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Cawangan Perak
Kampus Seri Iskandar



ART & DESIGN
COLLABORATIVE
PROGRAMME



BEYOND

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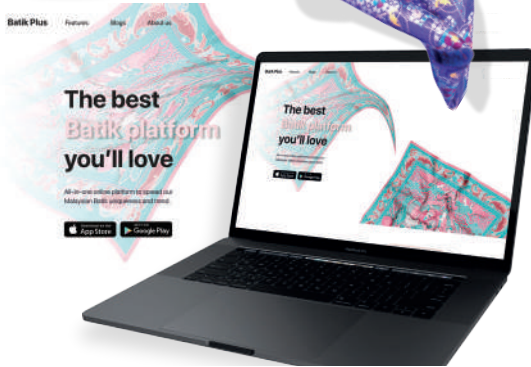
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COLLABORATION

Partnership between Batik Plus and well-known brands such as Vans, as well as other batik corporate companies such as *Jadi Batek* is part of marketing strategy to promote this mobile app.

AMBASSADOR

Utilising social media, which includes ambassadors who are knowledgeable with batik, such as Fern Chua, a local batik artist.



OVERVIEW WEBSITE

Batik Plus launching event presenting a press conference kit, which is a product summary on the website to the audience in order to explain in general about this mobile app.

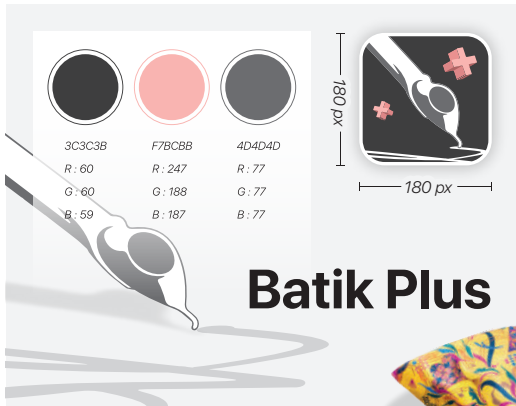
MARKET PLACE

Batik Plus launching poster use for the marketing area of this platform in order to promote it and get more users, particularly among core targeted consumers of batik enthusiast.

LOGO

Logo Rationale

By using Canting tool as the main icon to the Batik Plus logo represents the core identity of the process of making batik. "Plus" icon with contrast color determined to highlight the word "PLUS" which is the name of this mobile app.



MOBILE APP

A platform with multiple variations that will be combined into one platform that uses a user-friendly concept to educate Malaysians about the uniqueness of local batik and help batik entrepreneurs generate income through this mobile app.



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MAT ZAIN**



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BATIK PLUS

The Batik Plus is a mobile app that provide information to aducate Malaysian about batik and opportunities to batik entrepreneurs around Malaysia to generate income after Covid-19 pandemic that has effected our country. This mobile app use a user-friendly concept to grab batik enthusiast to download and use this platform to support our local batik.



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