



**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.

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SKUGGA

: THE WAYANG KULIT KIT

by **NURUL HIDAYAH BINTI ZAINUDDIN**

Nowadays, our new generations have not been aware and even shown interest in our traditional culture. Because of that, the idea of making Wayang Kulit popular again came to make sure it would still be relevant today. Skugga is a Wayang Kulit Kit which is an innovation of Wayang Kulit through branding and product extension. This kit has a night lamp with wayang kulit's design as the main features.

"Individual cultures and ideologies have their appropriate uses but none of them erase or replace the universal experiences, like love and weeping and laughter, common to all human beings."
— Aberjhani.



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SKUGGA



Paper Bag Packaging



Merchandise - Sticker



Water Bottle



Box wrapper Packaging



Packaging front view



Product Shot



Table Lamp



Cup



Mandal & Storyline Book



Sticks



Stand for Mini Wayang Kulit



Mini Wayang Kulit



Promotional Item - Button Badge



Promotional Item - Tote Bag



Promotional Item - T-shirt



Promotional Item - Phone Case