



gallant

by **bold**

FINAL YEAR DEGREE ONLINE EXHIBITION

Bachelor of Graphic Design

CLASS OF 2021

gallant

by bold

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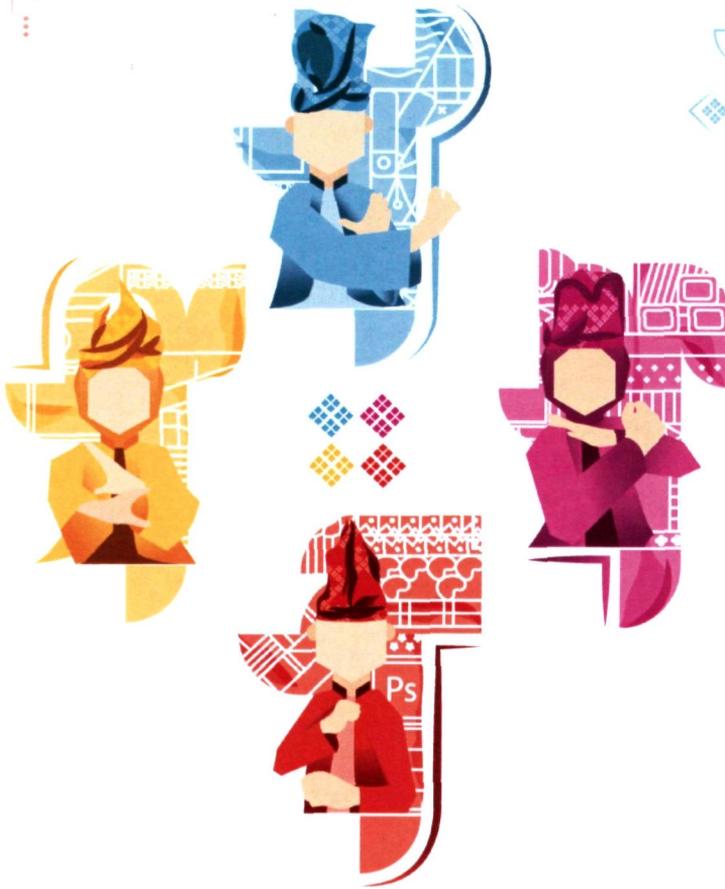
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by **bold**

GALLANT
gal.lant /'galant/

'Gallant' is a word that brings meaning to a person or their behaviour, such as brave, heroic, courageous, and valiant. The challenges that we have to go through during this pandemic have made us brave to fight off any obstacles thrown at us. We hoped to inspire you guys to be brave enough to fight your way through the obstacles and challenges ahead during these tough times.



CONCEPT OF GALLANT

Tanjak/tengkolok and keris has been used to signify of **Gallant** such as Hang Tuah personality that reveals his courageous and valiant spirit. It inspires every designer in the fight againts the complexities of this creative world particularly during this Pandemic Covid- 19. Thus, the **Gallant** warrior were enthusiastic about finishing projects to provide our viewers with more spectacular designs. It doesn't discourage us from becoming more creative, and adventurous to explore more innovative thoughts in this nation.

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FOREWORDS



Prof. Ts. Dr. Hj. Ruslan Abdul Rahim
Dean
Faculty of Art & Design
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Shah Alam, Selangor

Assalamualaikum w.b.t

Firstly, our hearts go out to all that have lost loved ones and to those that have put themselves at risk for the sake of others.

Disruptions brought by the Covid-19 pandemic have taught every one of us many things. We learn that change is possible. We learn that there are alternatives. We learn that each individual has a role they can play in the betterment of society, and we learn to appreciate each individual's contribution, either big or small.

Furthermore, we have also seen the importance of graphic designers creating vital communication tools, speaking through images to elicit emotional responses, and helping people from all walks of life understand important messages. Illustrations that bring about humour helps to relieve mental stress during this difficult time. Animations have helped keep children engaged and on track with their education. We learn that graphic design can also help save lives, connect people on a community level and that creatives have the power to change the world.

