



**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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#NOTICEUS BIPOLAR DISORDER

: PSA CAMPAIGN

by SITI NORATIKA BINTI ALIASIM

The insight that will be highlighted in the #NoticeUs campaign is the importance of noticing people with bipolar disorder. In Malaysia, many people are actually suffering from bipolar in silence. They are also being unnoticed by the society while struggling with bipolar and depression. The objectives of this campaign are to educate Malaysian society about the symptoms of bipolar disorder and to educate them how to cope with bipolar patients. through public service announcement advertisements. This campaign targets parents, friends and followed by all Malaysian society.



+6011 - 1985 8424

@atyka_aliasim

Behance:
atikaaliasim95

