



GDT 312

Final Storyboard

NAME:

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COMPANY/PRODUCT:

SINWAH ICE CREAM POTONG

A close-up photograph of several round, rustic bread rolls, likely ciabotta or similar, dusted with flour. They are arranged on a metal perforated tray. The lighting is soft and focused, highlighting the texture of the bread and the dusting. The background is dark and out of focus.

Product Review

SinWah Ice Cream Information

Sin wah Ice Cream Sdn Bhd is based in Malaysia. The head office in Kuala Lumpur. The enterprise operates in the Ice Cream and Frozen Dessert Manufacturing industry. Sin Wah Ice Cream Sdn. Bhd. was incorporated on August 14, 2014.

In its most recent financial highlight, the company reported a net sales revenue increase of 21.37% in 2017. Its total assets grew by 66.21% over the same period. The net profit margin of Sin Wah Ice Cream Sdn. Bhd. increased by 2.45% in 2017.

Literally translated, Ice Cream potong is sliced of Ice Cream, but of course there's more to it than that. First, it's made with coconuts milk instead of milk and cream. Second, you don't need an ice cream maker. Also ice cream potong bars are traditionally skewered, through in the interests of public safety, the skewers of yore have been replaced with non-pointy rods.

Studio Project 1 Artwork.



Old Logo

Pandan



Durian



Red
beans



New logo



Packaging design

Signage and other collateral items



Signage



T-Shirt



Tote bag



Keychains



Sticker pack



Uniform