

gallant

by bold

FINAL YEAR DEGREE ONLINE EXHIBITION

Bachelor of Graphic Design

CLASS OF 2021

gallant

by bold

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without permission of the copyright holder.

First published in 2021 by Fakulti Seni Lukis & Seni Reka UiTM Shah Alam
Universiti Teknologi MARA, 40450 Shah Alam, Selangor.

Telephone: 03-5543 8460

Fax: 03-5544 4011

ISSN: 2637-1162

En. Wan Zamani Bin Wan Zakaria

En. Mohd Nizar Bin Mohd Mokhtar

Pn. Fazlina Binti Jaafar

Pn. Jamizan Binti Jalaluddin

Pn. Farrah Hanani Binti Ahmad Fauzi



**FOLLOW US ON
INSTAGRAM**

(@gallantbybold)



**VISIT OUR
OFFICIAL WEBSITE**

(<https://www.gallantbybold.com/>)

The word 'gallant' is rendered in a highly stylized, colorful font. Each letter is composed of overlapping, flowing shapes in shades of red, orange, yellow, and purple. The letters are set against a background of faint, colorful geometric patterns and lines in the corners of the page.

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.

TABLE OF CONTENT

4	Forewords Speech from Dean
5	Welcoming Speech
9	Final Year Project Lecturers
11	Illustration Showcase
31	Multimedia Showcase
55	Advertising Showcase
81	Graphic Design Showcase
129	Committee Members
130	Special Thanks
131	Autograph

FOREWORDS



Prof. Ts. Dr. Hj. Ruslan Abdul Rahim
Dean
Faculty of Art & Design
University Teknologi MARA
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



MULTI MEDIA

"Multimedia is a form of communication that integrates various content forms, such as text, audio, video, graphics, and animation at the same time."





Deko Deco (Interior Design App)

Ahmad Faiz bin Azni

'Deko Deco' is an interior design app that helps users decorate their house according to their preferences by using augmented reality. The application comes with a store where customers can purchase furniture by viewing them through augmented reality. It also features designers' designs for the users to get inspiration, and commissions will be given to the designers.

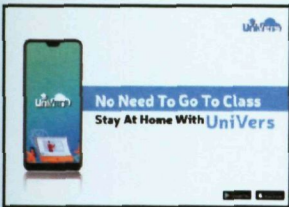


Contact

 Faiz Aznit

 @__redcomet





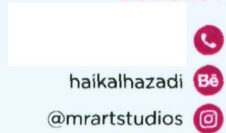
UniVers (Mobile Apps)

**Ahmad Haikal Fikri
Bin Hazadi**

'UniVers' is an application for online learning. The name UniVers is taken from the word 'university' and 'universe' to symbolize both students and lecturers as a whole. It covers a variety of functions including conversations between lecturers and students individually or in groups. This is another way for lecturers and students to interact online aside from using Whatsapp or Telegram.



Contact





AutoGame (Interactive Autism App)

Ahmad Shujauddin Bin Mohammad

'AutoGame' is an interactive mobile application that helps educate autistic children. With this app, it will help children that have a problem in lacking motivation when learning. There are four games in this app: board game, memory game, facial expression game, and speech game. Besides, there are also rankings in the game for the children to keep track of. From this game, the aim is to encourage and gain back their motivation in learning.



Contact

 ahmadsmohamma



AutoGame





VIR ART APP (Virtual Art Exhibition Application)

Ali Hadi Bin Hasanuddin

VIR ART is a revolutionary tool that transforms the way users view art. The app offers a virtual art exhibition platform for emerging artists and art enthusiasts that allows users to access new art content by exploring 3D art galleries on mobile devices. VIR ART comes with a clean and neat design, making the interface user-friendly and easy to use as well as allowing users to discover and enjoy all the features as a new and innovative way of exploring art.