Our academics and staff members have worked hard to pull through, ensuring our students receive the quality education we promise. With encouragement and guidance, our students have proven to be resilient and adaptive while unconsciously developing skills that will surely be useful in their future endeavours.

This year, our final year B.A. (Hons) Graphic Design students of Universiti Teknologi MARA Puncak Alam have organized an e-exhibition to showcase their work. Gallant by Bold is the students' expression of every person in society who has braved through this difficult time. May this event expose these young and courageous designers to broader scopes of opportunities and possibilities.

WELCOMING SPEECH



Dr. Noor Azly Mohammed Ali
Head of Study Centre (Visual Comm)
Faculty of Art & Design
University Teknologi MARA
Shah Alam, Selangor

Assalamualaikum w.b.t

Praise Allah SWT for his blessings in keeping our students in good health and *providing a means for them to express their creative work successfully through our Gallant by Bold e-exhibition*. I want to share my sincerest and deepest gratitude to all the individuals involved in making this event a success.

Bold, a product of the Graphic Design department has been instrumental in bringing graphic design to the public and is an awaited event by local design agencies. It allows them to identify unique talents. Managed by final year students and supervised by their respective lecturer, the exhibition will proudly showcase the talents and capabilities of our 105 students from four specialisations; Corporate Design, Advertising Design, Multimedia Design and Illustration Design.

During this difficult time, our students have been encouraged to be productive, creative, persevere, and remain optimistic. As a result, they have acquired the necessary skills to compete in the modern labour market and create their own opportunities and become prominent contributors to the growth of the Malaysian economy.

Wishing all students the best of luck in their future success.

WELCOMING SPEECH



Farrah 'Aini Lugiman
Programme Coordinator (Graphic)
Faculty of Art & Design
University Teknologi MARA
Shah Alam, Selangor

Assalamualaikum w.b.t

"Courage is resistance to fear, mastery of fear-not absence of fear." – Mark Twain.

For the past year, Coronavirus has drastically changed people's daily routines worldwide, forcing everyone to accept the new normal. People from different backgrounds, professions, and age have been largely confined to their homes, towns or cities throughout the world. To get oneself to be courageous in these trying times may sound challenging, especially during this pandemic, but that is the first necessary step to move on and be in control of our own lives.

Gallant by Bold, I believe, is the result of the act of courage and bravery to take up challenges and move forward, as the name suggests. To not give up hope when adapting to the new normal of ODL as we know it, strive hard, and be patient no matter how hard.

Graduates, in times like this, the future might seem inordinately uncertain, but I am confident, with the courage and bravery to push new boundaries of your comfort zones, you would have the option to overcome anything. Congratulations on successfully putting this exhibition together, and best of luck for your future creative adventure!

I also would like to extend a warm thank you to all the lecturers involved who have worked so hard to make this happen.

To our Gallant by Bold viewers, welcome to our show and be ready to stimulate your visual senses. Enjoy!

Thank you.

FOREWORDS



Wan Zamani Wan Zakaria
Head Of Final Year Project Gallant By Bold
Graphic Design Department Faculty Of Art And Design
Universiti Teknologi Mara,
Puncak Alam Campus, Selangor

Assalamualaikum w.b.t.

The age of connection where technology is powering everything has pushed for more digitization than it has done in so many years. Covid-19 have shifted new development of communication with the audience from the physical form of exhibition to online approach experience where this transition created a "new normal" beyond this crisis. Thus, transformations activities once planned over time were made true in just a few days.

The pandemic has opened up opportunities in the experience of change into learning. Working and communicating online has opened a wider skill set that enables students to thrive in an increasingly digital world. Hence, for graduates of the Graphic Department, Faculty of Art and Design UiTM Puncak Alam, this means building up their knowledge, innovations and creative skills expand their digital research and problem-solving activity within social media tools. Furthermore, for this soon becoming new designers, will play its most relevant to the current industry trends and global needs.

