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Cawangan Perak
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ART & DESIGN
COLLABORATIVE
PROGRAMME



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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

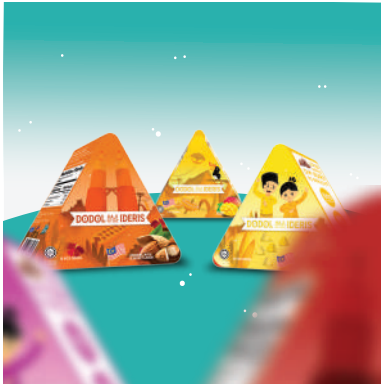
e-ISSN: 2821-3629

Finalize packaging design

After the design of the packaging was finalized, I continued with making the detail of the packaging such as nutrition facts, manufacture infos, halal logo, product name, and barcode for the side of the packaging. Meanwhile for the back of the packaging, I made a fun fact for each national identity for people to read.

13 Dodol Haji Ideris

Once the design of the packaging finalized, I started with drafting colors of the packaging and how I wanted it to look like. I have decided on 4 main colors which are Red, Purple, Green and Yellow. Each color have 3 different shade to make it look like gradient and blend together when you place it next of each other. Meanwhile for the Original Gula Melaka, I decided to mix the color, green with yellow and all the national identity all together.



In-Store Advertisement

For the media consideration, I have decided to chose In-Store Advertisement where all the media are focused on promoting the product in inside of a brick-and-mortar business or commercial property. It actively promotes products and services at the point-of-purchase when customers are highly interested and engaged. Some of the item as shown above, Tasting Booth to engage with the customer, Cutout Standee, Shelf Edging, Shelf Ready Packaging, Shelf Divider and Floor Display

Floor Display

Floor display is the first In-Store Marketing item that I designed. They increase the likelihood of spontaneous buying or the willingness to switch brand. Based on my research some customer even spontaneously bought products, or bought a product that wasn't their usual brand, because it was showcased on an attractive display.

LOGO

Logo Rationale

For the new logo Dodol Haji Ideris, I was inspired from the new shape of the packaging which is triangle. For the font, I used Tahu! Colors reasoning, Psychologically, turquoise represents clarity of thought and communication. It inspires self-expression, encouraging people to tune into their own needs.



3-Pieces Illustration

After discovered the Malaysia National Identity, which are Petronas Twin Tower, Bunga Raya, Wau, Mount Kinabalu, Hornbill, Jalur Gemilang, Kompang, Songket and Zapin. I created this 3-piece illustration that connected to each other. Each illustration contained the national identity. The illustration tried to picture Malaysia from all the national identity.



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REPACKAGING DODOL HAJI IDERIS

Dodol Haji Ideris is a local snack brand from Melaka.

Specialized in making delicious dodol. Malaysia National Identity were used as the implementation on the new packaging of Dodol Haji Ideris. 13 unique flavors comes out with a new line up of captivating and eye catching packaging.



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