



**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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+6017 - 295 3354

@nurhidayahosman_

Behance :
hdyhosman



IN THE EYES OF STRAYS

: STRAY CATS AWARENESS

by NUR HIDAYAH BINTI OSMAN

It's hard to believe that Malaysian have strays issue especially cruelty cases. Presents a new platform for stray cat awareness campaign among kids —thru digital comic strips. The comic strips targets kids around 12 years old. "Oyen" is a daily life digital comic strips which displayed in webtoon series that is set in a real society handle strays.

This digital comic strips is based on usually reaction community to the strays animals especially cats. Each story will imagines one situation, for example the benefit of care the cat, the situation of how community reaction, moral value and the best way to care for the stray cats. These concepts, on webcomic base platform, are first of all associated with designing standard of behavior and situation and relationships between human towards the stray cats.

