


**HI, I'M
LUQMAN**

PORTFOLIO



CONTACT ME

 8343 3374

 abdd.luqman@gmail.com

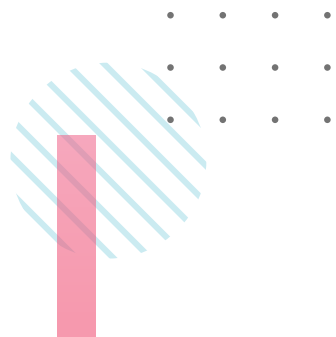
 linkedin.com/in/abdullah-luqman/

ABDULLAH LUQMAN

Immersive Developer

A highly creative individual, with enormous ability to create compelling design solutions. Proficiency in graphic design and developer background. I managed to obtain two diplomas in Visual Communication. Then I have been upgrading my skillset.

As I am also a cyberjunkie, where am eager to learnt and explore new knowledge of skills and technologies. Able to stretch boundaries from designing, into digital storytelling with using technologies.



The VENTERRA, Branding/ Characters

Rationale:

The issues concern that peoples vent their anger and tend to hold the anger till it will affects the person life.

What “the VENTERRA” does is to let individual vent out redundant negative energy via various venting method of the installations.

Everycharacter have thier own method of venting.

Concept & Designed By:
Abdullah Luqman



The VENTERRA, Installation Platform

Rationale:

As it acts as an installation to let out negative energy and the satisfying of being relieved due to multiple reasons in life.

In return, there will be sound reaction and it will communicate with the person who venting it.

Concept & Designed By:
Abdullah Luqman

• • • •
• • • •



Vitamin J, Branding, inclusive of Oats Capsule

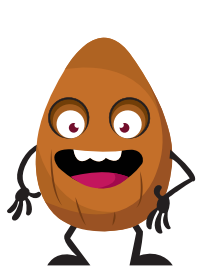
Rationale:

The issue is that children these days, are having insufficient nutritions, lack of intake and frequently skipping meals. Thus, I created 'Vitamin J', stands for 'The Joy Of Eating'.

The objective is 'to promote healthy eating habits through experiencing the joy of eating.'

The capsule comes in series of colour, that contained muesli cereal with different flavours by Nestle.

