IDEAS - Inspiring Design and Art Scene

A Documentation of
Final Year Project
Artworks in

INDDEX 2022 x Redefine 15 Exhibition
16 - 22 August 2022

at Gallery Al-Biruni
Universiti Teknologi MARA (UiTM)
Cawangan Perak
Kampus Seri Iskandar
Malaysia

@redefinebyuitm

eISSN 2821-3629
9 772821 362001
IDEAS No 1, Vol 2

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

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

Official Redefine Website
https://www.redefinexhibition.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 Shahrunizam Sulaiman
Azlan Zainal
Nurul Nadiah Jamaludin
Syahrul Nizam Shaari
Mhd. Nor Osman
Mohamad Quzami An-Nuur Ahmad Radzi
Muhammad Fikri Saidi Othman
Mohamed Izzat bin Mohamed Khalil

EDITORIAL (LANGUAGE)
Zarlina Mohd Zamari

Project Coordinator
Mohd Shahril Abd Rashid

© Unit Penerbitan UiTM Perak, 2022

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means; electronic, mechanical, photo-copying, recording or otherwise; without permission on writing from the director of Unit Penerbitan UiTM Perak, Universiti Teknologi MARA, Perak Branch, 32610 Seri Iskandar Perak, Malaysia.

First Published October 2022
No 1, Vol 2

PERPUSTAKAAN NEGARA MALAYSIA

E-ISSN: 2821-3629

ADVERTISING

Muhammad Zamer Bin Zulkifli

zamerzulkifli99@gmail.com

Mamee Chef

Mamee Chef is a Malaysian instant noodle. Mamee Chef's premium instant noodle use a Pull Noodles Technology, to make the noodles firmer and springier. With the addition of tasty ingredients and vegetables, the technology enhances the irresistible ultimate taste of it

ID : 2020837424

MAMEE Chef

Design Concept:

The design concept used in this project are Premium style, aesthetical environment and cinematic style.

The main concept for this project is by visualizing the premium concept, fancy style and aesthethical. This will help to visualize the chef's hand pulling noodle demonstration through the Advertisment's design.

SMT Implimentation

3 Series Posters

Television Commercial

ORGANISED BY

REDEFINE™

Omnific carries the meaning of being multitalented and omnicompetent or meaning creates all things: in other words, Omnific means having unlimited powers of creation. We are a group of 15 young designers that are ready to take over the world with our creativity and ideas. Omnific consists of 8 students from Corporate major and 7 from Advertising major. For the 15th REDEFINE design exhibition, Omnific will certainly impress you with the unique approach of displaying our exhibits.

UNIVERSITI TEKNOLOGI MARA | Cawangan Perak

AD PRK

GRAFIX
GRAFIK DAN MEDIA DIGITAL
UITM PERAK

DG GRAFIK