



UNIVERSITI
TEKNOLOGI
MARA

Perak Branch

AICAD
ASIA INTERNATIONAL COMMUNITY
OF ART & DESIGN

PRESENTS

INDDEX

INTERNATIONAL DEGREE DESIGN EXCHANGE

2022

★ RESET • REBUILD • RECONNECT ★

**UNIVERSITI TEKNOLOGI MARA
PERAK BRANCH
SERI ISKANDAR, PERAK, MALAYSIA**

14-22 AUG 2022

DEGREE SHOWCASE - Catalogue

**International Degree Design Exchange
(INDDX) 2022**
Degree Showcase E-Catalogue

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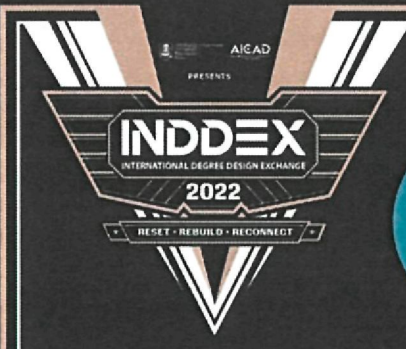
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DEGREE SHOWCASE

Name : Nur Ilyana Syuhada
Binti Mohd Nazri
University : UITM Seri Iskandar

Department : Graphic Department
Project Title : KIDOS TRAVEL KIT
(Kidos Cov-19 Protection Kit)

PURPOSE IDEATION?

Kidos Travel Kit is a new product proposed which may help every parents for their kids to go travel. Thus, this product purpose is to encourage and ease for every kid to be alert to the environment of Covid-19 is a serious illness.

OBJECTIVES

The main objective of this business product is the Covid-19 Protection Kit for kids to go travel.

CASE STUDY

Although we are in endemic phase, but this product is to be perceived as an inspiring and confident brand that provides discipline and responsibility in every kid.

MEDIA PLANNING

To have this product succeed, a letter of approval from KKM is required. For a Smart Marketing Tools (SMT), this product will be collaborate with animation Malaysia which is Boboiboy.

DESIGN CONCEPT

This brand product will be in creative ways which will apply creative chibi styles of character boboiboy so that it will looks more fun, cute and suitable to attract attention every target audience.

PRIMARY LOGO

Kidos Travel Kit
(KIDOS COV-19 PROTECTION KIT)

LOGO TYPE:
Combination Mark

COLOR SPECIFICATION:

| | | | | | |
|---------|---------|---------|---------|---------|---------|
| #000000 | #FEE257 | #8EC53F | #143441 | #9191C7 | #01D3D4 |
|---------|---------|---------|---------|---------|---------|

FONT SPECIFICATION:

| | |
|--------------------------|--|
| Riffic Free Medium Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 |
| Futura Bold Condensed BT | ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 |

SYMBOLISM:

The subject matter for the logo is illustration vector of corona virus that wear mask. It represent for the brand product that is focus for covid-19 protection kit. The subject matter of clouds and the movement of aeroplane in this logo represent travelling outdoor.

CHARACTER DEVELOPMENT



Surat kami : 700-KPK (PRP.UP.1/20/1)
Tarikh : 30 Ogos 2022

YBhg. Profesor Ts Sr Dr Md Yusof Hamid, PMP, AMP
Rektor
Universiti Teknologi MARA
Cawangan Perak



YBhg. Profesor

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MELALUI REPOSITORI INSTITUSI UiTM (IR)**

Perkara di atas adalah dirujuk.

2. Pihak Perpustakaan ingin memohon kelulusan YBhg. Profesor untuk membuat imbasan (*digitize*) dan memuat naik semua jenis penerbitan di bawah UiTM Cawangan Perak melalui Repositori Institusi UiTM, PTAR.
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Kelulusan daripada pihak YBhg. Profesor dalam perkara ini amat dihargai.

Sekian, terima kasih.

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“BERKHIDMAT UNTUK NEGARA”

Yang benar

SITI BASRIYAH SHAIK BAHARUDIN
Timbalan Ketua Pustakawan

nar

PROFESOR SR DR MD YUSOF HAMID, PMP, AMP
REKTOR
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