UNIVERSITI TEKNOLOGI MARA

reQaseni

The 18th reQaseni

EXHIBITION

re-imagine

reQaseni

NADI BY 18TH REQASENI
ART AND DESIGN DIPLOMA EXHIBITION

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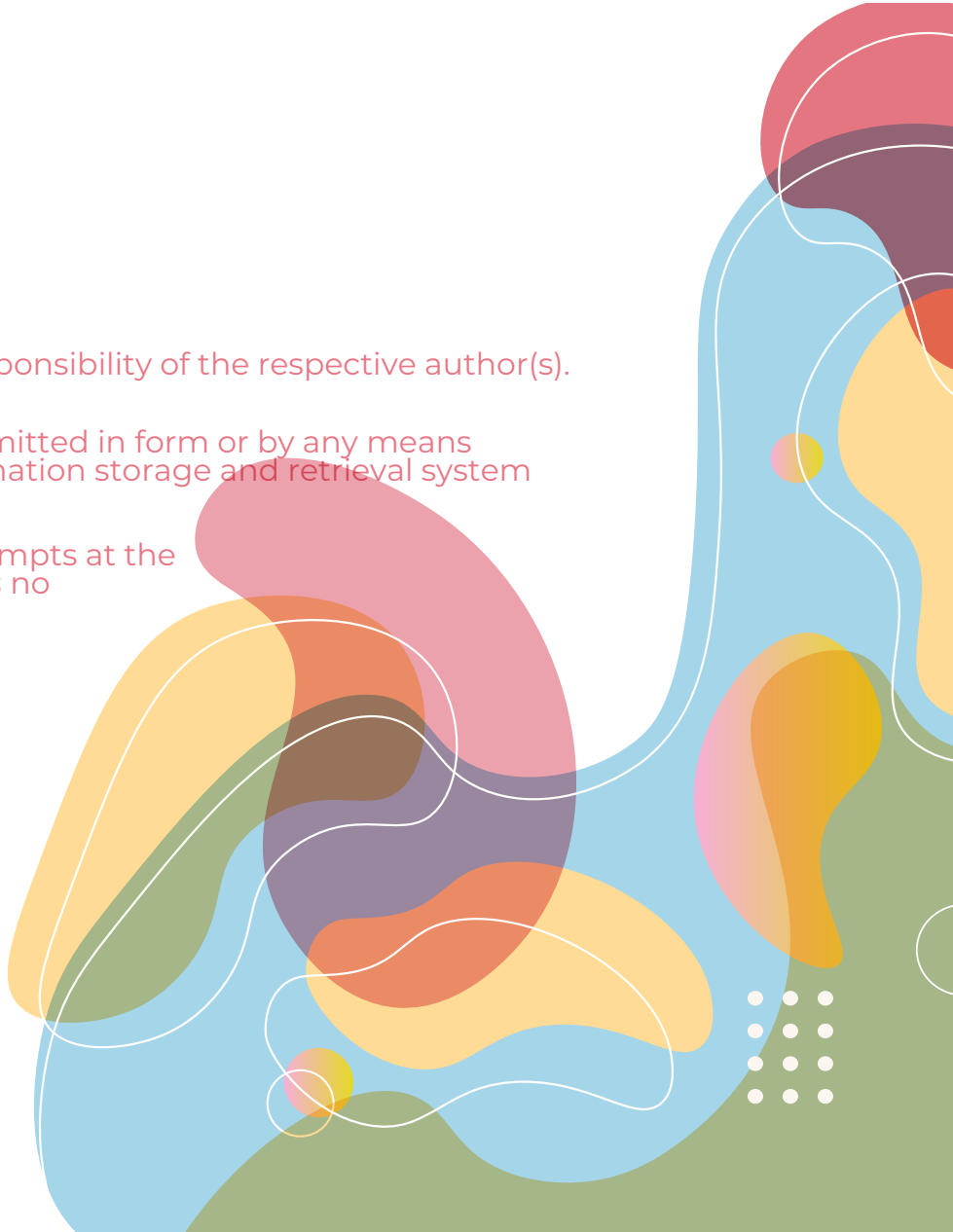

