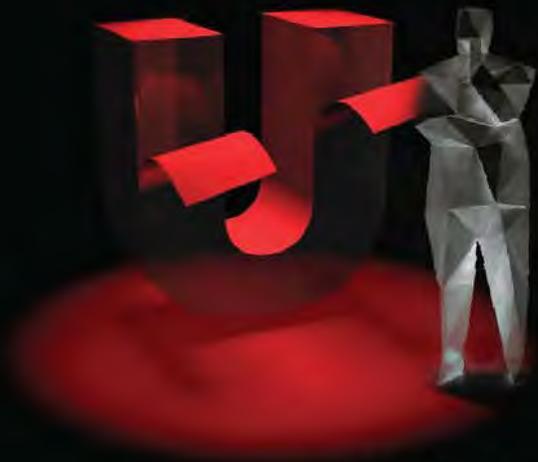


Small text at the bottom left corner.



### PROJECT GOALS

To advocate a fun way to express fashion styles while taking care of the environment plus keeping a good budget on check by advertising a youthful concept & using up-to-date styles in the ad series & video commercial.



UNFOLD

UNFOLD

UNFO  
UNFO

JNFOLD



JNFOLD

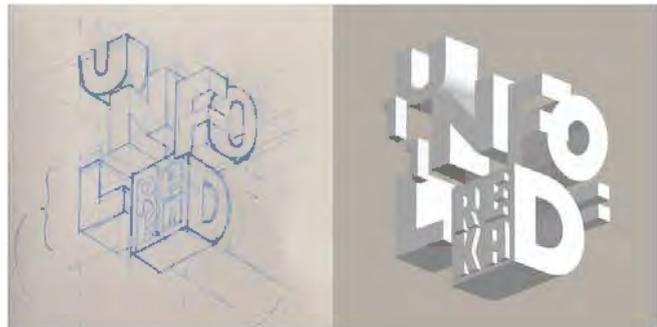
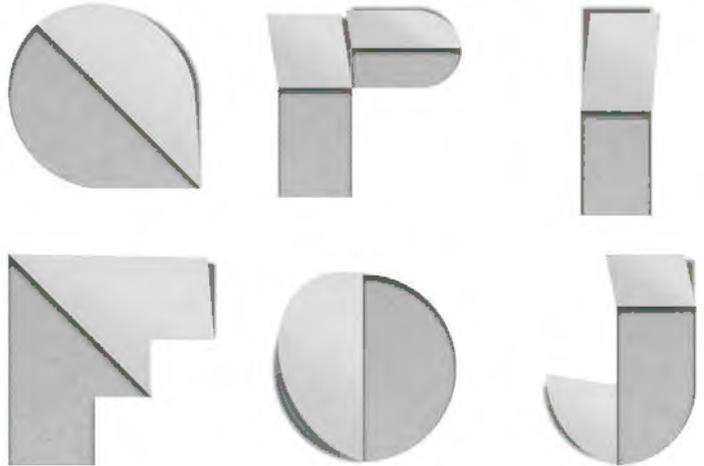
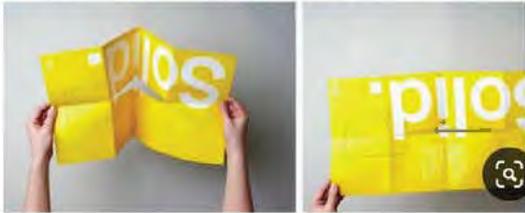
BLEB  
LEB

JNFOLD



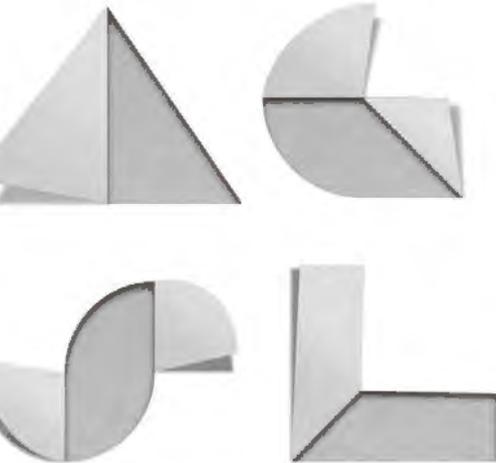
**UNFOLD** GRAPHIC DESIGN  
DEGREE  
EXHIBITION