Contact

ali.hasanuddin97@gmail.com

Ali Hsnddin

Ali_Hsnddin



My Healthy Care Mobile Application



Amira Nur Ain Binti Zual Hasanan

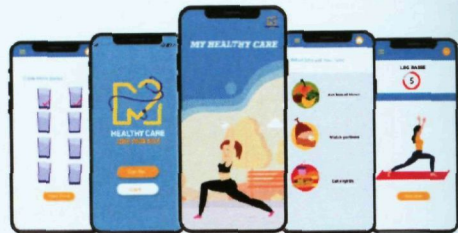
'My Healthy Care' is a mobile application that helps educate society on healthier lifestyles and ways to maintain the ideal weight. This app aims to help obesity among adults and help improve user's health by lowering the risk of developing obesity-related complications. This app's best features are that users can do exercises at home without the need to go out and do not need equipment. Hence, it helps them lose weight fast at low-cost.

3 GOOD HEALTH AND WELL-BEING

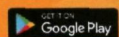


Contact

-  amiraain
-  @amrzh_art



DOWNLOAD NOW

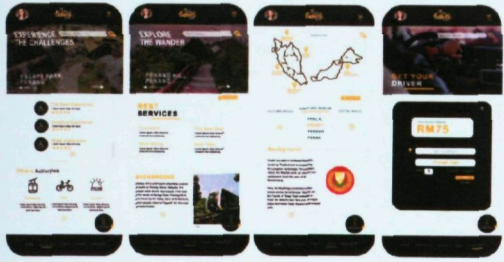






Travel Beats

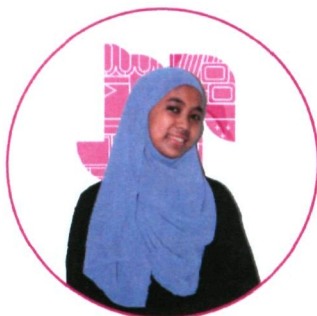
Farah Zahidah Binti Abdullah

'Travel Beats' is a Malaysian travel mobile application with easy access features for transportation, communication and emergencies. This application will help travellers plan their trips and make decisions within seconds. Plus, users can access the application anywhere at any time.



Contact

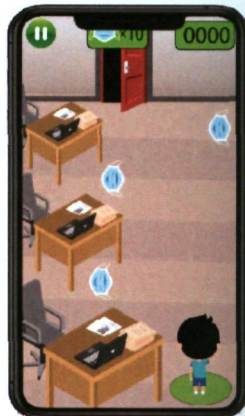
Farah Zahidah 
 @_frhlearnts_ 



Distance Please Mobile Application Game

Izzah Syafiqah Binti Abdul Wahab

'Distance Please' is a mobile application game that assists society to practice social distancing in public places. In this game, there are 2 characters, a boy and a girl. The flow of the game is that users have to avoid obstacles such as cats, and have to collect masks for points. There are three levels; the first level is a residential area, the second is an office area, and the third is on a bus. Space will get narrower and crowded as the level gets harder, and there will be an additional character as well.



Contact

 izzah syafiqah

 @syafiqahwahab_97

MULTIMEDIA



Fardhukids: Fun Learning Experience

Maisarah Binti Mohd Hanafiah

Augmented reality (AR) is an excellent example for students to learn interactively and be more productive, yet an AR application is still limited in Islamic education. 'Fardhukids' is an AR mobile application that targets upper primary students aged 10 to 12 years old who have difficulties in basic Islamic education. Learning interactively with the AR mobile application and AR storybook approach can help these students receive information faster with visual and auditory learning. It's a more efficient method of learning for these students.

