



**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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VOW

: VACCINATION
OF WELL-BEING

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This project is a road tour campaign branding project, Vaccination of Well-Being (VOW). VOW represent promise for parents to fulfil their responsibilities towards their children's health. VOW is carried out to promote a healthy life for new-borns to be vaccinated, mainly for those in Selangor area. Furthermore, the road tour is set to stop the anti-vaccine movement and educate parents on the importance of vaccines. A van will be used to execute the road tour campaign movement to the destinations. Additionally, there are also so many fun activities for children to play and gain knowledge.



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