

IDEAS - INSPIRING DESIGN AND ART SCENE



A Documentation of
Final Year Project
Artworks In

ORPHIC
Redefine 16 Exhibiton
15 - 21 February

FSSR 2/LEVEL 3
Universiti Teknologi MARA (UITM)
Cawangan Perak
Kampus Seri Iskandar
Malaysia

 [redefinebyuitm](https://www.instagram.com/redefinebyuitm)

eISSN 2821-3629



9 772821 362001

IDEAS NO.2 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](https://perak.uitm.edu.my)

OFFICIAL REDEFINE WEBSITE

[HTTPS://WWW.REDEFINEXHIBITION.COM](https://www.redefinexhibition.com)

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FIRST PUBLISHED FEBRUARY 2023
NO 2, VOL 1

Digital version
E-ISSN: 2821-3629

<https://redefinexhibition.com/ideas/>



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Be

TheHappyHack

Daily Reading and Guidance Card Deck



Introducing TheHappyHack, a daily reading and guidance card deck that helps improve overall well-being and increases levels of happiness. Each of the 20 scientifically proven activity and exercise card is designed to boost happy hormones and enhance emotional well-being. The easy-to-use deck can be drawn daily, used for journaling and meditation, or shared with loved ones. TeHappyHack acts as a personal coach providing daily tips and tricks to improve mood and well-being. It is perfect for anyone seeking to improve his mental health, whether the person is struggling with mood issues or looking to enhance contentment. It is also a thoughtful gift that shows you care about the well-being of friends and loved ones.

★ LOGO DESIGN ★

Fun icon as someone always
symbolized with positivity and
happiness

Font and custom placement:
Bright font is easy to read and the
placement is changed to give
rhythm in the design to look "fun"

4 Sparkles icon to symbolize 4
happy chemicals and as
supporting element

Smiley icon symbolizes happiness

Gradient colour:
Other than gradient color related to
'sunny', it is also to show the the
transformation of feelings. The colour
also shows the art direction of
illustrations for this project



★ PRODUCT VISUALIZATION ★



CHARACTER DESIGN



Dopamine

Oxytocin

Serotonin

Endorphin

CARD BOX PACKAGING



GUIDEBOOK



20 CARDS DECK



KIT PACKAGING



DAILY CARD READING JOURNAL



ENAMEL PIN



SERIES OF ADS



WEBSITE



SCAN TO VISIT

SOCIAL MEDIA STICKERS



SCAN TO INSTALL

& ANIMATED CARDS



SCAN TO EXPERIENCE



REDEFINE™

Redefine 16 - Orphic. From an adjectival standpoint, orphic signifies mysterious and entrancing, as well as something beyond ordinary understanding. Everyone has his or her own mystery that transcends anybody's ordinary understanding, which is also what makes each individual unique and unpredictable at best. Orphic was meticulously created to communicate to the world that we, 34 young designers, are ready to exhibit what mystery and beyond ordinary understanding genuinely means.