



**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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## FINANCIAL LITERACY FOR CHILDREN

by NUR SYAQEERA FARHANA BINTI MUSDY

Financial literacy is the ability to use knowledge and skills to make effective and informed money management decisions. As financial education isn't taught in schools, the responsibility falls on parents. This campaign is to teach the children to understand the value of money and to encourage parents about the importance of saving money to their children.

In Collaboration with:



Amanah Saham Nasional Berhad