FARDHUKids

Fun Learning Experience

Augmented Reality Application
on basic Islamic education

APP STORE AND PLAY STORE POSTERS



AR STORYBOOK



PROMOTIONAL ITEMS



BUTTON BADGE

BOOKMARK

PAPER BAG

SMT ADVERTISEMENTS

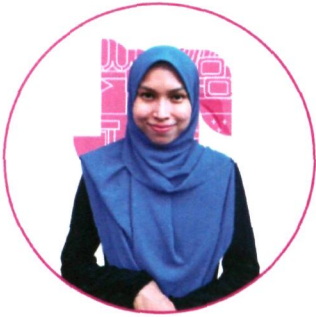


Contact

maisarahhanafiahh@gmail.com

Maisarah Hanafiah

@Mailahsini



Mobile Application For KL Hop On Hop Off

Mardia Ulfah Binti Sarbayni

Buses are one of the public transportation services used by tourists or locals. KL Hop on Hop off is a double-decker bus that provides a public transportation service which allows locals and tourists to go on tour around Kuala Lumpur, Malaysia. They can explore and have a great view of the beautiful landscapes of the city. When the KL Hop off bus service is used, users would have issues tracking the times of the service as there is no proper system. Therefore, a mobile application for KL Hop on Hop off is created to provide an easy system for users to track the bus service.



Contact

B& Mardia Sarbayni
@ @kacacomelartwork



KUALA LUMPUR HOP ON HOP OFF BUS APPS





MUSLIM LIFE



Muslim Life Mobile Application

Mohamad Hanis Aiman

Muslim Life is a mobile application for Muslims to arrange their daily prayers properly. In addition, this app also gives their knowledge about Sunnah prayer and The Journey of Prophet Muhammad S.A.W. The application also enables them to check their pronunciation while reciting The Quran.



Contact
hanisaiman

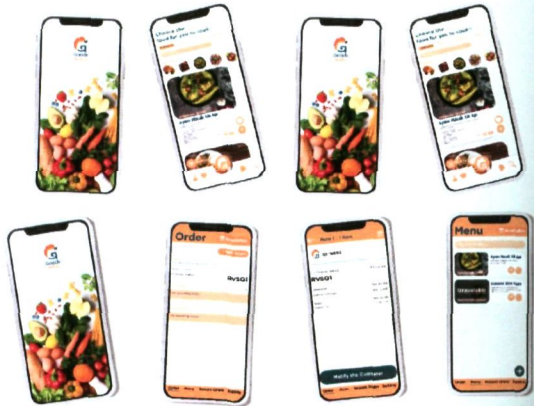




Goods Getter Application (Meal Kit drive thru)

**Muhamad Ruzaini bin
Hamdan**

'Goods Getter' is an application that enables users to buy groceries in the form of a meal kit. The idea is to help people to buy groceries in a faster and less crowded way in a form of drive-thru service. This is a perfect way to avoid contacting the COVID-19 virus during this pandemic.



Contact

 ruzainihamdan123@gmail.com

 ruzainihamdan1



RekaTees App (Custom T-shirt Design Application)

Muhammad Asyraf Bin Yahaya

'RekaTees' is a free open source designing tool application. The idea of this project is to create an app that can help users to customize their own t-shirt's design. The app was designed with a user-friendly interface that makes it easy to use for users' convenience.



Contact

Asyraf Yahaya 
 @gryft_arts 






MyCut Barbershop Booking Mobile Application

**Muhammad Faiz Bin
Ahmad Bakri**

Haircut services are in demand all year round. People are constantly on the move and don't have enough time to look for a suitable barber to get a haircut. MyCut is a mobile application for customers that provides an easy method to schedule haircut appointments according to various barber-shops. You can manage time, make appointments, and accept payments with one easy-to-use app. For barbers, they are likely to have a difficult time managing a busy schedule. MyCut can help maximize efficiency and ensure more customers come back in time again for the next haircut appointment.



