



**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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MALAYAN TIGER : IN AWARENESS OF EXTINCTION

by AIDA SABRINA BINTI MOHAMED SOFIADIN

Malaysia is known for its iconic 'cat' – The Malayan Tiger. Unfortunately, the population of this majestic being has decreased drastically to less than 150 tigers in the wild. The Malayan Tiger has often symbolised as courage. If we fail to protect them, then it certainly means that we don't have the courage to protect our country.

A social media campaign can be an advantage to grab the attention of every generation since everyone possesses smartphones with various social media application installed. Thus, a colourful batik illustration could call everyone's attention towards this dire issue while subsequently elevating our traditional art.



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