



**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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## GO FRUTTI :THE IMPORTANCE OF FRUITS CONSUMPTION THROUGH MOTION GRAPHIC

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Go Frutti: To educate Malaysian about the importance of fruits consumption through Motion Graphic.

Motion graphic is effective with still image, text, audio and animation to interact with the audience as giving the information about the fruits benefit and attract the audience to adapt the message given. The campaign is to educate the Malaysian about fruit advantages that could help to increase their immune system.

