

MAD SHOWCASE
E-MADGAZINE



MADGALINE

ADVERTISING DESIGN SHOWCASE 2022

Trimester 2 : 2021/2022



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FOREWORD

My heartiest congratulations to the MAD FYP students for the completion of your Final Year Project.

The past one year or so has been a very challenging time, both for the lecturers and students. Our dedicated academic staff worked so hard to continue to provide the best teaching to our students and to ensure you get the best of your programme. You have also shown that you were able to rise to the challenges in a new learning environment. Kudos for that!

Students who are participating in this showcase and publication effort is truly a testimony to the creativity, passion and conviction to perfection that is needed in the creative industries. I know putting up a show and publication like this is not an easy task, but rest assured the memory of this will serve as a great portfolio and also a record of your achievements. I commend you for having the discipline and energy necessary to finish these projects and proudly show them to the public. Your creative talent will find its first exposure through these attempts before they evolve into more ambitious endeavours.

We know the creative multimedia industry is very dynamic, new advertising media options are constantly emerging and sometimes the best ads aren't always ads, the medium could be the message. I truly believe the MAD programme has equipped you with the knowledge and skills to bring innovation and creative ideas to this industry. I am sure you will do well in whatever path you choose and I wish all of you will continue to shine as a Permata Dunia (the gems of the world) and continue to make us proud.

Once a MAD,
always a MAD.

Trust your own MADNESS.



TS. DR. LIM KOK YOONG

Dean of Faculty of Creative Multimedia

FOREWORD

Dear MAD batch 2022,

You have experience before the pandemic, during the pandemic, and after the pandemic learning environment (hybrid) that has never been preceded before. The challenges and so-called new normal that you have faced during these four years were very unique and I hope they could become your university's memories that will be remembered forever.

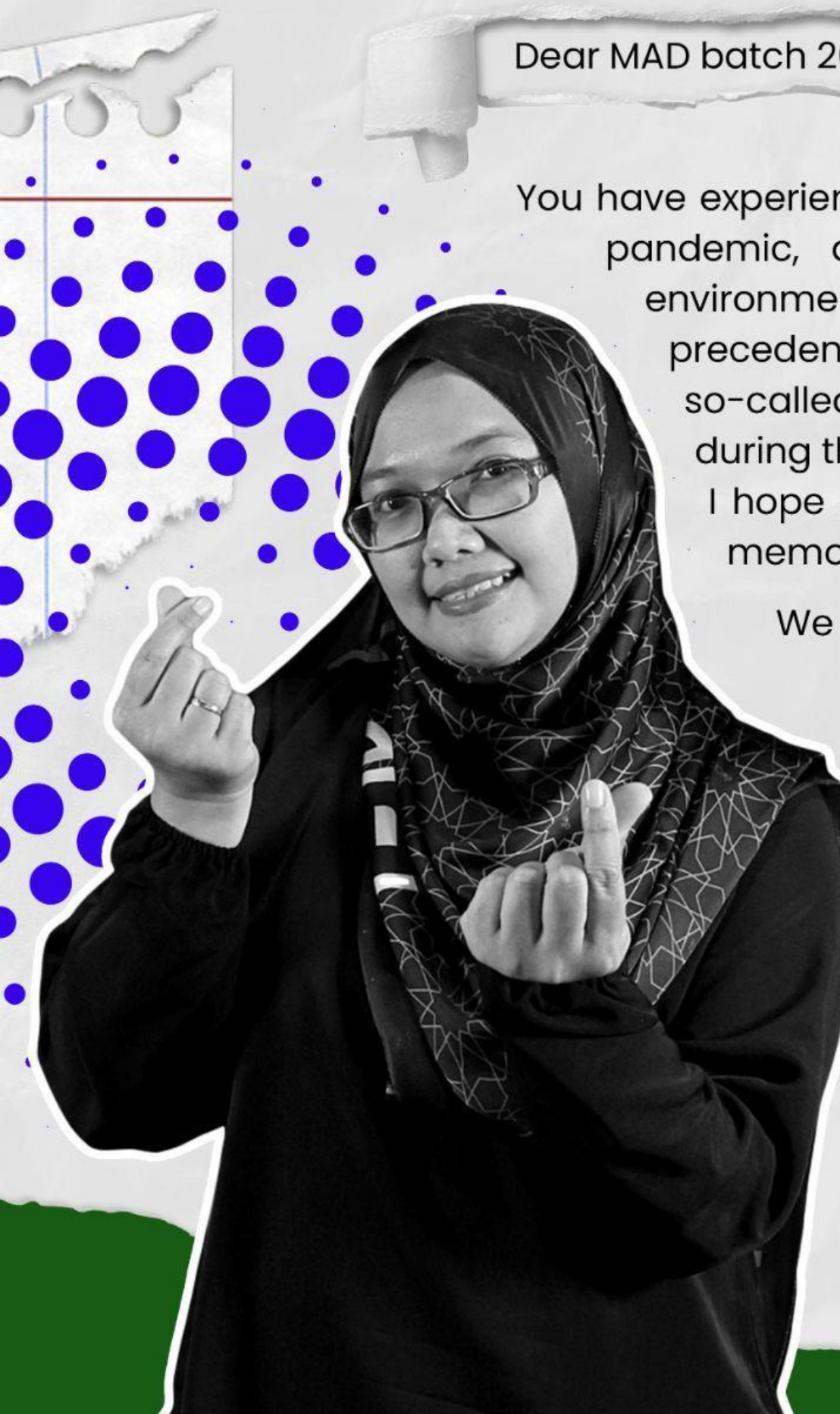
We acknowledged your excellency in academic performance and mastering the Advertising Design skills, as we can see from this showcase. Besides, as well as your co-curricular activities, volunteer, and participation in MAD Programme events.

