



**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



AWARENESS CAMPAIGN ON HUNGER AMONG IPT

by **NORSHAFI FAZLIN BINTI SHAMSUDIN**

There are several issues regarding hunger problems in terms of financial troubles among IPT Students. Based on these observations, researchers want to solve the problem through the 'Food Bank' campaign. Food Bank is an organization that collaborates with supermarkets like Nestle, 99 Speedmart and Tesco to provide food among IPT Students. Through this program it is connected to SDGs 02, 'Zero hunger'. Researchers have made several initiatives in improving the campaign, including radio commercial, newspapers, coupons, banners, food trucks and social media.



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