

DESIGN EXHIBITION 2022

MAKIN BANGUN
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College of Creative Arts, UiTM Kedah Branch

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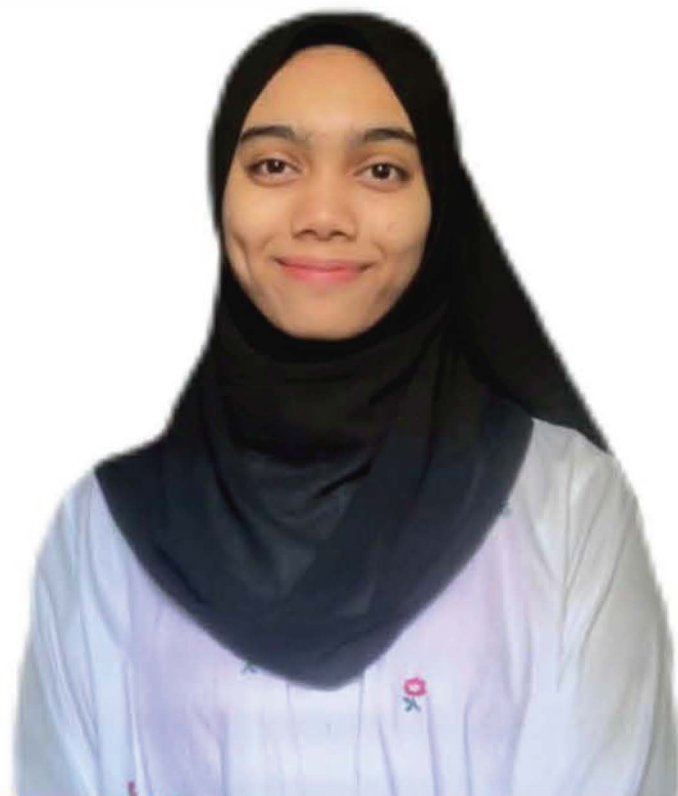
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GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
**MINORREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch



NURSYAHIRAH

MD ZAIDI

2019242264

POPIA CHOT PRODUCT (FOOD AND BEVERAGES)

Design Advisor : DR. FARYNA BINTI MOHD KHALIS , EN. ABDULLAH KULA BIN ISMAIL ,
EN. MOHD SYAZRUL HAFIZI BIN HUSIN

The name of this product is Popia Chot. The product name is a combination of the word popia and chot, which is the nickname of the manufacturer. The name of my client is Jack n Jill. The product description for this product is Kerepek popia rangup berperisa. " Krup krap Je " is a tagline for this product to inform buyers that the product is very crunchy when they eating it. Popia product were established many years back. This product is not just crunchy but have three different flavors. Usually only the cheese popiah is often mentioned by the public but this time other flavors will also be enhanced along with the cheese flavor. This product should be enjoyed when eat so that the taste of variation in each crunchy its different. The strength of the product lay on its benefit and convenience. This packaging of this product so adorable when they have a zip lock so while we not finish that chips we just pinch and pull to block from incoming air so that chips will never turns to sluggish. Size of packaging also not so big and easy to carry anywhere and store. I need to face some challenge in producing design for this product. One of it is the logo design is not represent product. As a graphic student, I solve the problem by make the design modern and look exciting . For example, I apply a simple illustration that related to the ingredients contained in the product . The target audience for this product are ranged from child till adults. This product is initially specifically designed for students working adults as a leisure snacks. The idea of my design came from the main ingredients which is skin of popiah. I use mix skin of popiah and flavors to make i looks likes a simple illustration to show the product crunchiness. The design for product is simple and modern. The items proposed for my final project are, a series of ads, TVC, Website and merchandise. In conclusion, Popia Chot does not only leisure snack but it always make you smile when eating this. Popia Chot's goal is to let people enjoyed what they do while eating the best snack in town.



KEJU



HORLICKS



MILO₅₀

TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA

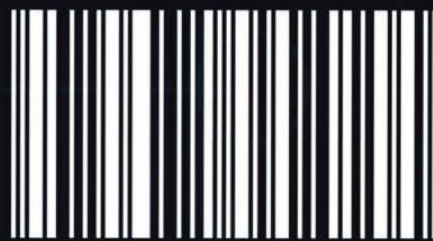


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