

DESIGN EXHIBITION 2022

MAKIN
KAWALAN
KAWALAN
KAWALAN

College of Creative Arts, UiTM Kedah Branch

Publisher:

College of Creative Arts,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok,
Kedah,
MALAYSIA

Copyright 2022 College of Creative Arts,
Universiti Teknologi MARA Kedah Branch.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the publisher or author.

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

Editor: Asrol Hasan, Shafilla Subri, Azhari Md Hashim, Neesa Ameera Mohamed Salim, Faryna Mohd Khalis, Syahrini Shawalludin, Mohd Hamidi Adha Mohd Amin, Abu Hanifa Ab Hamid, Ahmad Fazlan Ahmad Zamri, Mohd Taufik Zulkefli, Zaidi Yusoff, Fadila Mohd Yusof, Izza Syahida Abdul Karim, Muhamad Aiman Afiq Mohd Noor

MINDAREKA HYBRID 2022: Programme Book
e ISBN: 978-967-2948-25-4

Cover & layout design : Asrol Hasan
Typeface : Roboto
Type size : 11/12

Printed by:

Perpustakaan Sultan Badlishah,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok,
Kedah,
MALAYSIA

e ISBN 978-967-2948-25-4



Table Of Content

Rector's Message	i
Head of Faculty's Message	ii
Commitee	iii
Students Artwork (Graphic & Media Digital)	1
Students Artwork (Industrial Design)	137



GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
**MINORREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch

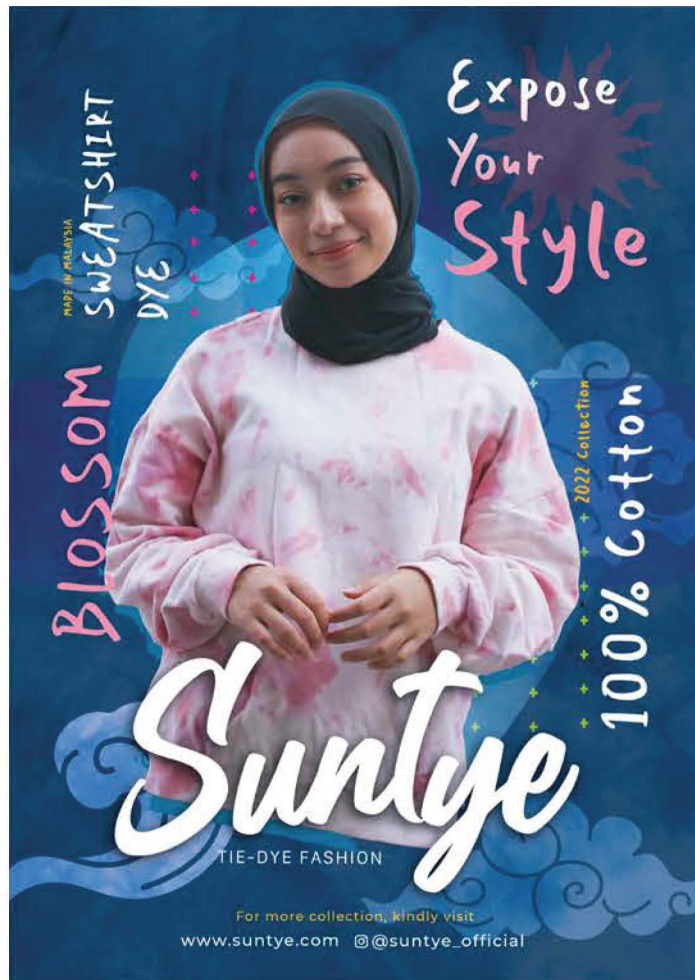


**DANI
IRFAN**
MOHAMED FAIDZ
2019284532

SUNTYE PRODUCT

Design Advisor : DR. NEESA AMEERA MOHAMED SALIM, MOHD SYAZRUL HAFIZI HUSIN

Suntye, what is suntye? Suntye is a tie-dye fashion which produces fashion items such as sweater. The word Suntye derives from the word "Santai" from the Malay word which represent the meaning of relaxation, cool, and fun. The Unique Selling Point of Suntye is the technique used in producing Fashion items. We focus on a lot of different techniques on how to dye the appearance of the fashion items. The tagline is "Expose Your Style". So why Expose Your Style? Expose Your Style reflects how the fashion can help boost your fashion sense and style by wearing Suntye. Suntye was establish since 2019 and still on going until now. The owner name of Suntye is Yzmeen and she is currently doing her Bachelor in UiTM Shah Alam. She started this company based on her passion and now she put all of her efforts into it. The successful rate of the company is quite slow due total of lack of promotional items. Basically the idea and concept for Suntye is catchy, fun, interesting and most importantly unique in comparison from other fashion styles. Suntye also use a lot of different technique to make sure it stand out from the competitors. Currently, this project highlight three types of sweater which is Blossom, Caramel, and Red Velvet. The competitors for this product would be Asly, Barang Boek and a lot more. For our international competitors will be Cotton On, HnM and a lot more. In conclusion the vision for Suntye is to make the world more colourful and also 'santai' to look at it. Not just that but also to make sure our product reach worldwide so that we can make everyone look like they are exposing their style with different technique and also with amazing colour. Santai, Expose your style.



TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA



e ISBN 978-967-2948-25-4



9 7 8 9 6 7 2 9 4 8 2 5 4