However, not to forget, your ability to adapt to the new challenge of real-world situations, the fast-paced unpredicted environment, online classes, and consultations that demand your 100% commitment and self-discipline. Therefore, on behalf of MAD lecturers, I would like to express that it has been a joy and pleasure to have you as part of the MAD programme, and we are extremely proud of you.

Do what you love and pursue every ambition, go as far as you can possibly dream, and be the first generation to embrace new responsibility, a responsibility to rebuild your community that is different from mine. Good luck with your future endeavours.

NOR ALLEY ZULKAFLY

Programme Coordinator



...ed line
...at, she goes
...nto editing
...way I do a
...vision and film
...ng for places where moment
...ght not be need
...o does she not have ambitions to
...te her own liter rjection? "None
...I couldn't possibly. And the more
...ad (I just read *American Pastora*
...by Philip Roth for the first time), th

FOREWORD

I am delighted to share this MAD-gazine with you exclusively about our final year project. Basically, this event is organized by final year students completely with the support from the lecturers. The purpose of this event is to showcase all the students' works from the Delta batch. Furthermore, this magazine covers everything about the student work of Delta batch from Final Year Project 1 until Final Year Project 2, including information about Advertising Design.

As the leader of this event, I am proud to say that all my classmates cooperate with me everytime do the task given and do their best in order to make this event successful.

All your contributions and efforts are much appreciated. Also, I would like to specially thank Adam Mat Hasiri, who was my assistant for this event, because he played a major role in helping me to complete this event.

To wrap it up, I hope all of my classmates become successful people and achieve what they dream of in the future. Again many thanks for all your efforts and you guys are awesome and the coolest classmates I have ever met.

MOHD.AZIM B CHE NOOR AZEMAN

Event Director of Madgazine



ABOUT



MADGALINE

ADVERTISING DESIGN SHOWCASE 2022



MADgazine is a hybrid event that will showcase individual projects delivered by our final year students where their major outputs will be focused on Environmental Media, Website and Audio Visual.

There are **3 main themes** in this showcase, which are the **Zoo, Museums and Amusement Parks**. The main driving factor for these 3 themes are rooted from the sudden COVID19 pandemic that has raised the need to create more drive in the local tourism industry during this pandemic.





THEME PARK



ZOO

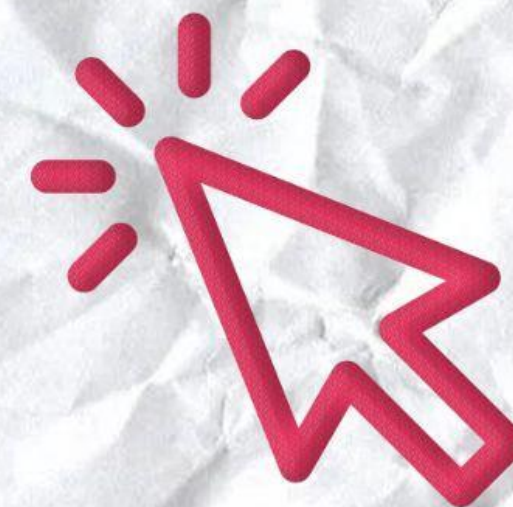


FYP THEMES



MUSEUM





WEBSITE



SHELLY

Major: Website

GETAWAY PLAN

Brand Name

ESCAPE Penang

Campaign Name

Getaway Plan

Big Idea

Escape from the life cage

Tagline

#escapetoESCAPE

Advertising Message

ESCAPE Penang is a solution for the working adults, especially young parents, who are struggling with working from home and take caring of their child, by encouraging them to take a break and escape from life "cage".



#escapetoESCAPE

KAMIL

Major: Website



Brand Name:
Genting Skyworlds

Campaign Name:
Safely Back

Big Idea:
Creating an awareness that safety should be the number one priority.

Aim:
Welcoming people back again to the all new Genting Skyworlds while also creating an awareness about safety while having fun at the theme park.





