



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Perak  
Kampus Seri Iskandar



ART & DESIGN  
COLLABORATIVE  
PROGRAMME



# BEYOND

## REDEFINE™

@redefinebyuitm

eISSN 2821-3629



9 772821 362001

A VIRTUAL  
**GRAPHIC  
DESIGN  
EXHIBITION**  
**2022**

IDEAS No 1, Vol 1

### **Publisher**

UiTM Perak Press  
Universiti Teknologi MARA  
Kampus Seri Iskandar  
32610 Seri Iskandar  
Perak, Malaysia

UiTM Perak Website  
<https://perak.uitm.edu.my>

College of Creative Arts (Perak)  
<https://www.adperak.com>

### **Editor-in-Chief**

Mohd Shahril Abd Rashid  
Anwar Fikri Abdullah  
Ts. Ahmad Sofiyuddin Mohd Shuib

### **Editorial**

Assoc Prof. Dr Nur Hisham Ibrahim  
Prof. Madya Dr Muhammad Abdul Aziz  
Dr Hanafi Hj Mohd Tahir  
Dr Shahrel Nizar Baharom  
Dr Shahrnizam Sulaiman  
Azlan Zainal  
Nurul Nadiyah Jamaludin  
Syahrul Nizam Shaari  
Mhd. Nor Osman  
Mohamad Quzami An-Nuur Ahmad Radzi  
Muhammad Fikri Saidi Othman

### **Project Coordinator**

Mohd Shahril Abd Rashid

### **2022 COPYRIGHT RESERVED REDEFINE BY UITM**

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any mean, electronic, mechanical, photocopying, recording, or otherwise permission of copyright holder.

The validity and authenticity of content in every article are the sole responsibility of the respective author/s. Any violations are entirely responsible for the authors.

First Published March 2022

e-ISSN: 2821-3629

## TYPEFACE

Graffiti style fonts had been used in this new concept and applied it on the new packaging. The words I focused on are "Peace", "Unity", and "Love" in line with the concept of independence that I want to convey. Plus, national color elements also had been used which is blue, red and yellow



## NEW PACKAGING

I adopted the concept of 'piece' graffiti in the new packaging by using illustrations of the three types of traditional dances by the three largest races in Malaysia. These three type of dance had been divided into three bread flavors where Bharatanatyam is for corn flavour, Lion Dance is for vanilla flavour and Zapin is for Chocolate Flavour. In addition, I used the stamp element and races' icon to strengthen the value of the nationhood.



## WALL GRAFFITI

This is the concept of 'piece' graffiti that will be on the wall. This 'piece' are include three types of traditional dances from the three largest races in Malaysia. Bharatanatyam, Lion Dance and Zapin had been highlighted on this project.

## BUNDLE PACK

I made a bundle pack for this new limited edition product where it combined all three new packaging in one pack. Customers will enjoy a bit lower price compared to the purchase of a single Gardenia Quick Bites' product.

## COLLATERAL ITEM

In marketing and sales, marketing collateral is a collection of media used to support the sales of a product or services. Some of the collateral item had been made as a marketing tools in this project. These included shelf edging, wobblers, shelf header, shelf talker, trolley ads, rack ads, point of purchase, 2d standee and pillar gate.



All of these items will be located in all supermarkets and hypermarkets, petrol station convenience stores like Petronas Mesra or Shell Daily2Go, and small retails like 7 Eleven or MyNews around the country.



**WAN MUHAMMAD LUTFI  
MOHD. SAMAHANI**



wanlutfi09@gmail.com

## GARDENIA MERDEKA EDITION

Gardenia Merdeka Edition is a project that focusing on the effectiveness of graffiti art. This project is to bring more freshers and youthful towards Gardenia Quick Bites' products – Quick Bites Corn Cream Roll, Quick Bites Vanilla Cream Roll, and Quick Bites Chocolate Cream Roll, by using graffiti art as a medium and traditional dance as the elements.



ORGANISED BY

REDEFINE™



Cawangan Perak  
Kampus Seri Iskandar



ART & DESIGN  
COLLABORATIVE  
PROGRAMME

