Graphic Design Showcase

2026

CONTINUUM by bold



AHMAD AFIQ BIN MOHD KHAIRUL MIZLAN

Promoting Local Snack Heritage Through Illustration: Case Study of Beryl's Chocolate Malaysia

This Final Year Project proposes a seasonal packaging campaign for Beryl's Chocolate called "Woven Tales: Puteri Series," positioning it as an authentic cultural souvenir for international tourists. It addresses how local brands use overly Westernized aesthetics that weaken their link to Malaysian heritage and miss out on storytelling opportunities. The project incorporates the history of legendary princesses from Tanah Melayu to introduce these female icons to a global audience.

Replacing product photography with high-detail cultural illustration, the multi-set box collection integrates each princess's story directly into the packaging experience. By commercializing local history, this design strategy transforms a standard snack into a collectible heritage item that showcases national pride.

