



**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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DEFORESTATION & ILLEGAL LOGGING IN MALAYSIA

: LENTICULAR ART

by MAY IZZATIE BINTI MOHD RIDZUAN

My project calling as "we cure, we care campaign". This project I would like to express a sense and awareness to the public about the benefits of caring for the environment and forest in our country so that the world's ecosystem balance will always be guaranteed and benefit us all.

So being an illustrator student and graphic designer who is creative, I would like to choose an art work such as a lenticular installation that is able to impress and attract people so that they understand the beauty of this God-created nature!



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"We Cure, We Care"
CAMPAIGN