Contact

 faizbakri00

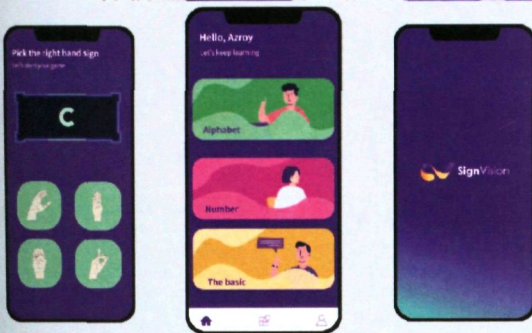
 @faizbakri00





Sign Vision (Mobile Apps)
Nor Azroy Bin Norzari

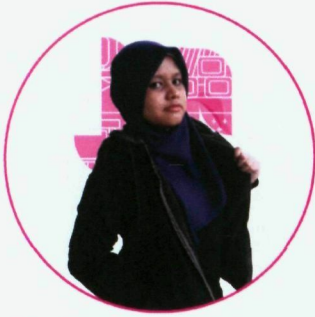
'Sign Vision' is a mobile application for those who would like to learn basic sign languages. With the application, users do not need to attend and pay for classes. As such, users could enjoy learning how to communicate with the disabled anywhere at any time with the best experience they could get.



Contact

norazroy 





Disclose

Nur Aminadia Azhar

'DISCLOSE' is a 2D visual novel that tells the story of abused children during childhood, as they have trouble with flashbacks and complicated feelings until adulthood. The word 'disclose' means to reveal a secret or new information. It signifies the notion of allowing something hidden to be seen. The story features a young adult named 'Chance', who is about to face his fears and 'disclose' his story to others who share a similar fate.



Behind their smile, lies a deep secret,
Past memories relived,
and it haunts them until today.


SO WHO WAS IT?



Yes, anyone...
even those who are close to you.



Contact

 aminadia3126@gmail.com

 nuraminadia



MULTIMEDIA



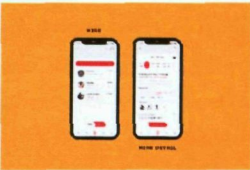
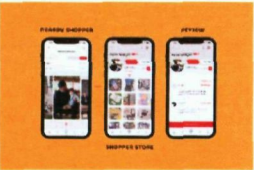
BELIKAN
we shop for you



BELIKAN

Make you have your own personal shopper

AVAILABLE ON




Belikan (Personal Shopper App)


Redzuan Nur Akman Bin Mat Jusoh

In Malaysia, personal shopper businesses have increasingly been carried out individually through social media apps such as Telegram and WhatsApp. However, specific features are limited in this type of application. 'Belikan' is a personal shopper app created to help part-time and full-time personal shoppers assemble on one proper platform. In this app, consumers can easily hire and appoint personal shoppers to buy their goods.



Contact

akmanredzuan@gmail.com 

redzuanbmatj 



MULTIMEDIA

WEDPLAN - Personal Wedding Planner During COVID-19 (Mobile Application)

Siti Nur Atirah Binti Hashim

The COVID-19 pandemic has affected many brides and grooms to be planning their weddings. 'Wedplan' is a mobile application that aims to help couples planning their perfect weddings during this challenging time. E-card wedding maker, wedding checklist, budget management, guest arrangements, and wedding streaming are some of the features this application has. It's a great option to keep track with all your wedding essentials in one place.



Contact

 atirah.hashim

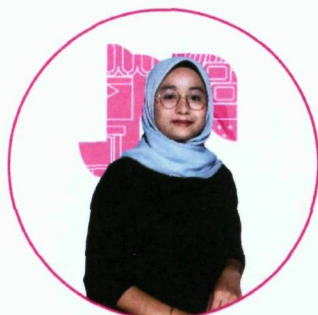
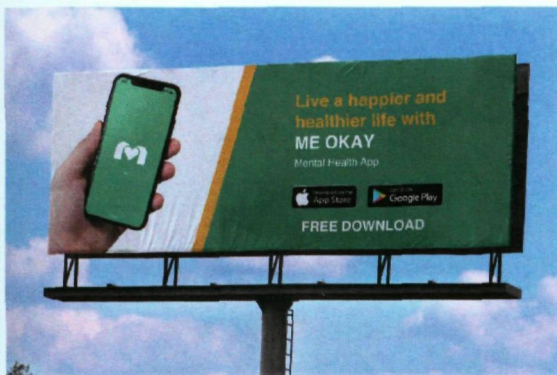
 @artsbytirah



scan me



How Are You **Feel** Today?



