



UNIVERSITI  
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MARA

Cawangan Perak  
Kampus Seri Iskandar



ART & DESIGN  
COLLABORATIVE  
PROGRAMME

GRAFX  
GRAFIK DAN MEDIA DIGITAL  
UITM PERAK



# BEYOND

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A VIRTUAL  
**GRAPHIC  
DESIGN  
EXHIBITION**  
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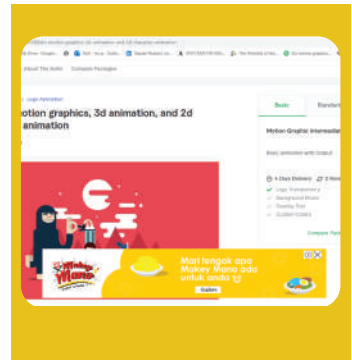
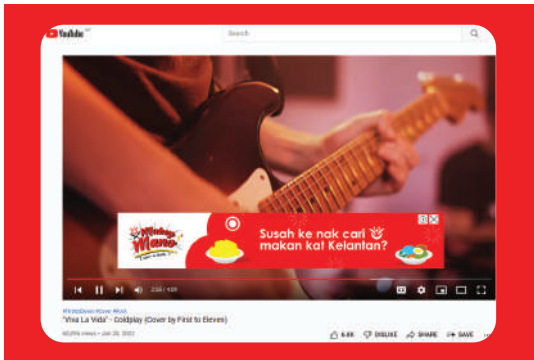
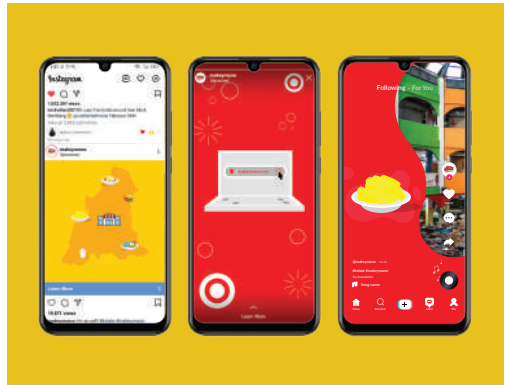
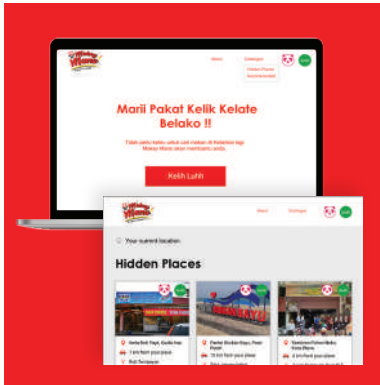
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## WEBSITE

Websites is the platform for user to explore more about places and foods in Kelantan especially for foodhunter. However, according to the data that from user test for booking pages, mostly is complaining about the information arrangement for user which is better to start with the name.

## SOCIAL MEDIA

Since the core design for this project was the motion graphic, the first video will introduce the brand generally on Youtube and Social Media. In Instagrams ads, people can see the video appear with the ads and they can click the "book" and directly to the website pages. As we all know Tiktok is the one of the famous platform nowadays and it also can help this brand to raise up.



## YOUTUBE BANNER ADS

The youtube banner ads will help audience go to the platform but the catalogue pages which is make user easier to choose their places to go and dine in. However,

## WEBSITE ADS

Same goes to the youtube banner ads, if the user click the banner, it will opened the website pages.

## LOGO

### Logo Rationale

The word of Makey Mano is a questionnaire in Kelantan that means "where to eat". The Kelantan's logo with the fork and knife use to represent the foods campaign. The red and black color in the logo symbolizes the Kelantan state. The yellow color and the liquid is to symbolize foods.



## MOTION GRAPHIC

First of all, there are 3 motion graphic videos that will be use to promote as the core and main for this project. The videos will be separated in 3 different type which is Product Awareness, Solution Aware, and Problem Aware. Audience will get to watch the first one on the youtube and instagram ads, so when they clicked a button they will directly open the platform.



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### MAKEY MANO

Makey Mano was created to increase the visitors and reach over one millions visitors in Kelantan. However, Makey Mano also helping and sponsor the restaurants around the states to add their profit.



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