

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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GRAPHIC DESIGN & MEDIA DIGITAL

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**MINDAREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch



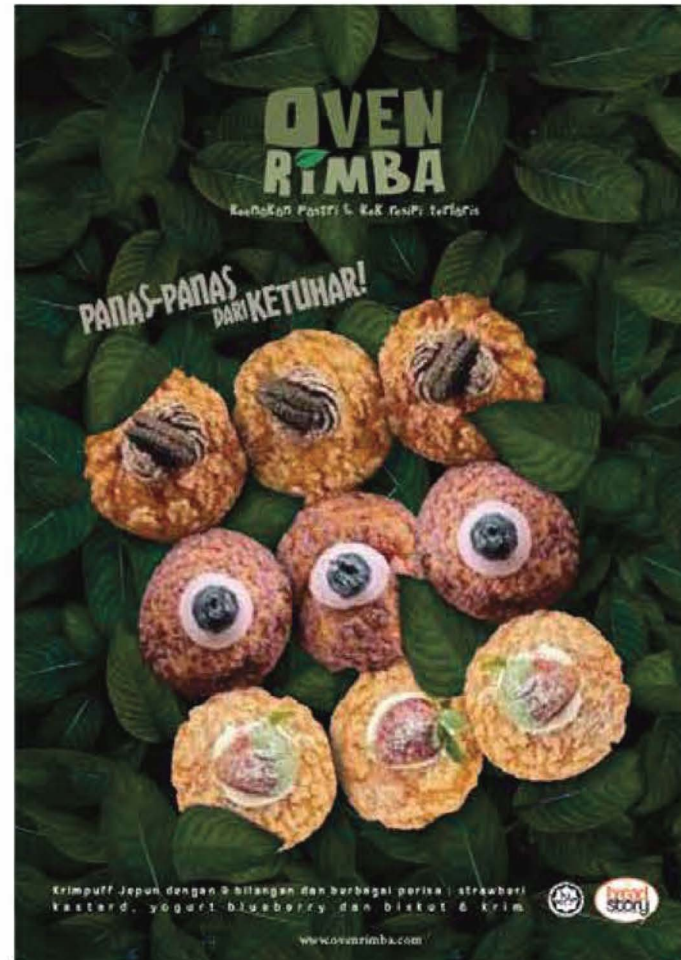
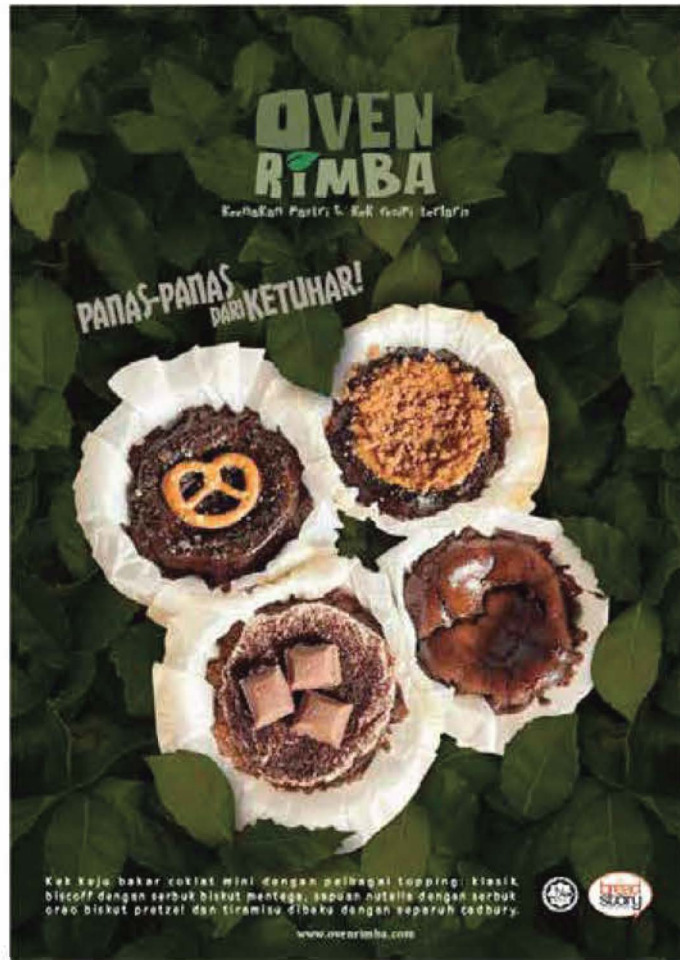
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OVEN RIMBA

PRODUCT (FOOD AND BEVERAGES)

Design Advisor : DR. FARYNA MOHD KHALIS , SIR ABDULLAH KULA ISMAIL & SIR MOHD SYAZRUL HAFIZI HUSIN

The product name is Ovenrimba. The owner choose the name to show that 80% of the dishes are made from it, and a variety of cakes and pastries represent by the word "rimba". My client's name is Shamira Binti Abahari. "Keenakan pastri & kek resepi terlaris" is the product description for this product. The tagline is "Panas-panas dari ketuhar!" to tell customers that the food is a dish just prepared for them. They started operating in the middle of 2020 by selling cream puffs, which until now are still their number one customer favorite. The store focuses on present soon as cream puffs and wanpaku sandwiches. For cakes, they focus on burnt cheesecakes and chocolate cupcakes. The strength of this product is richness of the food carbohydrates, and the cream puff. In addition, at oven rimba customer can make online reservations. The menu also prepared according to the season. The difficulty for me is when wanting to give the address of the store, because Ovenrimba does delivery for every order. With the website later, I can explain why they I did not put the address. As a graphic student, I have to always be ready to help solve problems faced in terms of creating new logos and packaging. Also, apply some simple An illustration to explain the product and related to an ingredient that is included in the processing of cakes and pastries This is doneto keep the product from deteriorating. Run away from the meaning we want to convey from the illustration. The target audience for this product is all students up to adults. This designed product is friendly to all ages and sweet food lover. This product can also provide energy because it is rich in carbohydrates and sweet. The product also makes reservations for certain events where teenagers and adults will always come. The design of this product is modern and compact. The items proposed for my final project are a series of ads, TVC, websites, and merchandise items. Traci Reed is an illustrator who inspired me. This helped me design. She always uses warm colors. I use that colour for packaging design.



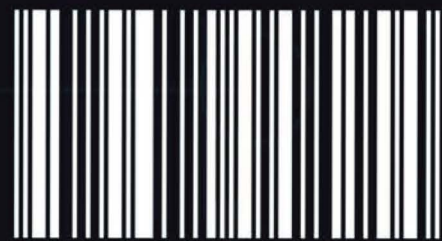
TOSHIBA



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& KESENIAN NEGARA



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