

UNIVERSITI TEKNOLOGI MARA

**IDENTIFYING THE POTENTIAL
VISUAL ELEMENTS AND HANDICRAFTS
FOR FOOD PACKAGING
(A CASE STUDY OF MELAKA SMEs)**

**WAN NURUL IZZATI BINTI
WAN MUHAMMAD ZULKIFLI**

Thesis submitted in fulfillment
of the requirements for the degree of
Master of Art and Design

Faculty of Art and Design

April 2015

AUTHOR'S DECLARATION

I declare that the work in this thesis / dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledge as reference work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student	:	Wan Nurul Izzati Binti Wan Muhammad Zulkifli
Student I.D. Number	:	2011996953
Programme	:	Master of Art and Design (AD 780)
Faculty	:	Art and Design
Thesis	:	Identifying The Potential Visual Elements And Handicrafts For Food Packaging (A Case Study of Melaka SMEs)
Signature of Student	:
Date	:	April 2015

ABSTRACT

Traditionally, packaging is limited to something that protects the product content from any physical obstacle and safe methods. From years to years packaging continues to grow and evolve as external elements of the product that encompassing the physical appearance. Towards issues regarding packaging design in Malaysia, a lot of efforts were taken by the Malaysian government to improve the quality of packaging design particularly for SME's product. Across this effort, a few claims were still established in regards of packaging design weakness. Moreover, through pilot study that has been conducted, it is defined that the existing SME's food in Melaka are still not having a good appearance in terms of design and quality material. Thus, based on that, a study was conducted by taking SME's food packaging in Melaka as a case study. The aims is to improve the low quality existing packaging design of Melaka SME's food product by establishing the potential visual elements of packaging design and potential handicraft that can be used as a future material. Throughout the case study, two different methods were used: a contextual document analysis and a face to face interview. The results revealed that color, material and graphics are the potential visual elements that should be used by the designers in the future for designing Melaka SME's food packaging. The study also established four empirical reason from the design perspective in explaining the failure of the existing Melaka SME's food packaging and providing a new proposed guideline in terms of effective's visual elements for Melaka SME's food packaging and natural-based material that originated from Melaka is the best material and concept that can be using as an appropriate material in future.

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

First and foremost, Alhamdulillah and Syukur.
Thank you, Allah for this journey.

I would like to extend my heartfelt gratitude to my principle academic advisor; Dr. Norfadilah Kamaruddin for her kindness, invaluable guidance, and her precious time to share with me the most important matter in my life, knowledge. Your knowledge will always be tresured and I pray Allah will someday put you in the highest place among the ones that He loves. Thank you, again Dr. Dila.

To mama, ayah, Azzim and all my family members everywhere that has been supporting me, I dedicate this thesis to all of you. No words can describe how thankful I am to be here today. You were the only ones that has watched me grow and understand every inch of me. I love you all so much, purely from my deepest heart.

To every lecturers, that has been guiding me since my early years in UiTM Lendu until my journey in UiTM Shah Alam, I thank you all so much. I appreciate the knowledges, teachings and supports that was been given to me. This by far has been a very valuable experience for me. *Merci*.

To all my friends, if I could save time in a bottle, the first thing that I'd like to do, is to save every day, until eternity passes away, just to spend them with all of you, and *oui, c'est une chanson*. Abu & Aimi, Kak Aidah, Nurul Hasanah, Kak Akma, Kak Teha, Kak Ana, Midi, Shafiza, Inda, Dee & Izzat, I thank you very much.

To everyone that has been helping me going through this journey without even knowing that I appreciate them, I am forever thankful and blessed to have you in my life. Auntie Zaharah & family, Qilla & family, all late night guards that has been keeping me safe throughout the nights in Shah Alam, everyone, thank you, syukur and Alhamdulillah.



Wan **Nurul** Izzati Wan Muhammad Zulkifli

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

As one of the most widely used forms of three dimensional applications of graphic design, packaging serves as one of the most influential forms of communication with consumers since it provides a firsthand experience for individuals. Because of the numerous and varied quantities of consumer based products that are produced in modern society it has one of the widest range of applications of all the forms of graphic design. Therefore millions of different products required unique and individual packaging to set them apart from the competition when they reach their retail destinations.

The never-ending creation of new products provides designers with the materials and necessity to produce a new packaging design and different package designs that utilize a variety of constantly evolving production techniques and materials. All those products therefore can be packaged in paper, cardboard, plastic, rubber or even metal. This requires not only a variety of production process but also printing techniques in order to create and apply the aesthetics of the branding for the individual product or line of products. This never-ending list of possible production techniques requires product designers to be well versed in typography, color and three-dimensional design to ensure that their package designs are unique in every aspect.

As packaging design is essential for food to preserved good, packaging design is then invented with help of technology advancements (Klimchuk & Krasovec, 2012). For example, in the 19th century, packaging appears as a new technology that enabling manufacturers and growers to supply their products to store in pre-packed format (Calver, 2007). Thus, packaging allows the content inside to last long and help manufacturers in their business. Nowadays, packaging could be made into anything as creativity has no boundaries with the advances of technologies and many graphic techniques (Roncarelli & Ellicott, 2010).