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Cawangan Perak
Kampus Seri Iskandar



ART & DESIGN
COLLABORATIVE
PROGRAMME

GRAFX
GRAFIK DAN MEDIA DIGITAL
UTM PERAK



BEYOND

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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>

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First Published March 2022

e-ISSN: 2821-3629

PROMO ITEMS

Kit Set LAH! is a promotional packaging with Cutlery set, Recipe brochure booklet and tier handle for it. You will get this items for ever purchase of combo set of the 3 sauces. It also came in stack for every combo purchase.



TELEVISION COMMERCIAL

A Tv Commercial that show a new norm life nowadays, a career mom who works from home while looking after the welfare of her family. However, she faced problems in preparing nutritious meals in a short period of time because she is busy working from home. Eventually she found the "magic" to all those problems and everything is done in 10 minutes only.



BILLBOARD

I choose Billboard to advertise the product because the primary target of this products in in Urban Area and career person. Free Standing type billboard would be suitable for Urban area because people will definitely see the billboard and will notice the product. Also, the design layout is a promotional poster for the 3 products, Every combo purchase, they will get the Limited Edition Kit Set LAH!

SOCIAL MEDIA

Social Media is a part of media consideration that I chose. Food Tree Factory operates through online platform, and one of it, is in Instagram. Those are the product's buying interface and the Instagram posts layout design for Food Tree Factory.



PACKAGING

Packaging Rationale

The elements of the product packaging is based on true events to define pop art's characteristics, which portray different races of characters wearing facemask during this Covid-19 and also famous culture such as "air ikat tepi". Also a bowl of dish symbolize every races' famous menu. The packaging came in stack for every combo purchase



SERIES POSTER

This series poster is a promotional poster for the products which is Balado Berapi, Creamy Butter, and Magic Soy Sauce. The poster giving a hint about how the sauce taste like. The concept of these poster is pop art style which include dots, spark elements and comic style bubble box. The color of the poster itself is based on the products packaging's color. Also, it includes the famous dish for every race.



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PACKAGING DESIGN OF FOOD TREE FACTORY

Food Tree Factory is a local brand that offers versatile cooking sauces which is in Balado Berapi, Creamy Butter and Black Magic. Despite of that, this project is to promote a popular elements in packaging design by using illustration in pop art style in a better way.



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