ENVIRONMENTAL MEDIA



YUHAN

Major – Environmental media



LAND OF TEAMPLAY



Brand name:
MYBESTBOX

Campaign name:
Land Of Teamplay

Big idea & tagline:
Land Of Teamplay & Bond bond time!

Advertising message:
In addition to learning team spirit while having fun, MYBestBox also a great place for bonding. Everyone can make fun giler memories here.



**MY BEST
BOX**

FARIS

Major: Environmental Media

ENTERING TWO WORLDS
IN ONE TIME



Brand name:

Taiping Zoo & Night Safari Malaysia

Campaign name:

Night Safari Simulator

Big idea & tagline:

Experiencing the nightfall during daylight

Advertising message:

To let people experience two world in one time

INTO THE
Nightfall
NIGHT SAFARI SIMULATOR



EDDIE

Major: Environmental Media

RE-CREATION

BE A STAR

Brand Name

Asia Camera Museum

Campaign Name

Re:Creation

Big Idea

Cosplay x Penang Murals

Tagline

Be A Star

Advertising Message

A museum is more than just a place to learn about history.



iJAZ

Major: Environmental Media



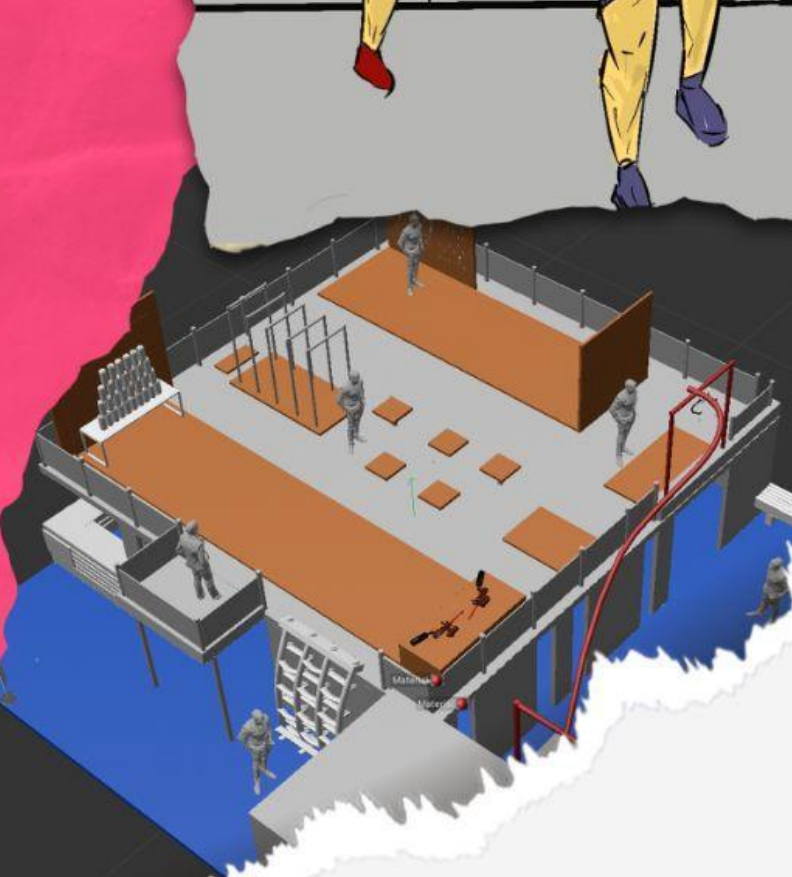
NINJA CONQUEROR
FEEL THE RUSH TOGETHER!
EXTREME
Park

Brand name:
Sunway Lagoon Extreme Park

Campaign name:
Sunway Lagoon Extreme Park: Ninja Conqueror

Big idea & tagline:
Feel The Rush Together !

Advertising message:
Let the targetted audience dip their feet into the water before committing to going to the actual park.



NATASHIA IVY

Major: Environmental Media



Brand Name
Zoo Melaka

Campaign Name
Go Wild Go Camp

Big Idea & Tagline
Nap in nature's lap

Advertising Message
Camp away your worries
with the mother earth
in Zoo Melaka



WAFIY

Major: Environmental Media



Brand name:
JERUDONG PARK

Campaign name:
WONDER-REKA

Big idea & tagline:
Fantasy told through your vision.

Advertising message:
To let the legacy of Jerudong Park continue striving instead of being a fleeting memory. Don't just imagine its golden days, make it a reality.





SAFURAH

Major: Environmental Media



**PIRATE
WORLD**

New Adventure begins



Brand Name:

Bukit Gambang Water Park

Big Idea & Campaign Name:

Pirate World

Tagline:

New Adventure Begins

Advertising Message:

A fun-tastic Pirate World adventure experience for both parents and kids at Bukit Gambang Water Park.



