



**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.

TABLE OF CONTENT

2	Foreword Speech from Dean
3	Welcoming Speech
4	Final Year Project Lecturers
6	Graphic Design Showcase
37	Advertising Showcase
71	Illustration Showcase
89	Multimedia Showcase
114	Committee Members
116	Special Thanks
117	Sponsors
119	Autograph



SERASI HANDMADE COSMETIC

: BRAND AWARENESS

by FARINA AISYAH BINTI DAUD

The cosmetics industries in Malaysia are very encouraging. However, many of the users are not aware of the products they are using on their faces. Some of them tend to use it every day without knowing the ingredients. This project aims is to increase brand awareness of a local brand, which is Serasi Global Sdn Bhd who produced its natural home-made products to meet the demand with fresh, raw and safe ingredients.



+6017 - 515 9885

@farinaisyah

Behance:
farinaisyah

In Collaboration with:

Serasi

HANDMADE