Characters



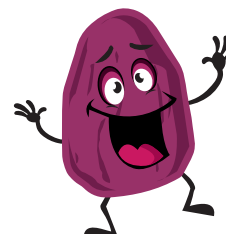
Almond



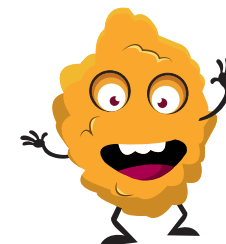
Banana



Papaya

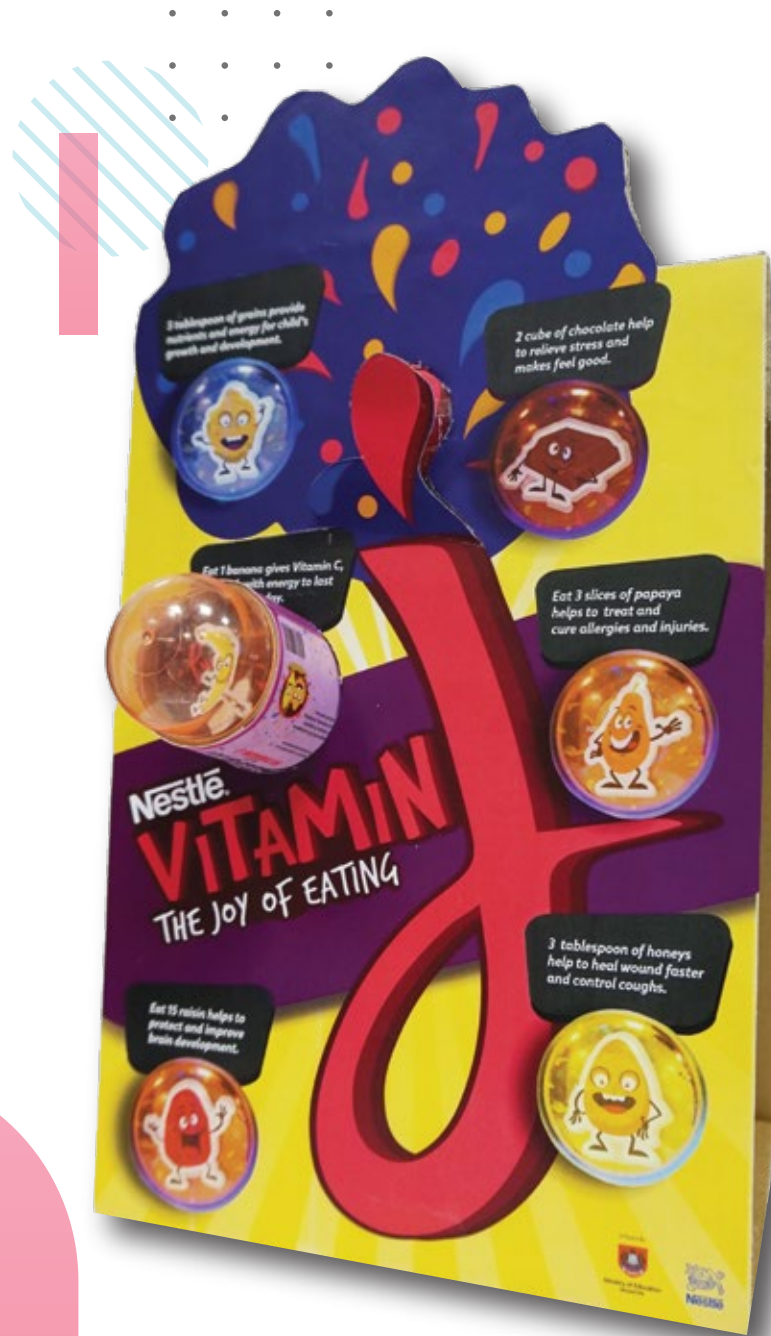


Raisin



Wheat Flakes

Concept & Designed By:
Abdullah Luqman



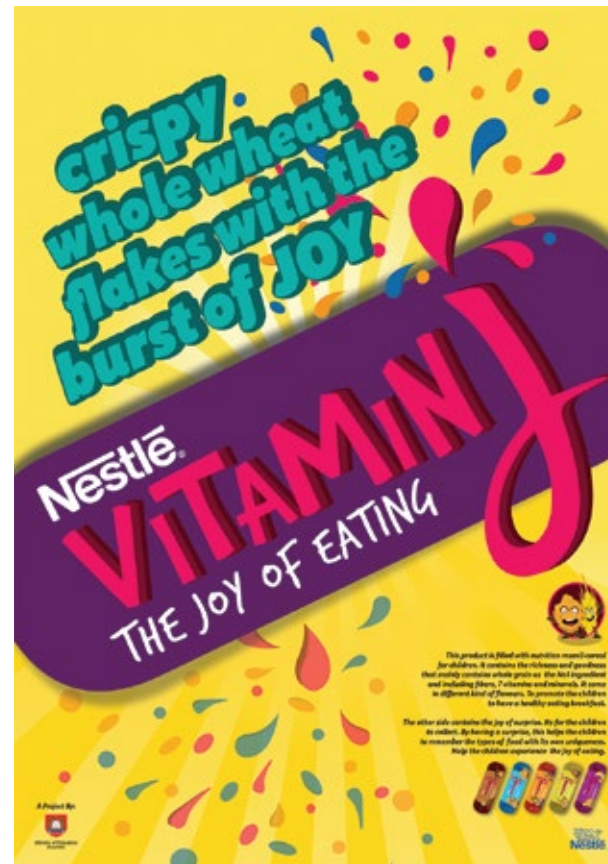
Point Of Display

Vitamin J, Point Of Display and Information Poster

Rationale:

The capsule comes in series of colour, that contained muesli cereal with different flavours, by Nestle.

Poster with tagline, 'crispy whole wheat flakes with burst of JOY'. With this Vitamin J, the kids are able to get and go and eat it.



Poster

Concept & Designed By:
Abdullah Luqman

Suzuki Print Ad, Motor Show Campaign

Rationale:

The concept of using shopping basket, to communicate to the consumer into coming down and take a look at the special price promotion with spectacular savings that Suzuki are having during the event.

Meanwhile Suzuki is launching 'New Car' during the event.

With the new car to commemorate into celebrating the 40 years Suzuki Champion Motors.