Congratulation to all graduates of Gallant by BOLD for the successful 1st Virtual Online Graphic Degree Exhibition Showcase. Special award to all lectures and the students organizing committee for making this exhibition a victorious effort. This showcase of student's final year work presented in e-Portfolio will prove that the boundary of digital has given an impactful experience in their learning and prepares them for future path. It is hoped that this virtual online showcase reflects society, cultural and creative industry environments.

To all Gallant by Bold 2021, wishing you the best of luck and success in future undertakings.

WELCOMING SPEECH



Muhammad Fakrurrazi Mohd Abduh Ng
Student Representative
Graphic Design Department,
Faculty of Art & Design
UiTM Cawangan Selangor,
Puncak Alam Campus Selangor

Assalamualaikum w.b.t.

Praise to Allah SWT for his blessings. Thank you to each and every one of you for being here with us today. Today marks our second Virtual BOLD Exhibition. Thanks to the era of technological advancements that we live in, we are able to march our way through these tough times and successfully complete our bachelor's degree and our exhibition.

Speaking on behalf of my teammates and my fellow friends, I would like to express our sincere gratitude to our lecturers who have supported us and helped us along the way. Like the meaning of the word 'Gallant', we have braved through obstacles placed upon us, we adapted, and we survived. Even though COVID-19 has affected many, we still stood strong and kept our creativity going.

Lastly, we have achieved so much fueled by our desire to learn and gain knowledge. We have also applied the knowledge we obtained to overcome all the challenges that were thrown upon us. Welcome to GALLANT By BOLD, courage, above all things, is the finest quality of a warrior.

FINAL YEAR PROJECT **LECTURERS**



En. Wan Zamani Bin
Wan Zakaria



En. Mohd Nizar Bin
Mohd Mokhtar



Pn. Farrah Hanani Binti
Ahmad Fauzi



Pn. Jamizan Binti
Jalaluddin



Pn. Fazlina Binti
Jaafar



ADVERTISING

"Advertising is the act of calling public attention to one's product, service, and need. It is a means of communication with the purpose of persuading the public to respond in a certain way toward what is advertised."



ADVERTISING



Kidsplay, A Sensory Play Product For Kids

Muhammad Adib Shukri Bin Hamid

Kids Play is a product that can help kids' development. Sensory play or sensory learning is the best alternative to prevent kids from their tablets. Sensory play includes any activities that stimulates your young child's senses. Sensory activities facilitate exploration and naturally encourage children to use scientific processes while learn, play, create, investigate and explore.



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ADVERTISING



Promoting Jawi Writing Application Among Young Generation In Malaysia

Nurhaziq Safwan Bin Nazlan

Jelajah Jawi is a mobile learning application that teaches the Jawi script. Since the emergence of the Roman script, the Jawi script's use has been decreased and gradually forgotten by Malaysians, especially the younger generations. Looking at younger generations' trend towards digital technology is more like learning enjoyably, so the Jawi mobile learning application should be able to draw young generations to learn about Jawi. This project aims to create an interactive game-based Jawi learning application and also raise the awareness of Jawi script among the Malaysians.



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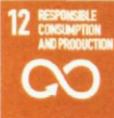




**SOLID WASTE EXPO:
PROMOTING PROPER
SOLID WASTE
MANAGEMENT**

**Ahmad Razin Bin Abdul
Rahman**

The alarming rate of the increasing number of municipal solid waste generated in Malaysia is proving that solid waste is a major issue in Malaysia. The future of a sustainable Malaysia is in the hands of the younger generation. Teenagers in Malaysia have low level of awareness towards the environment. Solid waste expo is an event where the main goal is to encourage the younger generations of Malaysia to start caring for the environment and practice proper solid waste management.



