



**GRAPHIC DESIGN EXHIBITION
2020**



LOKA
/LəW.Ké/ /'LO:.Ke/

Loka' is a word borrowed from Sanskrit लोक (loká) which means 'world'. Since olden days, the Malay language has derived and adopted many languages into its own and Sanskrit is believed to be the root of the language.



CONCEPT OF LOKA

Shadow puppet/ 'wayang kulit' has long existed in countries across the world. Each country possesses a background and styles of shadow puppets unique to themselves. Malaysia was one of said countries. However, our traditional shadow puppet is becoming extinct. Therefore, to bring it back, we modernised shadow puppet with bright colours and combine it with a paper-cut style.

TABLE OF CONTENT

2	Foreword Speech from Dean
3	Welcoming Speech
4	Final Year Project Lecturers
6	Graphic Design Showcase
37	Advertising Showcase
71	Illustration Showcase
89	Multimedia Showcase
114	Committee Members
116	Special Thanks
117	Sponsors
119	Autograph



TEBALOI SNACK

by NUR FARZANA SHAFAWATI ABDUL MALIK

A review of packaging design also reveals the influence of artistic, cultural, and lifestyle factors. The introduction of Melanau's traditional foods can make its presence felt in a crowd and sell the product in the markets. Moreover, with the prominence of rebranding, the packaging is often the living embodiment of a Melanau food culture's values and personality.



+6013 - 825 6011

@farzana24malik