Meokay (Mental Health Mobile Application)

Siti Nur Nabila Binti Ibrahim

'Meokay' is a mental health mobile application that can help users monitor their mental health through digital methods. Any other individuals can use this application to ensure their mental health is in good condition. As a plus, this application has features that serve as art therapy.



Contact

nabila9096@gmail.com

Nabila Ibrahim

@me.artdesi.space





World Kubung Day

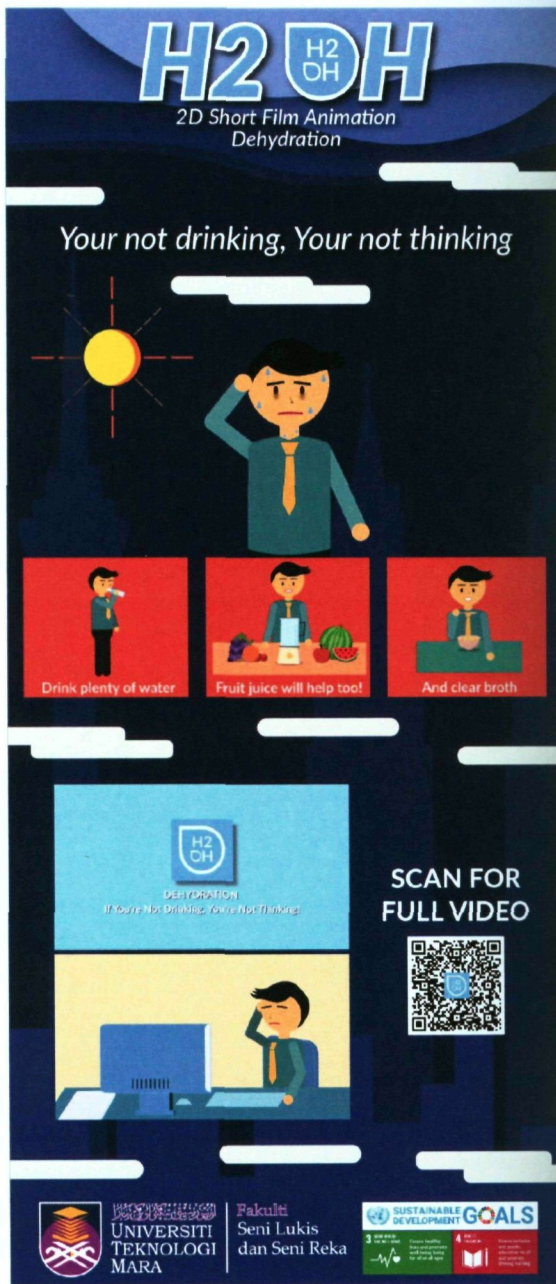
Sukna Arif Amirul Bin Sukiswanto

"H2 OH" is an educational animation short film with the purpose of giving awareness about dehydration through information animation. Adults and young adults were the target audience due to the fact that many of them lack information about dehydration. Animations were used for this project to make it more attractive in giving awareness to the target audiences.



Contact

- sukna_amirul
- MrSupersukna





TEMPATAN FEST
The Best of Lokal Brands



Tempatan Fest Application

Amirul Iqbal bin Ilyas

'Tempatan Fest' is a mobile application that targets people who want to provide support for local apparel brands. 'Tempatan Fest' will provide useful information for people who are interested in the latest fashion designs from the hands of local designers.



To experience Tempatan Fest,



Experience the Prototype

Contact

amiruliqbalilyas7@gmail.com

amiruliqbalilyas





MULTIMEDIA



Everything Matters

Fadhlina Binti Mat Daud

'Everything Matters' is a 2D Webtoon style short animation aiming to raise awareness of severe depression among youth, leading to suicide. The webtoon focuses on a girl named 'Sarrah', who fights depression by battling in her mind and hiding it with a smile. 'Everything Matters' implies that every little thing in life has its meaning and value. In short, it is okay not to be okay.



