

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
**MINORREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch



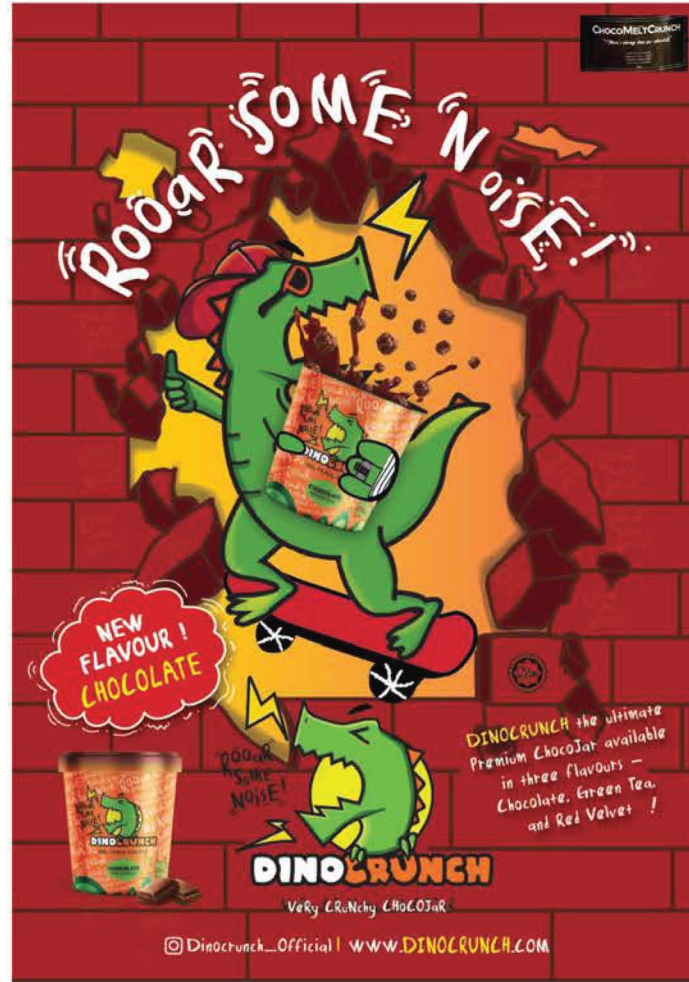
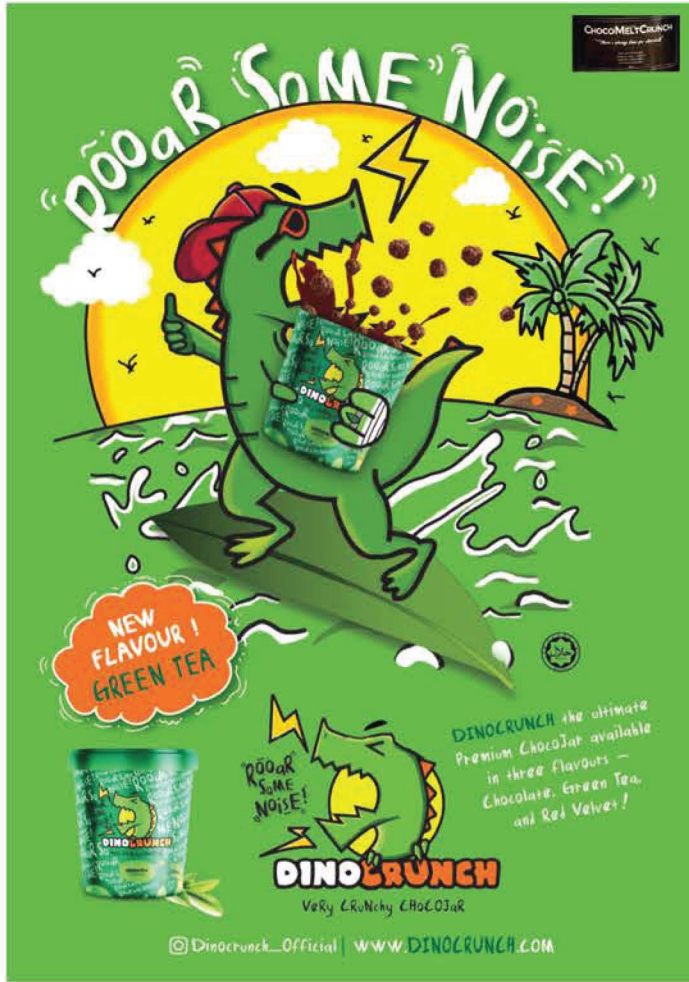
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DINOCRUNCH PRODUCT

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

DINOCRUNCH is a chocojar which comes in different flavours such as Chocolate, Green Tea and RedVelvet. The name DINOCRUNCH is derived from the sound of our customer while enjoying the product. Today we can find many competitors are selling the same product but different concept and Quality. This product used a dinasour as the icon as Dinasour reflects the characters and similar to the product. Dinasour produced sounds like "Roar" which has inspired in designing the new direction of the product. This tagline is very much here with the concept used to attract young customers and looks Nicely. This tagline is reserved for our customers, we want when customers eat our products they will feel the pleasure of premium chocolate and crunchy coco that can make them happy when they mention our tagline while eating which is "Roar Some Noise". This tagline is also interesting and unique to make it easier for people to remember and to recommended to others people about our products. This DINOCRUNCH product comes from Chocomeltcrunch, the original name of the company. Furthermore, The company started operating in 2019 on a small scale and expanded rapidly in Alor Setar, Kedah. Originally, this company only produced one flavour and one type of mini coco crunch. After getting feedback from customers, now this company produces 3 types of flavours, which is Chocolate, Red Velvet, Green Tea. In addition, the coco type is also added into two types, namely mini coco crunch and mini coco ball. Among the well -known competitors are from Malaysian artists, for example Rielkies, Nims, Choco Jerr, AB Choco jar and mellow crunch. So every product has its own specialties. The company develops this product with premium and crunchy chocolate to satisfy customers. The company also produces interesting flavours such as Chocolate, Red Velvet, Green Tea to suit the tastes of young people nowadays. DINOCRUNCH also produces attractive designs which bring a happy mood to the customers. Lastly, as a designer for this product, I'm truly satisfied with the overall look and feel of this product. I believed that DINOCRUNCH will go as far as other famous brands in Malaysia and will be a great competitor in the market. DINOCRUNCH, "Roar Some Noise!"



REDVELVET



CHOCOLATE



GREENTEA

TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA



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