



**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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THE NEW FACE OF NASOM

by AHMAD AIDIL ABRISAM BIN ABDUL LATIFF

Most of the previous research focuses on having a good branding with a creative logo. This research objective is to find a new face of the National Autism Society of Malaysia (NASOM). In this research, the researcher would like to rebrand the National Autism Society of Malaysia (NASOM) with new logo implement with a new look and feel. Each study focused on a different aspect of logo development, but in the end, they all reached the same conclusions in the results. From my study, it can contribute to the society organizational itself. For the organization to realize the importance of a good logo and its impact on position in the consumer's mind. The impact of this research that Malaysians will see the importance of having a good brand image to position the consumer's mind and get their trust.



LUNCH BOX / MERCHANDISE



COPORATE ITEMS



UNIFORMS



STATIONARY ITEMS



SIGNAGE / WAY FINDINGS



LIVERY