

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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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



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2019209886

TE AMOR PASTRIES PRODUCT

Design Advisor : DR. SHAFILLA SUBRI
NURUL ATIKAH ADNAN
MOHD SYAZRUL HAFIZI HUSIN

Te Amor Pastries is a pastry that sells a variety flavour of pastries, cakes, and cookies. They serve a variety type of pastries, cakes, and cookies. The name Te Amor Pastries was inspired by a bakery which was located at Selangor. The Sister's has been operating for 3 years since its establishment in 2020. It is a company which is owned by the three sisters. They started from a small business and continued to pursue a career in a bakery. The company has now developed and has attracted many customers. The uniqueness of this pastry is the homemade cookies and cakes that are prepared by this pastry is very special because it is cooked by the owner herself. The price is disclosed upfront in every contract, and they do not impose hidden charges. Apart from that, the price that they offer is considered cheap compared to the other pastries. This pastry has long been established so the customers do not have to worry as the workers are experienced and well trained. Te Amor Pastries is one of the best pastries. They provide very good service at a low price and can serve various types of cookies and cakes. Since it is a pastry, the targeted audience must be adults who love to eat sweets and who love to do an event like a birthday party. Our target is also those who crave homemade cookies and cakes. There are many popular bakeries and pastries in Malaysia which provide excellent service with a wide selection of prices. All the products have their own strengths and weaknesses. The concept used for this pastry is modern and simple. The use of croissant illustration is to represent the pastry and product that we are selling. Overall, the brand design of Te Amor Pastries is designed from the corporate image, advertising series, multimedia, and digital series (eg. TV commercial, website design), and illustration products (manual and digital). It is believed that Te Amor Pastries will be a competitive pastry in the market, based on the concept and design. In conclusion, a good company, with a good design strategy, will be able to help to attract customers. Te Amor Pastries, Love at Every Bite.

Te Amor Pastries

Love At Every Bite

OPEN ALL DAY

Te Amor Pastries Located at Plaza Perda,
Bandar Sunway Penang

@teamorpastries
www.teamorpastries.com.my

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Love At Every Bite



GRAPHIC DESIGN & MEDIA DIGITAL

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HYBRID**

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TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA

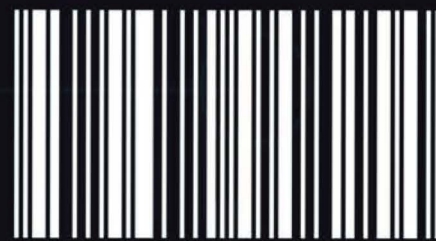


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