



**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



📞 +6011 - 1419 2897

📷 @shalindawi

📺 Instagram :  
@perkssofbeingshalin



## FRESH MILK FOR SCHOOL KIDS

by **NOOR SHALIN BINTI DAWI**

Malnutrition or nutrition deficiency continues to be prevalent among Malaysian children. Milk is one of the closely related to healthy food that is well known as the most excellent source of calcium and often considered to be good for both bones and brains. This project aims to increase the awareness of milk consumption and to promote DESA product, which is originally based in Kota Kinabalu, Sabah.

In Collaboration with:



*TVC : The Dream of A Boy*

