

“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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The Borneo CAT

CHARACTER DESIGN

Introduction

Sarawak is a state in Malaysia that is located in northwest Borneo Island. The capital state of Sarawak is Kuching and it is a very popular destination among the travellers. Also known as land of the hornbills, the uniqueness and beautiful culture in Sarawak play an important role in attracts the tourist to visit and learn their ethnicity. Kuching is the largest city on the island of Borneo with a population of 325 132. According to Sarawak tourism, there are so many versions of where the name of Kuching came from. Kuching (cat) taken from Chinese word 'kochin', which means harbour or the name of mata kuching (cat's eye) related to the lychee fruit grows there. Since there is no official mascot representing Kuching, this character design was developed to improve the promotional strategy in a better way.

Design Criteria

The Borneo Cat is inspired by:

1. A landmark of Kuching state that attracts tourists to come to Sarawak.
2. Costume ethnics of Sarawakian.

Design Statement

The Borneo cat is a character design that is being produced to represent the mascot of Kuching Sarawak.

Design Objectives

1. To create a new mascot design which symbolises the culture that represents Sarawak state.
2. To attract more tourists or even locals to visit Sarawak especially Kuching.

Designer Profile

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