ZUHRA

Major: Environmental Media

Craft + tell

Brand name:

Islamic Arts Museum Malaysia (IAMM)

Campaign name:

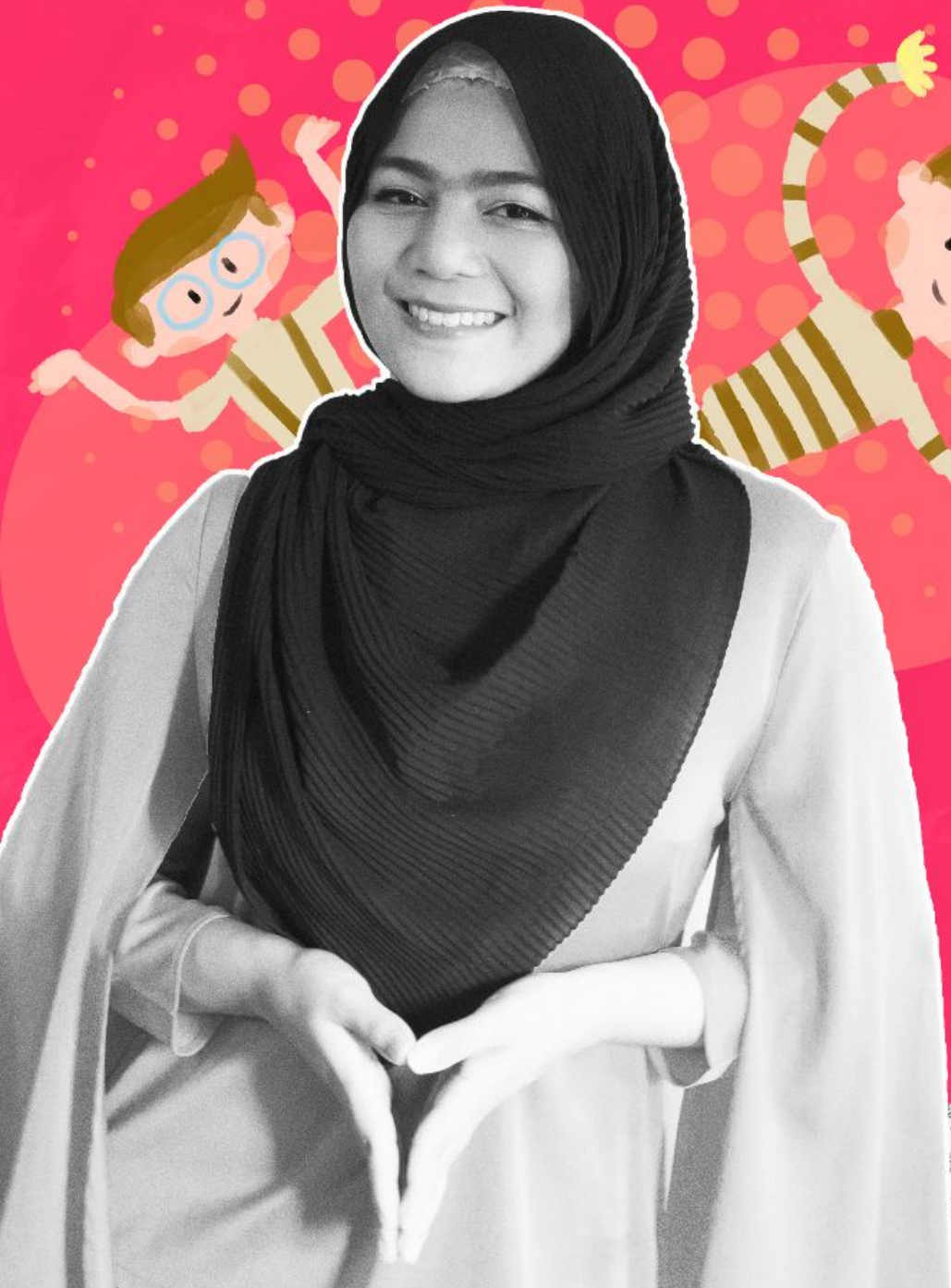
Craft & Tell

Big idea & tagline:

Let It Out Your Way

Advertising message:

Museums should be a safe learning place for all and learning should start at a young age. History takes up a huge part in learning and museums are buildings that hold up histories for centuries. It is time to make museums not as boring as people thought and a fun place for children.