The advertisement is framed like a shopping basket hanging from a pair of black straps. Inside the basket is a red Suzuki S-Cross. The background is white. At the top left is the Champion Motors logo, and at the top right is the Suzuki logo with the tagline 'Way of Life!'. Below the basket, the text reads: 'CELEBRATE OUR 40TH ANNIVERSARY IN SINGAPORE WITH SPECTACULAR SAVINGS'. Below this, it says: 'THE FIRST 40 S-CROSS ARE GOING FOR A SPECIAL PRICE OF JUST \$97,900 THIS WEEKEND.' Below the text are four cars: a silver Suzuki Ciaz RS, a silver Suzuki Swift, a silver Suzuki S-Cross, and a silver Suzuki Vitara. Below each car is its name and a price tag: Ciaz RS \$198,900, Swift \$190,900, S-Cross \$105,900, and Vitara \$104,900. At the bottom left is the '40 YEARS SUZUKI CHAMPION MOTORS' logo. At the bottom right is the contact information: '217 Alexandra Road, #01-08, The Alencier, Singapore 159929', '6631 1118', 'www.suzukicar.com.sg', and 'Suzuki.SG'. Below the contact information is a small note: '*Terms & Conditions apply. Images are for illustration purposes only.'

Champion Motors

SUZUKI Way of Life!

CELEBRATE OUR 40TH ANNIVERSARY IN SINGAPORE
WITH SPECTACULAR SAVINGS

THE FIRST 40 S-CROSS ARE GOING FOR A SPECIAL PRICE OF JUST \$97,900 THIS WEEKEND.

CIAZ RS \$198,900

SWIFT \$190,900

S-CROSS \$105,900

VITARA \$104,900

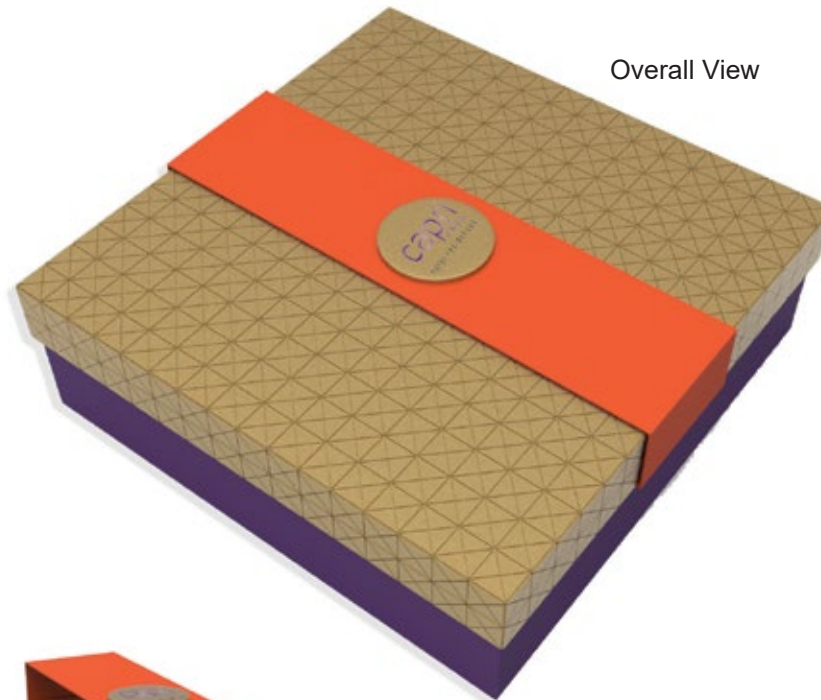
40 YEARS SUZUKI CHAMPION MOTORS

217 Alexandra Road, #01-08, The Alencier, Singapore 159929
6631 1118 www.suzukicar.com.sg Suzuki.SG

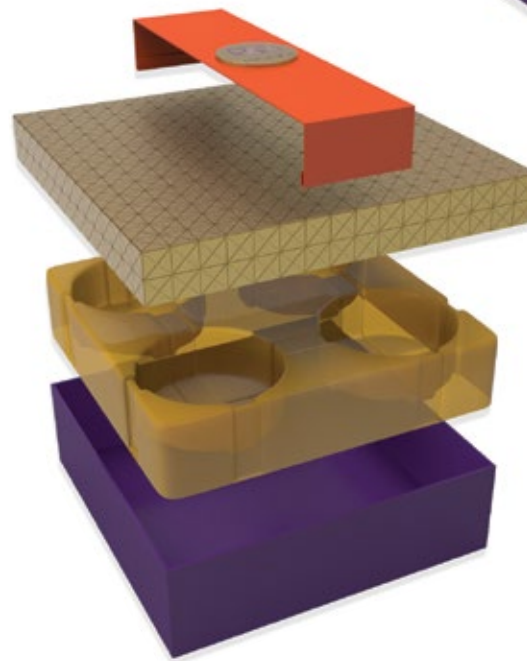
Opening Hours
Mon - Sat: 9am to 7pm
Sun & P.H: 10am to 6pm