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**There Are Monsters
Among Us : Child Sexual
Abuse Awareness
Campaign**

**Aimar Bin Abdul
Rahman**

In Malaysia, it is reported that 1 in 10 children that amounted approximately to 750, 000 children are sexually abused in 2019. The aim of this project is about creating an impactful campaign awareness about child sexual abuse so that it will contribute to the benefit of the importance of having knowledge about child sexual abuse. Malaysian were not aware that child sexual abuse were happen among them because most of the victims are mostly feel afraid and ashamed about it and didn't know how and where to talk or lodge a report.



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Promoting Digital Platform For Agriculture Industry Case Study: E-petani

Fathin Najihah binti Rosman

E-Petani is a pilot project which is an online platform where it acts as a medium for farmers to sell their crops. This project's importance is to support traders in the agricultural sector who is affected by the MCO. The portal is also given for farmers and customers to promote the purchasing and sale process without having to threaten to outsource. Part of the proceeds will be donated to the frontline workers through E-Petani to help them carry out their goal to eliminate this epidemic of Covid-19.



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ADVERTISING



e-Petani

"Too lazy to go out!
Buy groceries without leaving your home."
www.e-petani.my

SHOP NOW



e-Petani

Don't have pineapple to make
Pineapple Chutney?

SHOP NOW

Sweet & Sour



FRESH
FRUITS & VEGETABLES




Don't Be in Crowded

Shop from home

SHOP NOW

Don't be in crowded
Shop online now!



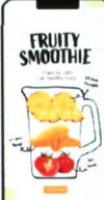
SHOP NOW

STAY AT HOME

For groceries & fresh produce
from farmers and local suppliers

SHOP NOW

FRUITY SMOOTHIE



SHOP NOW





ADVERTISING



A Public Announcement Campaign for Autism and Community in Malaysia

Mohammad Faiz Bin Azhari

Autism awareness campaign is a platform to educate the public about awareness of people with autism. Society needs to be given more effective exposure by teaching them to know those with autism. To provide awareness to our society and provide better knowledge to parents who have children with autism. This campaign can also teach the community and parents how to get to know people with autism more closely and provide useful knowledge to our society.



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Moh Ke Pahang

**Muhammad Fakurrrazi
Bin Mohd Abdul Ng**

Travelling has never been easier with an all-in-one travel mobile application. Booking for accommodations, navigating throughout the whole state of Pahang, and even finding what places best suits you during your trips is as easy as ABC.

ADVERTISING



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ADVERTISING



Spark Of Hope: Zoo Negara Adoption Campaign

Nor Atiqah Binti Mohamad Zulkifli

During this time 2020, world been attacked with Covid-19 as pandemic disease, Malaysia also get the Covid-19 disease, as the public space for tourist to visit, Zoo Negara will be closed to make sure and follows the movement restricted ordered (MCO) announced by the government. Zoo Negara announced that they lacked donation or money to spend on an animal. Zoo Negara comes out with the package of donation to support their operating costs.



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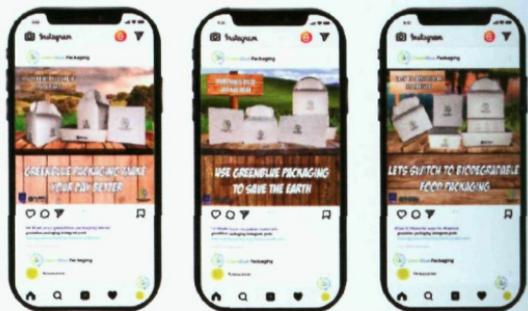
ADVERTISING



Eco-friendly Packaging: Innovation Helps Environmental Conservation In Malaysia.

NURFAZRIN BINTI AZMI

The green-blue packaging is a safe and sustainable product that can be disposed of at landfills without treatment as well as useful for energy recovery. Green-blue packaging is aimed to substitute the widely used non-bio-degradable polystyrene food containers, which contains toxic chemicals and has been choking the drainage and sewerage system of towns and cities, polluting the environment.



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#CHECKCC (AN INTEGRATED CAMPAIGN FOR CERVICAL CANCER)

Nurhaziq Safwan Bin Nazlan

The death rate caused by cervical cancer among women in Malaysia had been on the rise for years. But public health is not a fun topic and usually ended with little effect. Thus, this #CheckCC campaign aims to make women feel like insiders. #CheckCC is an integrated campaign on spreading awareness of cervical cancer, called on Malaysian women to go to cervical screening.