DAYANG

Major: Environmental Media

THE CAT WONDERLAND

Brand Name

Cat Museum, Kuching Sarawak

Campaign Name

The Cat Wonderland

Big Idea

Time spend with cats is never wasted

Tagline

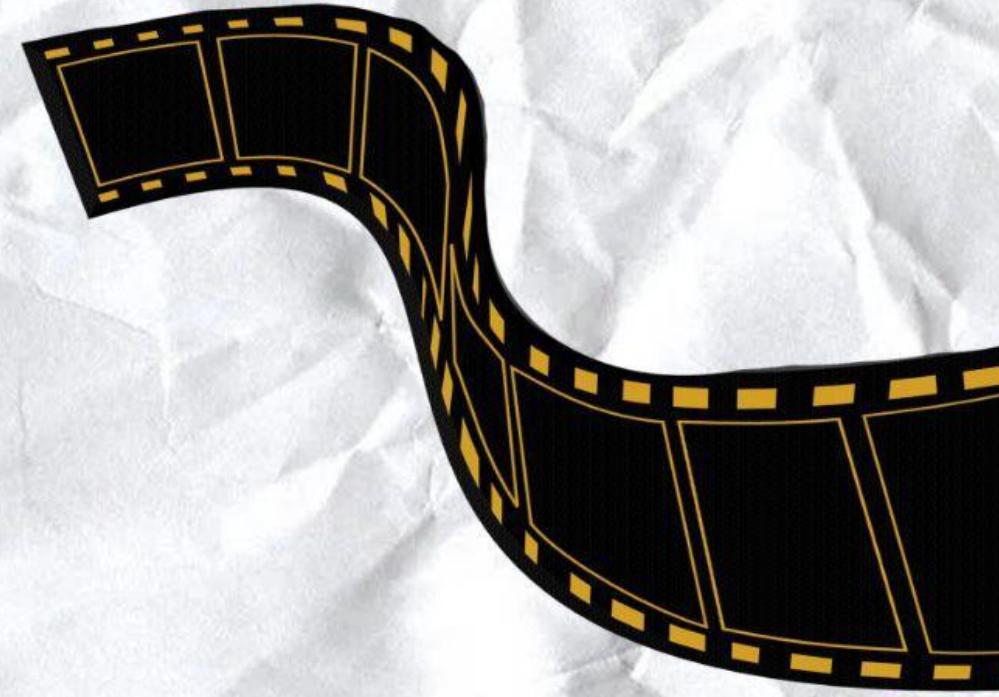
Mesmerizing the Cats

Advertising Message

The Cat Wonderland is a fun and exciting campaign for Malaysian and foreigners to learn and gain more knowledge about cats and its history.



AUDIO VISUAL



ADAM

Major: Audio Visual



BACK IN TIME...

Brand name:

A'Famosa Resort (Old West)

Campaign name:

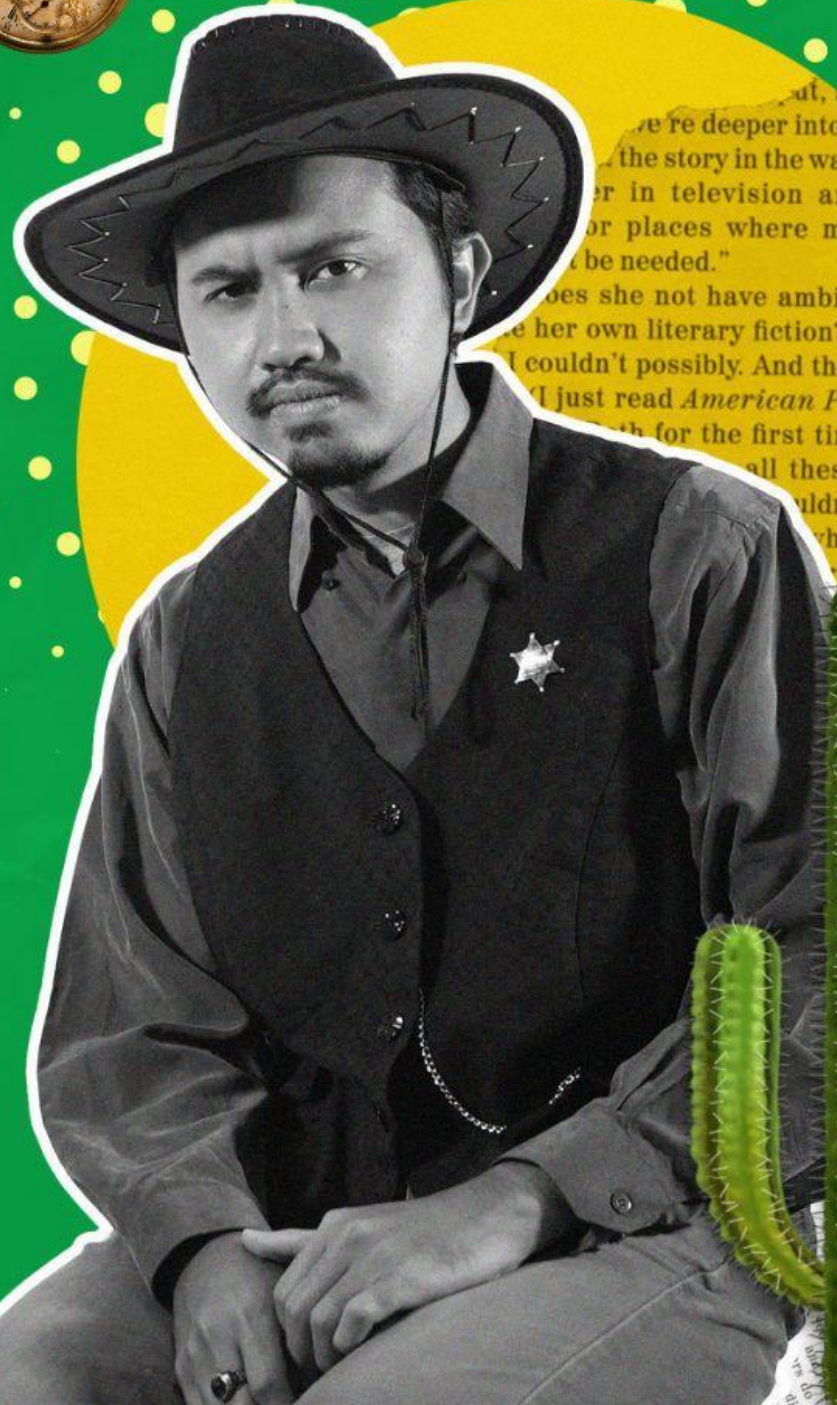
Back In Time

Big idea & tagline:

A'journey to the old past

Advertising message:

Encouraging local people to explore and experience western historical culture by promoting the idea of time travelling to the era of Old West, via various types of media.





DEANNE

Major: Audio Visual

**LEAP
OUT
STEP
OUT**



Brand Name:

Skytrex Adventure

Campaign Name:

Leap Out Step Out

Big Idea:

Take the leap to a new level

Tagline:

Leap out of your fear

Advertising Message:

Take the first step to leap out of your fear and challenge yourself by going to a whole new level.



YOU Qi

Major: Audio Visual



**PASSION
SHOW**

Brand name:
National Textile Museum

Campaign name:
Passion Show

Big idea & tagline:
Show Your Passion

Advertising message:
Show us what you got!
Traditional textile can be fashionable
for the younger generation too.



ASILA AMAL ZUHDI

Major: Audio Visual



Made to Move!

Brand name:
Superpark Malaysia

Campaign name:
Made To Move!

Big idea:
You are made to MOVE!

Tagline:
The more moves, the better.

Advertising message:
The MadetoMove! Challenge is an initiative to raise awareness on family fitness as an enjoyable lifelong habit.



**SPR
PRK**

SURESH

Major: Audio Visual

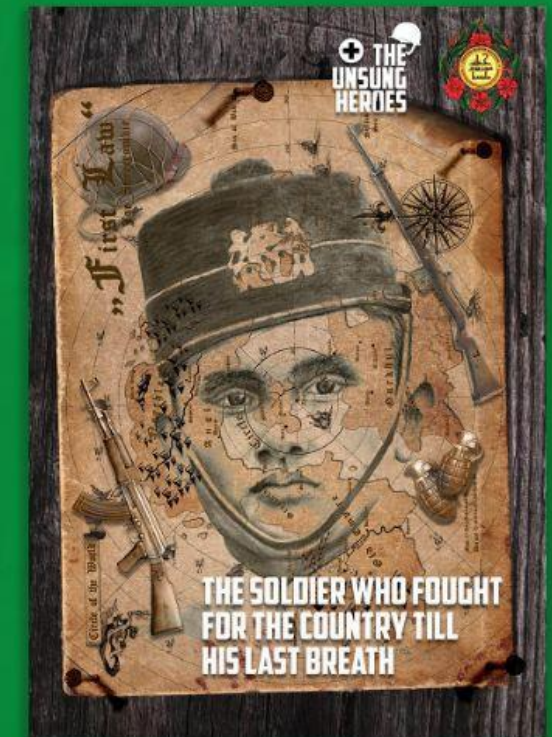
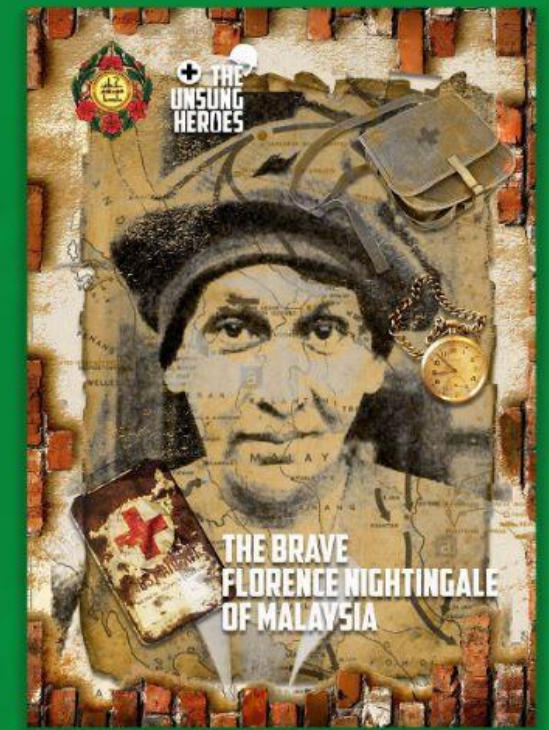
THE UNSUNG HEROES

Brand name:
Muzium Negara

Campaign name:
The Unsung Heroes

Big idea & tagline:
Remembering and create awareness of
our local war heroes

Advertising message:
“The Unsung Heroes” is an awareness
campaign that focused on remembering the
importance of efforts and sacrifices made
by our local unsung heroes.



