



**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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## SHUUR SAHI

by NOOR AFIQAH BT ABDUL FATTAH

Shuur Sahi is a branding product of the sunnah diet. The Sahuur Sahi words derived from an Arabic word which means feeling healthy. This product comes with a new design to make the user easier to apply the sunnah diet in their daily life. Shuur Sahi is healthy food and will give many benefits to users. It has a compact design packaging that is easier for the user to bring anywhere. Shuur Sahi is a perfect example of healthy food for users.

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