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ADVERTISING



Repurpose, Thrifting & Restyle

Nurin Qistina bt Zaharin

As we are living in the current state of a dying environment with so many pollution and waste that had been done by human, here I am to encourage people to be aware on the current situation of increasing waste issues specifically in fabric waste, where not many people are aware of. By this problem, I encourage my fellow Malaysians to reducing fabric waste by one of the method is by thrifting. This is where you should repurpose, thrifting & restyle.



SCAN HERE TO WATCH VIDEO CAMPAIGN



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-  [@kisssss_y](https://www.instagram.com/kisssss_y)

REWEAR CLOTHING THAT CAN BE WORN AGAIN IS MARKETED WORN FWD AS SECOND HAND GOOD	REUSE TEXTILES THAT ARE NO LONGER SUITABLE TO WEAR ARE CONVERTED INTO OTHER PRODUCTS SUCH AS REMAKE COLLECTIONS OR CLEANING CLOTHS	RECYCLE TEXTILES THAT CAN'T BE REUSED GET A NEW CHANCE AS TEXTILES FIBRES OR USED TO MANUFACTURED PRODUCTS SUCH AS DAMPING & INSULATING MATERIALS FOR THE AUTO INDUSTRY



**Promoting Public Service
For Beyna Legacy
Skincare.**

**Nurul Aishah Binti
Haszrami**

This campaign aims to publicly promote Beyna Legacy services as a safe treatment or skincare for Malaysia. Beyna Legacy skincare ingredients specially formulated for facial care using bird's nest extract, snail slime and ylang-ylang flowers. To prevent Beyna Legacy from having a fake skincare syndicate. Beyna Legacy conducts awareness campaigns for consumers to ensure that the products they use are original from Beyna Legacy. Besides, Beyna Legacy also allows hologram stickers with QR codes to maintain product and consumer quality.



BEYNA LEGACY



SCAN ME



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**Fitmeal
(Ready-To-Eat Meal)**

**Shahir Mirza Bin
Shaharuddin**

Fitmeal is a healthy food option for university and colleges students in Malaysia. University and college students can buy Fitmeal through a vending machine located at selected campuses throughout Malaysia. Fitmeal is created for the student's convenience to reach out healthy food.



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I'M WITH HER



I'm With Her

Shazleen Atiqah Binti Kamarulzamri

I'm With Her is an awareness campaign collaborating with Libresse created through a public service announcement that targets women and men from the age of 18 and above to jointly end violence and harassment against women in Malaysia.



SCAN HERE TO WATCH TVC

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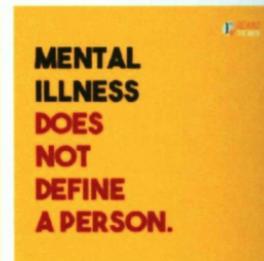
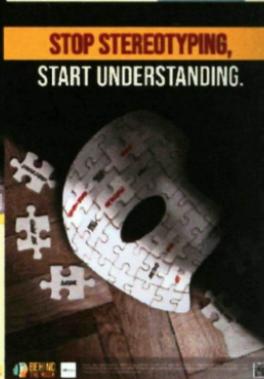
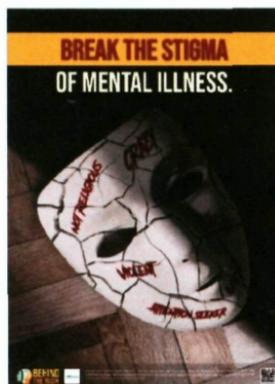
shazleenatiqah



**Behind The Mask
(PSA Campaign)**

**Siti Noraida Binti
Mahidin**

Mental health stigma involves people holding negative stereotypes towards those with mental health problems. Person with mental disorders often being labelled with negative misconceptions that prevents them from being seen as their true self. #BehindtheMask is a PSA Campaign that aims to encourage the public to go beyond the label of a mental health diagnosis, to view and regard persons with mental health conditions for who they are. This campaign uses mask to symbolize stigma that conceals a person's true nature and encourage people to look beyond the mask.



