



**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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ESCAPADE

: AR TRY_ON_APPS
PRODUCT ADVERTISING

by MOHAMAD IKMAL BIN NAZARUDDIN

Escapade: Integrating Augmented Reality in advertising.

Escapade means to try something new. This word can be related to English word which is Escape. The project is allowing customers to virtually visualize the product on their body with this AR Try-On apps. With Escapade with AR platform will save shoppers time and energy who want to try out different looks and combinations of design.



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ESCAPADE

