

DESIGN EXHIBITION 2022

MAKIN
KAWALAN
KAWALAN
KAWALAN

College of Creative Arts, UiTM Kedah Branch

Publisher:

College of Creative Arts,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok,
Kedah,
MALAYSIA

Copyright 2022 College of Creative Arts,
Universiti Teknologi MARA Kedah Branch.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the publisher or author.

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

Editor: Asrol Hasan, Shafilla Subri, Azhari Md Hashim, Neesa Ameera Mohamed Salim, Faryna Mohd Khalis, Syahrini Shawalludin, Mohd Hamidi Adha Mohd Amin, Abu Hanifa Ab Hamid, Ahmad Fazlan Ahmad Zamri, Mohd Taufik Zulkefli, Zaidi Yusoff, Fadila Mohd Yusof, Izza Syahida Abdul Karim, Muhamad Aiman Afiq Mohd Noor

MINDAREKA HYBRID 2022: Programme Book
e ISBN: 978-967-2948-25-4

Cover & layout design : Asrol Hasan
Typeface : Roboto
Type size : 11/12

Printed by:

Perpustakaan Sultan Badlishah,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok,
Kedah,
MALAYSIA

e ISBN 978-967-2948-25-4



Table Of Content

Rector's Message	i
Head of Faculty's Message	ii
Commitee	iii
Students Artwork (Graphic & Media Digital)	1
Students Artwork (Industrial Design)	137



**DANIA
BADRINA**
AZMAN
2019424862

DIMSUMYUMS PRODUCT

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

Dimsumyums is a product of unique flavoured dim sum served in a round container that are designed as 'grab & go' dishes. The name 'Dimsumyums' is basically a combination of the word 'dim sum' and 'yummy' in one sentence which portrays how delicious and tasteful the product is. Nur Qistina is the client of this product. The product describes as 'A homemade traditional Cantonese dim sum' which represents the originality of the dim sum. The catchy tagline 'Gimme sum dim sum please!' is a phrase that are use to attract the audiences. The idea is to let the buyers know that the product is truly appetizing that you will fell in love at first bite. In general, dim sum is a Chinese dish originated in southern China and is related to Cantonese cuisine. It is a traditional dish that can be enjoyed in so many ways and occasions such as during celebration, festivals and others. What makes it even more special is when you enjoy it with family and friends. This is exactly what the product is made for. A product that leads to having the best experience that also relates to the original meaning of 'dim sum' in Cantonese which means "to touch the heart". This product consists of three special flavours which are Black Pepper, Salted Egg and Seafood. These three flavour of dim sums has their own remarkable taste that would definitely left an impression to the audience. Black Pepper is one of the strong flavour in which it spices up the dim sum. Next, the flavour of salted egg is one of the rarest flavoured dim sum. It tastes different from other dim sums and is one of a kind. The reason why the flavour salted egg is chosen is because no one have created this kind of flavour before. The plan is to produce something new to the market and as a result, I believe that it is a success on bringing this uncommon flavour to the table. It seems like everyone likes it. Last but not least, the seafood dim sum. This flavoured dim sum is specifically targeted at the ones who loves seafood. The richness of the seasoning is just nice. The design concept of the product is a mixture of traditional and fun idea. There are characters on the packaging design as it refers to the fun side of it. It is also to make the packaging looks more enjoyable and lively. The colours palette was bright and cheerful which consists of brown, blue and green. The blend of the concept balanced well and compliments each other. As of why I go for this product is because I personally think that dim sum is completely a dish that everyone would love enjoying it. Although dim sum is a traditional cuisine, it is better to make it modern by using varieties of flavours without eliminate the traditional of it. In conclusion, Dimsumyums is a product that prioritize the excellent quality of the product and presentation.



