



**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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## PASARTAP E-GROCERY DELIVERY SERVICE

: BRAND AWARENESS

by NUR SYAHMINA BINTI RAMLI

PasarTap, the first Malaysia's online grocery delivery service that makes buying groceries more convenient and more comfortable. The groceries are fresh and delivered from wet markets and speciality farmer to people doorstep. People can save time with a simple tap with PasarTap application and website platform. In this project, a new fresh-look of PasarTap will be introduced and a campaign will be created to build brand awareness among Malaysians. They are focusing on the primary target audience which is working people and followed by other customers.



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In Collaboration with:

**PasarTap**  
EASILY DELIVERING FRESHNESS

