

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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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
**MINDAREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch



**MUHD 'AFIF
HAKIMI**
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OH KNIT PRODUCT

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

Oh Knit is a crochet plushie. The name 'Oh Knit' reflects the material and techniques used in producing this toy! The product tagline is "... is all i need" which means the plushie toy could a companion and that is all they need. USP of the product is it is custom made requested by the customer. Oh Knit is a product originally belonged to Nurhana binti Mohd Al Mansor and Knitsunny.my. This product is targeted mainly for children. The concept of Oh Knit is childish, colourful, cheerful, child-friendly and joy since the main product is created for children. Hence, the colour schemes are bright and full of joy. There are similar products in the market such as Chubby Plushies, crochet.toy.x, kait.bymas, Crochet My Hobby Crochet Toys Pattern etc. Oh Knit has changed the strategy in promotional marketing, which is targeting social media such as TikTok, Twitter, Facebook and Instagram because it wants to expand product marketing. In conclusion, Oh Knit has proposed a new concept and a new art direction which helps to bring a new image to help promote local products which has a lot of potential to be in the local and international market. Oh Knit, ... is all i need!

oh knit
Crochet Plushies

Hello! I'm
Baby Penguin

... is all i need

only Big Size!

Meet our crochet pluhies! All of them are champ of hugging and comforting to children. Adopt and hug one today!

Grab one today!

@ohknit
www.ohknit.com

oh knit
Crochet Plushies

Hello! I'm
Little Bee

... is all i need

only Big Size!

Meet our crochet pluhies! All of them are champ of hugging and comforting to children. Adopt and hug one today!

Grab one today!

@ohknit
www.ohknit.com

oh knit
Crochet Plushies

Hello! I'm
Mini Birdie

... is all i need

only Big Size!

Meet our crochet pluhies! All of them are champ of hugging and comforting to children. Adopt and hug one today!

Grab one today!

@ohknit
www.ohknit.com



TOSHIBA



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JABATAN KEBUDAYAAN
& KESENIAN NEGARA



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