



**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



## AMAZIN' GRAZE HEALTHY BREAKFAST

: PRODUCT PROMOTION

by ANIS FARIHIN BINTI MD LASIM

Breakfast is considered to be the most important meal of the day as it 'breaks the fast' after sleep and thus makes it possible to begin the day. But, it's also the most likely meal to be skipped. Amazin' Graze is an Asian purveyor of fun, yummy and energizing breakfast to start your day. It is a healthy food that nourishes, empowers, and gives consumers the confidence to discover themselves and the vibrant world around them. The aim of this project is to educate people to take healthy breakfast and to promote Amazin' Graze products.



📞 +6011 - 3931 5929

📷 @anisfhrin\_

📧 Behance:  
anisfarihin28/

In Collaboration with:



amazin'graze