# THEME DESIGN PROPOSAL

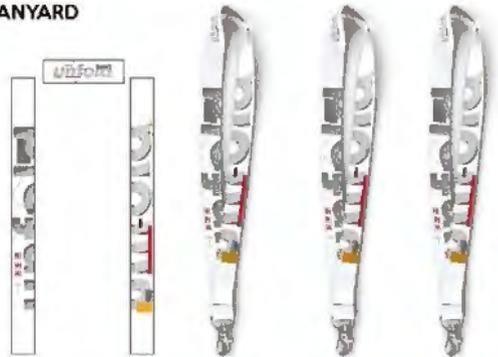




## BAJU



## LANYARD



## BUTTON BADGE





**UNFOLD** GRAPHIC DESIGN DEGREE XEBITION

OFFICIAL LOGO

UN  
FOLD

GRAPHIC DESIGN DEGREE XEBITION

PROFOUND CREATIVITY

by 11 budding designers



# UN FOLD

17-18 JANUARY 2020

TUN FATIMAH RIVERSIDE HOTEL MELAKA  
9 a.m. - 5 p.m.

PROFOUND  
CREATIVITY

by 11 budding  
designers



GRAPHIC DESIGN  
DEGREE  
EXHIBITION

Graphic Design Exhibition organized by  
Faculty of Art & Design (FAD) Universiti  
Tunku Abdul Razak (UTAR)



Universiti  
TUNKU ABDUL  
RAZAK



Faculty of Art & Design

# UN FOLD

GRAPHIC DESIGN  
DEGREE  
EXHIBITION

Graphic Design Exhibition organized by  
Faculty of Art & Design (FAD) Universiti  
Tunku Abdul Razak (UTAR)

PROFOUND  
CREATIVITY

by 11 budding  
designers





Graphic

Advertisi

UNFOLD GRAPHIC DESIGN  
DEGREE EXHIBITION

# 11 BUDDING DESIGNERS

THE MAKING OF WORK STATION

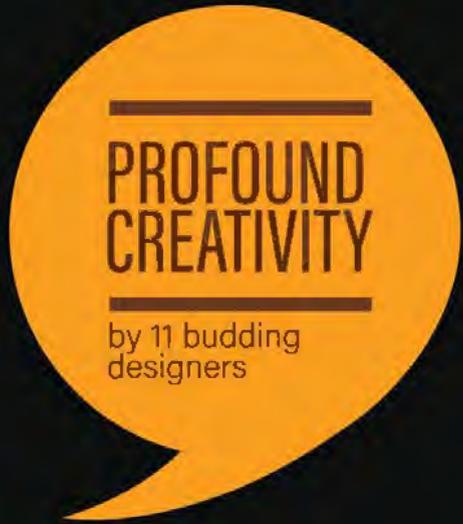




GRAPHIC DESIGN  
DEGREE  
EXHIBITION

# UN FOLD

Graphic Design Exhibition presented by  
Faculty of Art & Design UTM Melaka  
Kampus Alor Gajah



aphic

# advertisi





**UNFOLD** GRAPHIC DESIGN  
DEGREE  
**X**EBITION

Graphic Design Exhibition presented by  
Faculty of Art & Design UTM Melaka  
Kampus Alor Gajah

AUTOGRAPH





Graphic Design Exhibition presented by  
Faculty of Art & Design UiTM Melaka  
Kampus Alor Gajah

**UIN** GRAPHIC DESIGN  
DEGREE  
EXHIBITION