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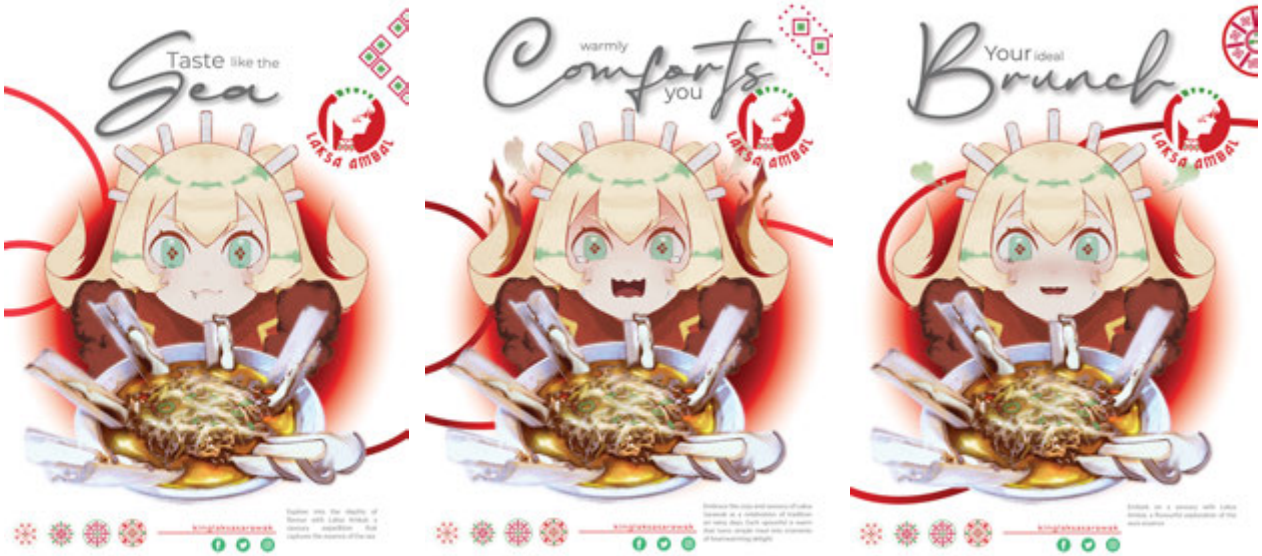
PRODUCT

Laksa Ambal Sarawak faces limited recognition, which impedes its broader appeal. By employing attractive graphic design plans, deploying creative ads and social media strategies to narrate its distinctive tale and traditional crafting, these can help Laksa Ambal Sarawak to receive larger attention. Moreover, recruiting influencers to promote the products, and utilizing online platforms, will assist in cultivating well-established brands, transcending the awareness challenge, and fostering broader enjoyment.

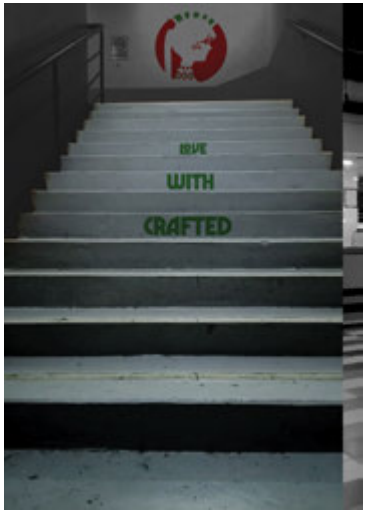
PRODUCT
LAKSA AMBAL
SCAN HERE!
LOGO RATIONAL
In Between Ambal
to show the freshness of ambal and represent a crown
Laksa Ambal mascot
The face of laksa Ambal
Circular Red
The identity colour of Laksa Ambal to make it appetising and attractive
Graphic Element
Iban Beaded necklace
Queen Ambal (mascot name) as the brand image of Laksa Ambal. The Colour red is to represent the brand's primary color and it is a colour that makes food appetising and attractive. The Ambal crown colored with green to potrays freshness.
POSTER
LIVERY
truck
PACKAGING DESIGN
carrier bag
paper bag
container
cup
utensil box
UNIFORM
cap
shirt
apron
MERCHANDISE
clipboard
towel
tissue
bowl
keychain

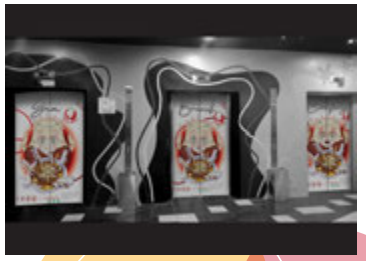
GDT315
PRINT DESIGN PROJECT

PRINT ADS



FIVE MEDIA PLATFORM





MOBILE APPS

3D BOOTH

COMMERCIAL VIDEO