

DESIGN EXHIBITION 2022

MAKINAR  
HUB

College of Creative Arts, UiTM Kedah Branch

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MINDAREKA  
HYBRID

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## ARTWEE PRODUCT

Design Advisor : DR. SHAFILLA SUBRI  
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The name of this product is Artwee. The Artwee is a combination of words 'art' and 'twee' which means cute and small. Leeks Art Design is the client of the product. The product is based on Malaysian food jewelry. The tagline was be chosen, 'It's time for Malaysian unique wear" is to tell the people that our Malaysian product is unique and cute to wear and attract foreign tourists with this local handmade jewelry. The product is based on Malaysian cultural products would be better if other foreign tourists know one of the unique products. The uniqueness of this product's design is based on Malaysian foods and the percentage of competition is very low as these products are rarely sold in the market. This is because it is produced by a seller of high quality and requires high skills and experience in carving clay. The objective of this product is to introduce Malaysian culture using jewelry and to recognize the diversity of Malaysian culture using the jewelry product. The Novelty of this product is based on local Malaysian food such as 'ais kacang', satay, 'zongzi', 'teh tarik', 'mee udang', and more. The product is made with polymer clay and some acrylic colors as an attraction to the product. The design process has been used Shine Personal Use and Chastery Demo Regular typeface for the logo and symbolic of jewelry on the logo to promote the product. The color was used is colorful to represent the uniqueness of the Malaysian ethnic with colorful culture. The concept that has been used in this product is Malaysian food to show Malaysian culture and uniqueness. The product design process for box packaging that has been used is doodle based on Malaysian food. Malaysian has a variety of food, since the product is element food so, food doodling design is the best choices on the product. And then the combination of food jewelry product colors that been chosen such as green, maroon, and yellow. It is also based on the main color of food. For card packaging, inspired by a character with multiple designs and colors to make it look interesting and attractive. In conclusion, Artwee's mission is to produce high-quality homemade jewelry products that are loved by fans of unique accessories and attract foreign tourists. The vision received a high response abroad and this product shows the culture of Malaysia and continues to travel to Malaysia.







# GRAPHIC DESIGN & MEDIA DIGITAL

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**MINOARREKA  
HYPERIO**

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# TOSHIBA



**JKKN**  
JABATAN KEBUDAYAAN  
& KESENIAN NEGARA

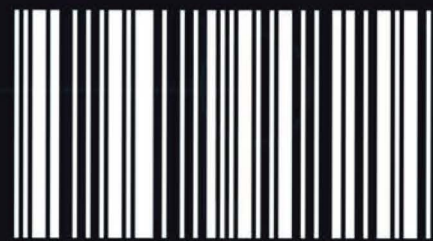


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