ALYA

Major: Audio Visual



LAKETOWN

WATERPARK

Brand name:

Laketown Waterpark

Campaign name:

Reminiscence of Adrenaline Rush

Big idea & tagline:

Exciting Moment To Remember

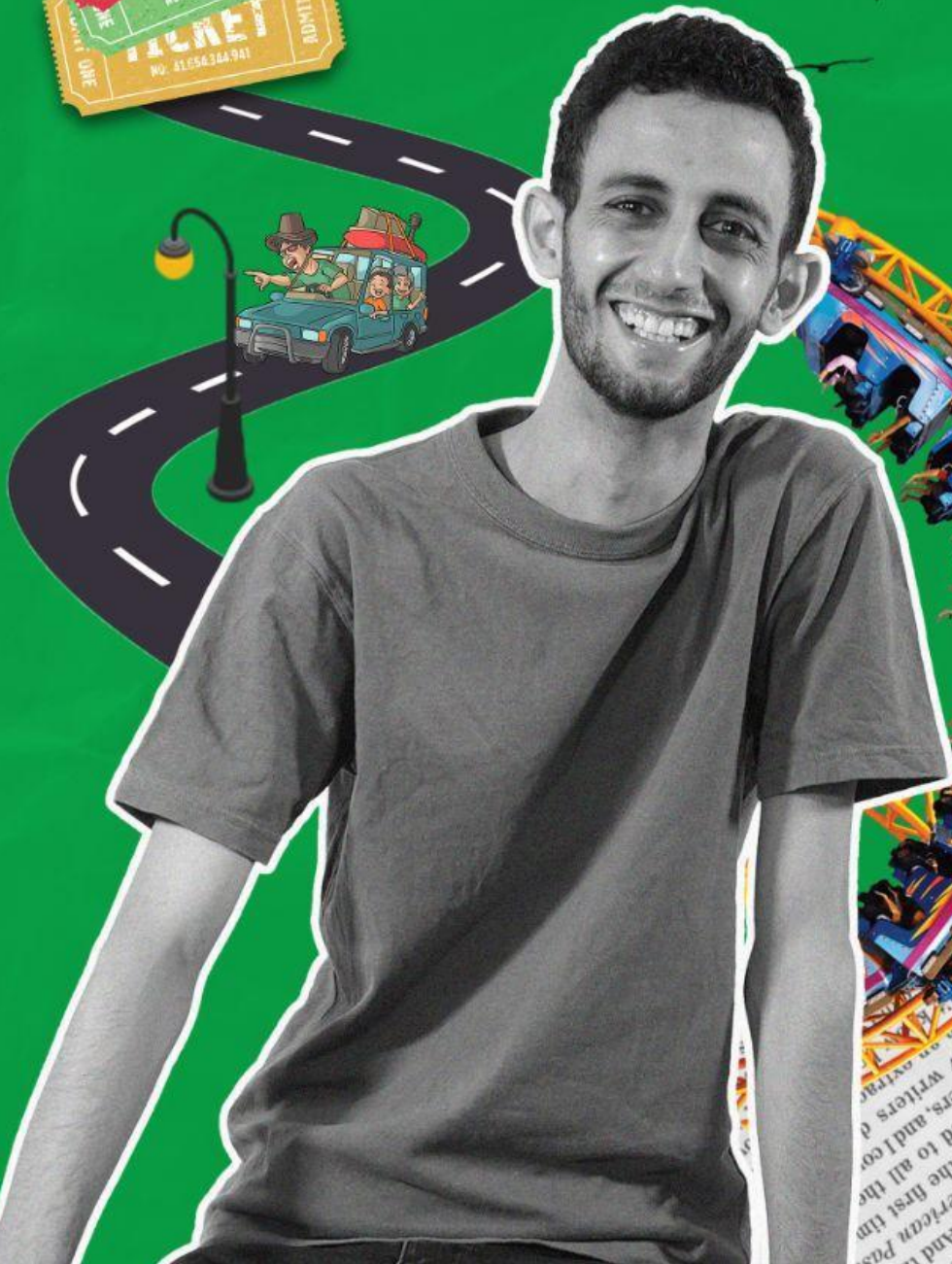
Advertising message:

An exciting slides that can give young adults an adrenaline rush feeling.