Contact

 fadhlinaud97@gmail.com

 fadhlinaud



COMMITTEE MEMBERS

Program Advisor

En. Wan Zamani Bin Wan Zakaria

Lecturers

En. Mohd Nizar Bin Mohd Mokhtar

Pn. Fazlina Binti Jaafar

Pn. Jamizan Binti Jalaluddin

Pn. Farrah Hanani Binti Ahmad Fauzi

Projects Leader

Muhammad Fakrurrazi Mohd Abdul Ng

Assistant Project Leader

Mohammad Nor Bin Anwar Hussin

Ahmad Maikarim Bin Abdul Ghafar

Majoring Leaders

Mohammad 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

Faizah Asma Binti Lockman

Promotion

Nadzim Adzham Bin Nor Adzmi

Abdul Ghafur Bin Dahari

Fathin Najinah Binti Rosman

Shahir Mirza Bin Shahaaruddin

Website

Muhammad Faiz Bin Ahmad Bakri

Ahmad Haikal Fikri Bin Hazadi

Sukna Arif Amirul Bin Sukiswanto

Farah Zahidah Binti Abdullah

Khairunnisa Binti Musa

Video Editor

Maisarah Binti Mohd Hanafiah

Muhamad Ruzaini Bin Hamdan

Branding

Khairunnisa Binti Musa

Catalogue

Muhammad Adib Shukri Bin Hamid

Muhammad Fakrurrazi Mohd Abdul Ng

Khairun Anizza Binti Khazali

Nur Azaiea Hanim Binti Mohd Zamri

Merchandise

Mohammad Nor Bin Anwar Hussin

SPECIAL THANKS

E-Exhibition Venue

Gesturz
UiTM Shah Alam, Selangor

Lecturers

Prof. Ts. Dr. Hj. Ruslan Abdul Rahim
Prof. Madya Ts. Dr. Sharkawi Bin Che Din
Ts. Dr. Muhamad Fairus Bin Kamaruzaman
Dr. Saiful Akram Bin Che Cob
Dr. Mastura Binti Hj. Mohd Jarit
Dr. Mohamed Razeef Bin Abdul Razak
Cik Nur Aiza Binti Zainol Abidin
En. Amir Aarieff Bin Amir Hussin
En. Amir Nor Azan Bin Samar
En. Mohd Faizol Bin Haini
En. Mohd Hafizul Bin Idham
En. Mohd Nizar Bin Mohd Mokhtar
En. Saiful Bahar Bin Salim
En. Sheikh Mohamad Hafiz Bin Abu Bakar
En. Wan Zamani Bin Wan Zakaria
Pn. Ainun Jariah Binti Yaacob
Pn. Azian Binti Mohd Zain
Pn. Farhanah Binti Abu Sujak
Pn. Farrah 'Aini Lugiman
Pn. Farrah Hanani Binti Ahmad Fauzi
Pn. Fazlina Binti Jaafar
Pn. Ida Hartini Binti Zainol
Pn. Jamizan Binti Jalaluddin
Pn. Lili Eliana Binti Mohd Radzuan
Pn. Maifarah Binti Ahmad
Pn. Nik Atilla Atasha Binti Shamsuddin
Pn. Norfadzillah Binti Ibaruslan
Pn. Nurul Akma Binti Abdul Wahab
Pn. Siti Raba'ah Binti Abdul Razak
Hj Shahrman Sahalan
Pn. Nabila Aimi Mohamed Ghazali
Pn. Shamsarini Mat Isa

External Assessor

Encik Hazmi Md Zaki
(MIMOS Bhd)

Encik Mohamad Halim Solomon
(Leo Burnett Adv.)

Encik Fairuz Zainal
(DDEC)

Encik Ahmad Al- Hafidz Musa

Nurul Muzamel Bin Rashidi
(Gesturz UiTM)

AUTOGRAPH

gallant
by bold



gallant

by bold

ISSN 2637-1162



9 772637 116003