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WE HEAR YOU Campaign

Siti Nur'sarah Binti Saharuddin

The initiative of this campaign is to spreading awareness of domestic violence among women in Malaysia through public service announcements. The client of this campaign is 'Jabatan Pembangunan Wanita.' The purpose of this campaign was to bring women together to raise awareness of domestic violence against women and the Talian Nur Kasih 15999 Helpline.



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A Study Of Advertising On Promoting A Moover Guidance System Application For UiTM Puncak Alam.

Siti Putri Delima Bt Rusli

Bus services are the major transportation used by the public. It's easy, convenient and cheaper transportation. For this project is aiming to promote a moover guidance system application for UiTM Puncak Alam. Moover is one application bus tracking that uses GPS. These apps function like similar "Grab" apps. Students can manage their time and estimate what time the bus will arrive. Also students can redeem points through these apps. These apps can be beneficial to students and new innovations to UiTM campus in the future.



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ADVERTISING



Easy Peasy Meal: Meal Kit Delivery Service

Syakira binti Ali Hassan

This project is to promote Meal kit delivery service that influence consumer purchase decision in Malaysia. Meal kit is the concept of home delivery of pre-portioned ingredients to create specific meals. Meal kits are boxes filled with prepared of raw ingredients that allow consumers to cook their meals either for lunches or dinners with the right number of proportions. This can save on prep time, while providing easy-to-follow recipes and pre-measured ingredients that's ready to be used right away. The meal kits will be delivered directly to your front door whenever you needed.



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**An Awareness Campaign
On Sustainable Clothes
Upcycle For A Better
Sustainable Lifestyle**

**Zahirul Danial Bin
Zulkifli**

Sustainable Clothes Upcycle is campaign to bring awareness to the community and gives opportunity to reuse clothing. Through the reuse of clothes and fabrics, we can avoid pollution and energy intensive production of new clothing. Additionally, clothing that cannot be reused may be repurposed into products such as rags or recycled into fabric or other material for reprocessing.



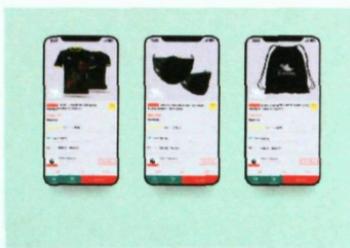
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ADVERTISING



World Kubung Day

Muhamad Alif Asraf Bin Mohd Asmarozi

Kubung or Malayan flying Lemur is one of the colugo species that can be found in Malaysia. However, this species has reduced in number due to the loss of habitat from logging and the development of farmland and is not well known to Malaysians, particularly young generations. World Kubung Day focus is to spread awareness of endangered Kubung species in Malaysia and to prevent Kubung from being completely wiped out in Malaysia. The project will use ads designed with Kubung and simplicity to spread awareness of the disappearance of Kubung and use the QR code for simple donation as an alternate method of preserving Kubung's habits.



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BOTTL Reverse Vending Machine

Nur Azalea Hanim Binti Mohd Zamri

The 'BOTTL' reverse vending machine is a recycling-reward system in which individuals can recycle their empty plastic bottles and earn points. The points then can be converted into cash or used to redeem vouchers through the BOTTL mobile application. This is an initiative to tackle plastic waste in Malaysia and to further encourage Malaysians on the practice of recycling.



