UNIVERSITI TEKNOLOGI MARA

Fakulti
Seni Lukis
& Seni Reka

LEADERS
OF ARTISTS
AND DESIGNERS
2020

LoKa

by bold

GRAPHIC DESIGN EXHIBITION
2020

LOKA
/LₑW.Ké/ /ˈLO:.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 it's 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.

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📱 +6017 - 376 3359

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EVENT BRANDING

: COMBATING CYBERBULLY

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

by NUR FITRAH THULAN THURAICHELVAM

Cyberbullying is an extension of traditional bullying acted out in a virtual world of user anonymity. The aim is to spread awareness and needs to be done to decrease the amount of help in the fight against cyberbullying. Therefore this should be emphasis more on awareness to end the cyberbullying by held an event "Combating Cyberbully" in Malaysia. During the event, the visitors will going to experience the journey where the audience going to have many interaction booth that will give them a bit of info for themselves regarding the cyberbully.