

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
**MINORREKA
HYBRID**

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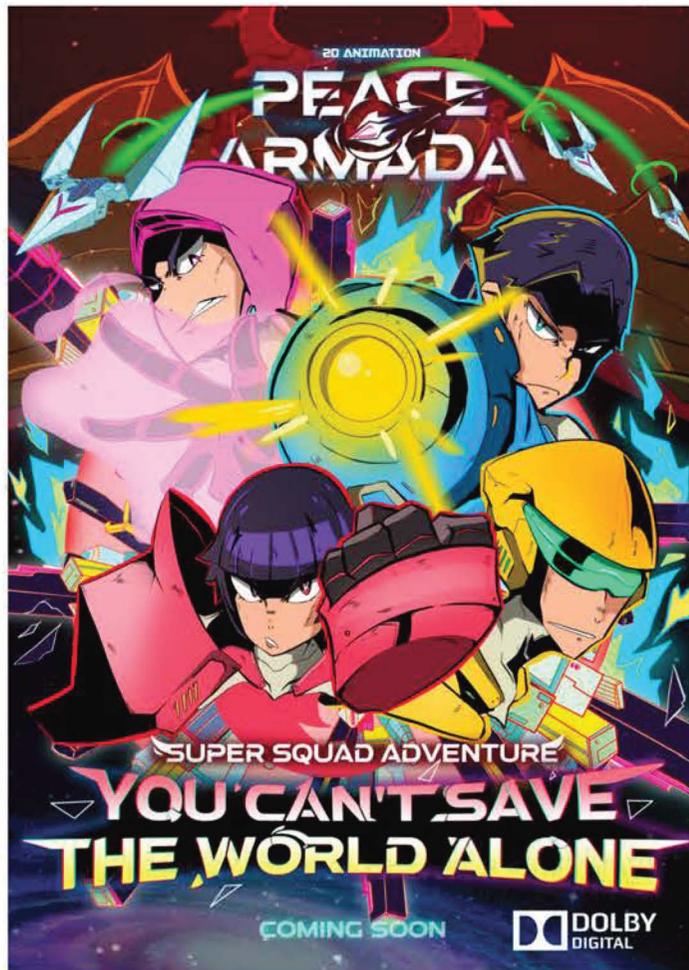
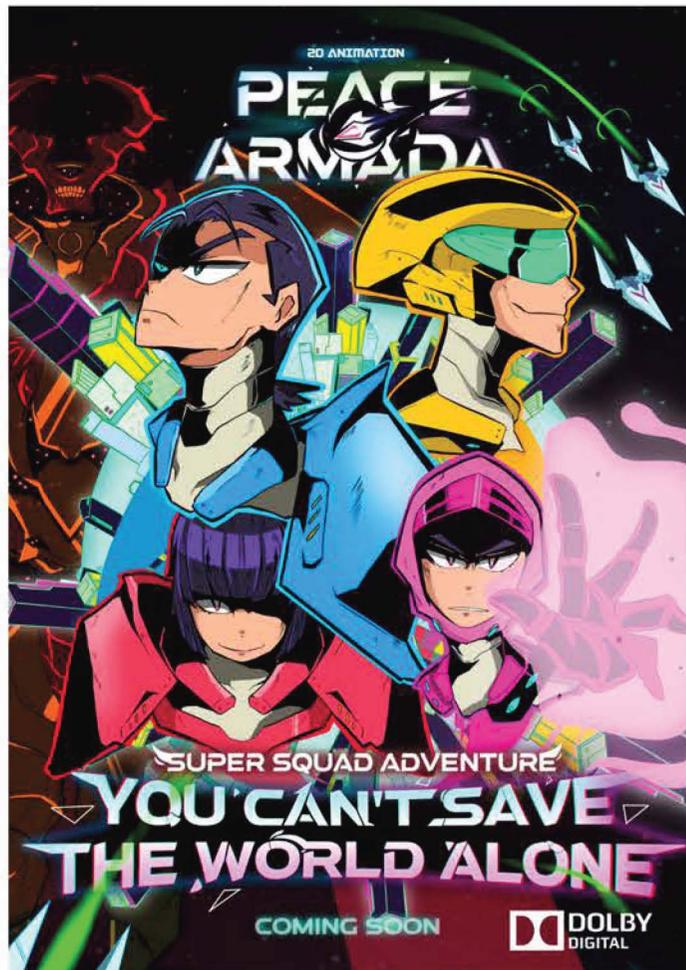


**MUHAMMAD
HAFIZ**
MOHD NAWI
2019246538

PEACE ARMADA 2D ANIMATION

Design Advisor : DR. NEESA AMEERA MOHAMED SALIM, MOHD SYAZRUL HAFIZI BIN HUSIN

Peace Armada is a 2D animation remake based on the Malaysia underrated action heroes film called Super Squad. It is about the infamous adventure of super powered teenager lead by the reckless but strong-minded Danny with his great companion Sasha, Blinq and his twin sister Elly to protect the earth from the biggest threat coming from outer spaces by the strongest being called Ruler. However, they must fight it together while the earth is at stake from the evil domination. Based on the description, hence the tagline is "You Can't Save The World Alone". The USP (unique selling point) of this service is an 2D animation reboot that came with new design and upgraded storyline. **Furthermore**, as you know it Peace Armada is a remake adapted from 2014 animation film title Super Squad that is established by Netcarbon Sdn Bhd founded by Mohd Rashdan Ramlee. Super Squad originally supposed to be an animated series called Super Tots (2004) but it did not get a good response although it is one of the first animated series in Malaysia, because of that they change it direction to became animated film called Super Squad but it just got the same treatment as it predecessor even though they go almost all out on the marketing by making a big event , marketing merchandise and hired well-known actors. **Nonetheless**, Netcarbon almost filed with bankruptcy but they still got support from a fan even it is not that big they still manage to help Netcarbon to stay as a company. As the time goes by, the company now is making animation class for the youngster. **Moreover**, the theme that is more suitable for this animation direction is space and futuristic from where it takes places. By using the font "A Atmospheric" the color of aerospace and galaxy it can follow the theme very nicely. 2D animation is the preferred choice instead of 3D animation because in Malaysia 2D animation is not highly exposed, and the concept design proposed will have a diversity between eastern and western. This animation will likely to be more towards fun, funky and futuristic as the main concept and have a very cool sakuga action sequences hence the viewer will not be bored and always hype for more. Nevertheless, because it is an animated film it will get a very high-class competitor even though there are only a few in Malaysia but there a very different grade that have been known outside Malaysia such as Boboiboy, Ejen Ali, Upin Ipin, Supa Strikas etc. The target audience chosen for this animated film is mostly young adult. It will also be commercialized by making quality SMT, TVC and website to gain larger audience and eventually increase our value. **In conclusion**, as a graphic and new animator, I hope this could help in uplifting the new direction of the current product. Peace Armada, "You Can't Save The World Alone".



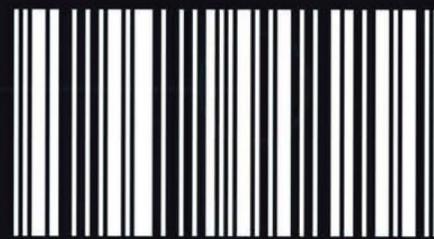
TOSHIBA



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JABATAN KEBUDAYAAN
& KESENIAN NEGARA



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