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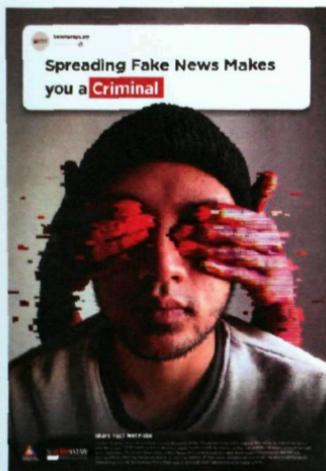
The collage features several key elements:

- Top Left:** The word 'BOTTL' in large, blue, 3D block letters.
- Top Right:** A smartphone displaying the BOTTL mobile application interface, showing a QR code and a list of items.
- Middle:** A row of three posters with the slogan 'IS THIS YOU?' and images of people, promoting the recycling initiative.
- Bottom Left:** A poster with the slogan 'FROM TRASH TO CASH' and a large 'BOTTL' logo.
- Bottom Right:** Another poster with the slogan 'FROM TRASH TO CASH' and a smaller image of the vending machine.



ADVERTISING

Share Fact Not Fake



Scan QR code for Videos and GIFs



Share Fact Not Fake

Abdul Ghafur Bin Dahari

Developed by the Malaysian Communications and Multimedia Commission (MCMC), **Sebenarnya.my** is one of the efforts taken by the government to curb the spread of false news and ensure the public receives truthful news. To publicize the portal, the Share Fact Not Fake campaign has been created to promote **Sebenarnya.my**, mainly through social media platforms. The campaign's 3 main messages of this campaign are to convince the public not to write, not to share and report any fake news that is on the internet.



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ADVERTISING



Public Service Announcement Using Advertising Campaign: Heart Attack Disease Among Youth.

Nur Amira Afiesha Binti Nor Azizan

Malaysians are developing heart disease at a younger age rather than in other country. The main reason is lack of awareness campaign about heart attack disease among youth. Most of existing heart health campaign are targeting to older people rather than youth. This #Walk4Heart Public Service Announcement Campaign by KKM is to create awareness about the important of heart health among youth. The idea for this campaign is to create a virtual walk donating event for youth to help donating for Yayasan Jantung Negara and together change to a better health.



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POSTER DESIGN

INFORGRAPHIC POSTER DESIGN

THIS IS HOW IT BEGINS

HEART ATTACK FACTORS

TRANSPORT ADS

SOCIAL MEDIA ADS

APPS HEADER ADS

APPS

MERCHANDISES

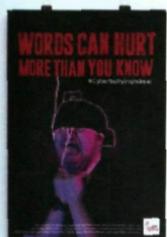
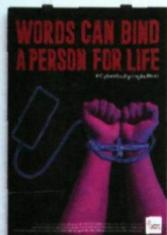
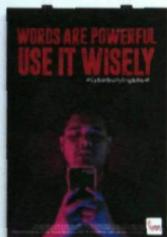
I WALK FOR MY BETTER FUTURE

Certificate of Completion

QR CODE



ADVERTISING



PSA Campaign For Cyberbullying

Nadzim Adzham bin Nor Adzmi

Cyberbullying is a cyber threat that needs the attention of all parties, especially among social media users. Users should be aware to deal with the use of social media so as not to become victims of cyber predators. Cyberbullying violations are widespread social behaviors that can lead to a variety of psychological outcomes, such as anxiety disorders, mental abuse, and depression. This research is aiming to combat the issues that are stated in the study. The purpose of this study is also to introduce researchers on the dangers of cyberbullying and examine the level of public awareness about the occurrence of cyberbullying violations.



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Muhammad Fakrurrazi Mohd Abduh Ng

Assistant Project Leader

Monammad Nor Bin Anwar Hussin

Ahmad Maikarim Bin Abdul Ghafar

Majoring Leaders

Monammad Nor Bin Anwar Hussin

Ahmad Haikal Fikri Bin Hazadi

Muhammad Adib Shukri Bin Hamid

Ahmad Maikarim Bin Abdul Ghafar

Secretary

Khairun Anizza Binti Khazali

Ahmad Haikal Fikri Bin Hazadi

Treasurer

Nurul Hazirah Binti Ishak

Faqqiah Asma Binti Lockman

Promotion

Nadzim Adzham Bin Nor Adzmi

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