*Terms & Conditions apply. Images are for illustration purposes only.

Concept & Designed By:
Abdullah Luqman



Overall View



Exploded View

Capri Mooncake, Packaging for mooncake during Mid Autumn Festival

Rationale:

To propose a simple mooncake packaging with the used an idea to eat, have fun during Mid Autumn Festival.

The top cover of packaging can be transformed into a lantern using origami concept. The reason being, with a structure that looks like an origami, it can be a unique selling point.

Concept & Designed By:
Abdullah Luqman



Ninja Academy, Infographics of Ninja

Rationale:

To create and promote the Ninja Academy. It presented as an infographics of olden days "Ninja."

As people are has been forget on who the Ninja is and has been modernized.

The academy it where, the parents and children gone through different challenges in becoming real ninja as with use thier attire to participate.

Being ninja is part of a keeping fitness through exercise and leading a healthy life.

Concept & Designed By:
Abdullah Luqman



PediaSure Recipe, Booklet For Picky Eaters

Rationale:

To create recipe booklet that consist of wide range recipes booklet for picky eaters, under the brand of PediaSure.

Where this recipe is indulge for the kids to choose the specific recipe to eat. For the parents and kids to get along to make this recipient together.

Concept & Designed By:
Abdullah Luqman



Maze Runner, AR Shooting Game

Rationale:

To create AR shooting game, based of the knowledge and skillset learn from the course.

The environment of the game will be played in Maze Format whereas the player is supposed to shot any enemies that passing thru.

As the game level increase, the difficulty of the game also increased based of the setting of the Score for the respective game.

Concept & Designed By:
Abdullah Luqman

• • • •
• • • •



Educity V2.0, Education Learning Game - Mainpage, - World map

Rationale:

An revised updated version of educational mobile app that helps the students become healthier, smarter and safer.

In 3D version, where the students will go thru the variation world. Where as in the different world has different region such as Cyberland, Finance land, Science land, etc.

In Cyberland, there will quest student need to go thru in other to go to next land. In every single there is objective set, complete in order to go next quest.

With this, the teacher will be able to asked the question regards to the quest lesson learnt.



Concept & Designed By:
Team Level

2nd Developer



Educity V2.0, Education Learning Game - GUI Layout

Rationale:

I designed the game to be as simple layout and keep to trend of the modern game interface. As it will be easier for any student to learnt and play this education learning game without any much guidance.

Before and after the game, there will panel to show the objective of the game. While in the end, will show whether completed or failed after the quest.



Concept & Designed By:
Team Level

2nd Developer



Educity V2.0, Education Learning Game - Kopitiam Quest

Rationale:

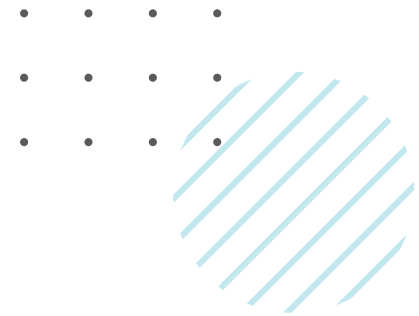
This game is called the 'Kopitiam'. The message to come across in this game is to choose the right food and eat healthily. As helps in our daily intake of nutrition.

The player will navigate the character in a kopitiam maze environment. To collect all the good food, and try to stay away from junk food.

Eating healthy food (green) helps to grow happily while eating junk food will increase the size of the character one times, two twice bigger.


Concept & Designed By:
Team Level

Roles: 2nd Developer



THANK YOU!

CONTACT ME

 8343 3374

 abdd.luqman@gmail.com

 [linkedin.com/in/abdullah-luqman/](https://www.linkedin.com/in/abdullah-luqman/)