

DESIGN EXHIBITION 2022

MAKIN
KAWALAN
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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




**NUR SAIDATUL
ALIA**
MOHD JAAFRI
2019257786

WEPUFFYOU PRODUCT

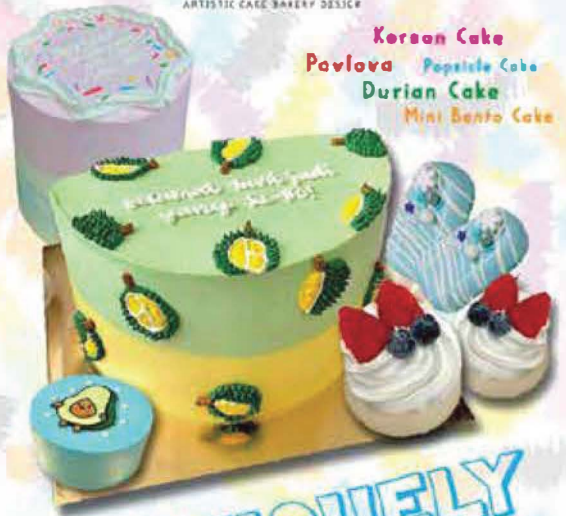
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Wepuffyou is the brand name of this product. I chose this cake shop because it clearly displays its products, and it sells cute and appealing cakes that will entice individuals of all ages, including teenagers and adults, to purchase a cake from the Wepuffyou cake shop. 'Artistic Cake Bakery Design' is the description for this Wepuffyou cake business. The Wepuffyou cake business's tagline is 'Uniquely Delicious Cake!' It informs the buyer that this cake shop creates highly distinctive cakes that are soft and delicious. The Wepuffyou cake business now sells Pavlovas as desserts in addition to cakes. Wepuffyou is a cake shop that opened in 2021. There are numerous cake stores that are currently quite popular in the market and sell a wide range of tasty and unusual cakes. Wepuffyou is now open in Cyberjaya and throughout Selangor including (Putrajaya and Kuala Lumpur). Aside from that, the Wepuffyou cake business sells cakes with a variety of artistic designs, such as sketching on the cake, tailored to the preferences of clients. Its purpose is to cater to the demands and preferences of clients. The value of this product is determined by its benefits and ease of use. All of the components in Wepuffyou cake are halal, which means they're safe to eat for Muslims. The most crucial factor. Wepuffyou cake business exclusively uses the highest quality ingredients to make their products and works to improve the taste so that you are delighted with your purchase. Cakes are also high in carbs, which offer energy. The flour is one of the key elements that provides the carbs present in cakes. Because of its soft texture, this cake is incredibly easy to eat and tastes delicious. During the course of this assignment, I encountered certain difficulties. One of these was the overloaded cake shop competition, which was also a means to introduce people to the business by designing a new logo for the Wepuffyou cake shop. Furthermore, a big number of people are drawn to well-known brands of cake, such as Baskin-Robbins, Fairy Cake, and Secret Recipe. As a graphic design student, I was able to tackle the problem by making the Wepuffyou logo look attractive and appealing to the public. For instance, I would design a logo for the cakes sold by Wepuffyou. Teenagers and adults are the intended audience for this product. Wepuffyou cake company creates cakes to bring delight to customers based on their preferences. Customers can, for example, use an image from the internet or Pinterest to create a design for a cake ordered from Wepuffyou. Finally, Wepuffyou cake not only makes customers happy, but also provides them with satisfaction through the taste of delicious cake and the design of the cake, which is based on the customer's personal preferences. Wepuffyou's mission is to improve people's lives by providing enjoyment and contentment to those who shop there.




Wepuffyou
ARTISTIC CAKE BAKERY DESIGN

Korson Cake
Pavlova
Popstole Cake
Durian Cake
Mini Bento Cake



UNIQUELY
DELICIOUS CAKE!



www.wepuffyou.com



Wepuffyou
ARTISTIC CAKE BAKERY DESIGN


wedding cake
Bear Cake
Mini Bento Cake



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Wepuffyou
ARTISTIC CAKE BAKERY DESIGN

Pavlova
Butter Cake
Pear Cake
Mini Bento Cake



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JABATAN KEBUDAYAAN
& KESENIAN NEGARA

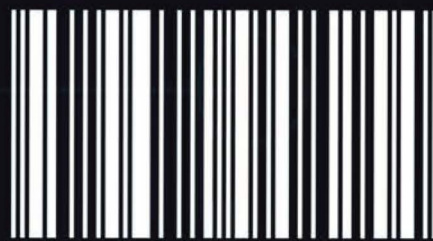


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