AMGAD

Major: Audio Visual



RELIVING IT

SHAPE YOUR MEMORIES

Brand name:

A'Famosa Resort (water park)

Campaign name:

"Reliving it"

Big idea & tagline:

Shape your memories

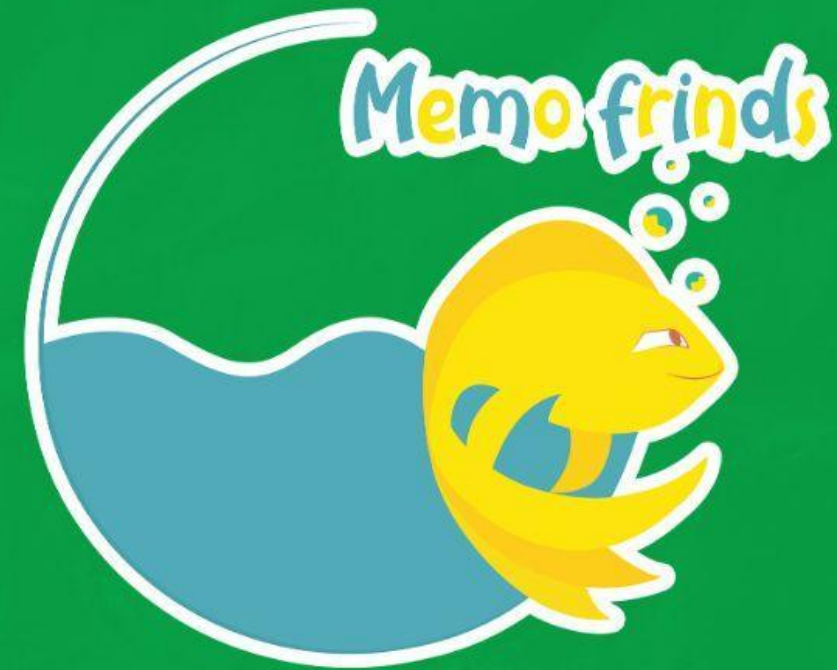
Advertising message:

Satisfies consumers to seek new adventures and thrilled experience once again with their loved ones, and step out of their weekly routine.



HANIN

Major: Audio Visual



Brand name:
Aquaria KLCC

Campaign name:
Memo Frinds

Big idea & tagline:
A Better Frinds A Better Life

Advertising message:
create awareness about the water pet that
has long lived and how to take care of it



AZiMCNA

Major: Audio Visual



LEGGO

ADVENTURE !

A Step to Endless Fun

Brand name:
LEGOLAND Malaysia Resort

Campaign name:
LEGGO Adventure !

Big idea & tagline:
A Step to Endless Fun

Advertising message:
To let the audience to feel the excitement and the wonders at LEGOLAND Malaysia Resort.



ViiSHAAN

Major: Audio Visual

THE 80'S

BE AFRAID! BE VR AFRAID!

Brand Name:
Sunway Lagoon

Campaign Name & Big Idea:
The 80's

Campaign Tagline:
Be Afraid! Be VR Afraid

Advertising Message:
Experience The Thrilling
80'S Horror VR Theme Park
Without Stepping Out Of
Your Home





DIZRIE

Major: Audio Visual



Now
You
Sea
Me

Join The Digital Wave

Brand name:
Aquaria KLCC

Campaign name:
Now You Sea Me

Big idea & tagline:
Join The Digital Wave

Advertising message:
To enable people to connect with the aquatic animals on a deeper level while encouraging people to be part of the initiative in an engaging manner



aquaria
KLCC KUALA LUMPUR - MALAYSIA

DURRANI

Major: Audio Visual

INTO THE NATURE

Brand name:

Farm In The City, Seri Kembangan

Campaign name:

Into The Nature

Big idea & tagline:

Stay close with nature, It will never fail you

Advertising message:

To promote the idea bringing people back to nature and develop a greater understanding of petting animals.





QIESTINA

Major: Audio Visual

The Wild City

Brand name:

Zoo Negara

Campaign name:

The Wild City

Big idea:

Wonder of Wildlife

Tagline:

Explore the curiosity of wildlife

Advertising message:

To give an enjoyable and informative experience for kids to explore their pique curiosity of the wildlife world and connect with nature

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SPARROW CAP COMPANY

hava



**KADOKAWA
GEMPAK STARZ**



**GEMPAK
STARZ™**





CREDITS

Leader
- Azim

Assistant
- Adam

Treasurer
- Zuhra (Head)
- Dayang

Branding and Design
- Amal (Head)
- Shelly
- Qiestina
- Safurah
- Ivy

Event Management and Logistics
- Wafiy (Head)
- Eddie
- Amgad
- Suresh

Online Comittee
- Yu Han (Head)
- Deanne
- Kamil

Sponsorship and Collaboration
- Alya (Head)
- Durrani

Multimedia
- Dizrie (Head)
- I'jazul
- Faris

Public Relations & Promotion
- Youqi (Head)
- Bazrah
- Vishaan