

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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MANGO MANIS 2D ANIMATION

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Mango Manis is a fruit product that is harumanis's fruit. The client of Mango Manis is company by Rashid Harumanis since the beginning of 2014 from Arau, Perlis. This company works hard to make their products look different and special from other products and end up these products finally began with new design packaging and logo. In fact, the idea of this product began to be planned at the end of 2019. So, after several months of planning, the company finally agreed to make a product with new packaging design and logo. In fact, this fruit is hard to get and need to wait for the season fruit. In addition the price also are average with the other fruit out there. So this can make the advantages of this Mango Manis also can make the buyers easily satisfied and well-known with our product. As we know, Harumanis Mango are a great source of carbohydrates, with an average sized mango containing up to 15g of them. If you eat a normal sized cup full of sliced mango, it will give you nearly 100% of your daily vitamin C value. The other abundant vitamin found in mango is vitamin A. Furthermore for the design process, the concept of this product is more to happy and joyful. The Mango Manis logotype is a modern logo like the textured and 3D concept logos are made to look more attractive and expensive. The gothic font in the logo represents a represent for catcy and temptation which is also would like to show that this product is healthy and suitable for the whole family and everyone because the target audience for this product is for all ages. Moreover, this product can make them to enjoy when spend their time together, and keep healthy. For the logo color, it is almost used by the green and orange as it is synchronized with the harumanis fruit colour. Next, the concept of illustrations like harumanis such as the fruit in logo was designed to make it symbolic of the product and to look more fun and different for other product. For the packaging, there are tagline and logo that making customer acknowledge us. The conclusion is Pocopop will be more successful in terms of sales and more advanced than other products and be able to compete to successfully expand the market to a high level.





GRAPHIC DESIGN & MEDIA DIGITAL

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HYBRID**

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