

“GREAT MINDS DISCUSS IDEAS”

NDC 2018

**2ND NATIONAL UNDERGRADUATES
DESIGN COLLOQUIUM**

D E C E M B E R 2 0 1 8

**DESIGN
CONCEPT**

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MALAY PROVERBS DIGITAL POSTER

MEANING-MAKING THROUGH DIGITAL VISUAL LITERACY



Proverbs are also known as traditional sayings or popular epigram which are generally simple, concrete and often metaphorical which expresses a traditionally held truth or advice based on the lifestyle of the community. In Malaysia, Malay proverbs are often used by the Malaysian community, which is an Asian ethnicity rich with culture and wisdom. The Malay proverbs are often communicated in natural language used to understand the world view and to express a specific point which consequently signifies the non-logical elements of the Malay mind. In today's digital age, it is essential to cultivate the Malay proverbs using digital visual platforms to preserve the informational and rhetorical elements which also reflects the Malay culture.

The Malay proverbs digital poster is a digital visual medium which would be an alternative to print and an improved version to educate the Malaysia community specifically the younger generation. The digital poster will be an animated poster series of selected proverbs, portraying a story telling for the target audience to understand the meaning behind the proverbs. The digital posters are created in a fun, and creative way which are integrated with digital visual elements - colour, line, shape, texts and composition - which allows the younger generation to further develop comprehension and expand their digital visual literacy skills by identifying, evaluating, analysing, develop critical thinking skills as well as construct meaning in relation to the Malay proverbs. Hence, this Malay proverbs digital posters aim to bridge these metaphoric proverbs in Malay culture and the digital visual platforms which definitely contributes to the current arts, design and education industry specifically in the graphic design and digital media field.

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