SALTED EGG

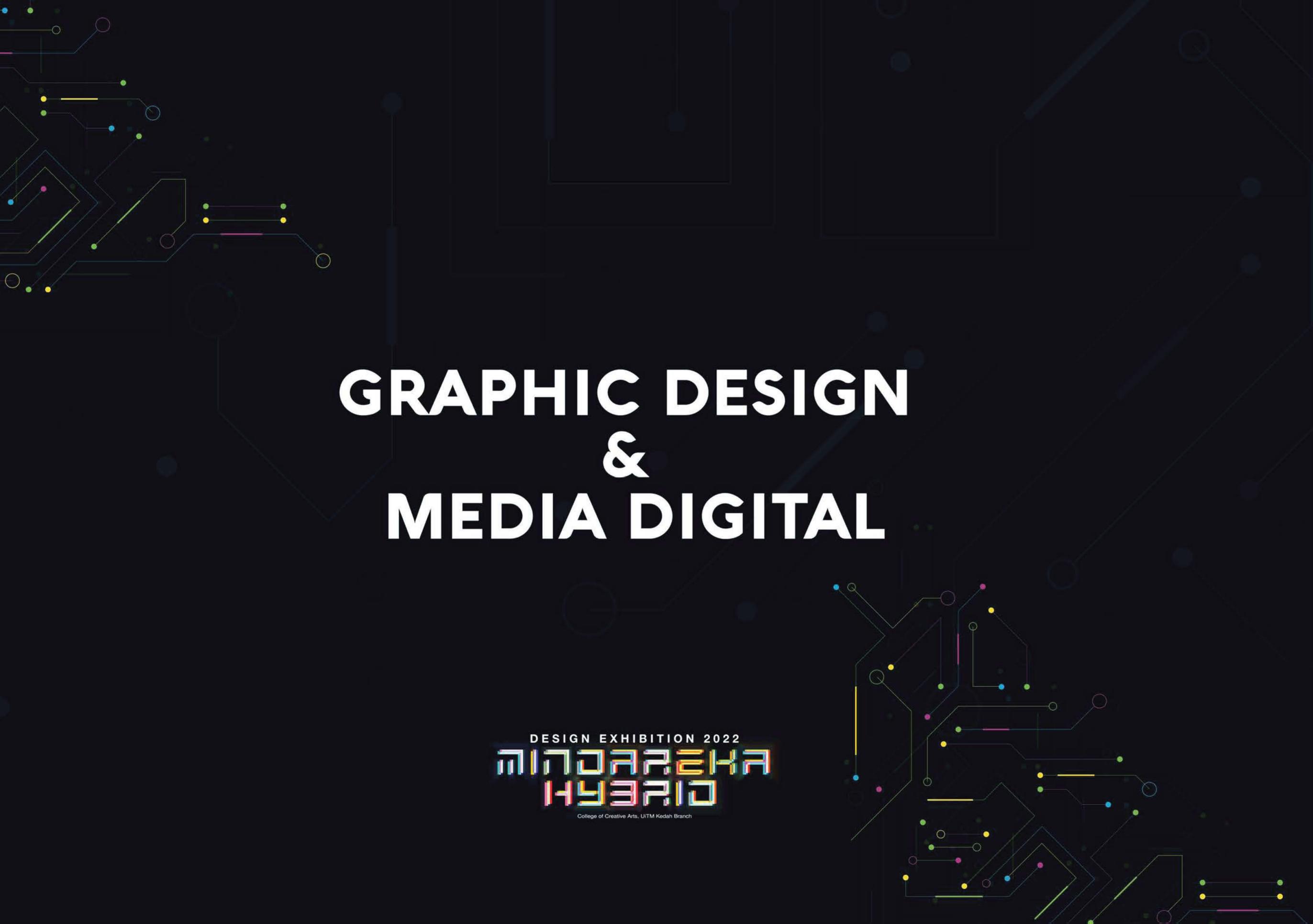


SEAFOOD



VEGE BLACKPEPPER





GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
**MINDAREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch

TOSHIBA



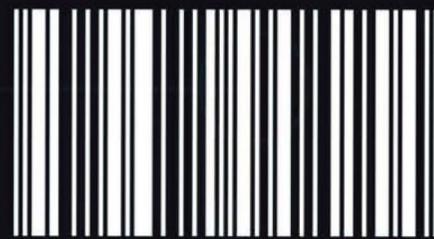
JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA



College
of
Creative Arts
UiTM Kedah Branch



e ISBN 978-967-2948-25-4



9 7 8 9 6 7 2 9 4 8 2 5 4