

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

Publisher:

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

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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



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OHYUMKIES! PRODUCT

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OhYumkies! is a brownies cookies product. Its name is derived from two words which are "Oh" for the expression and "Yumkies!" for the excitement. OhYumkies! is a brownies cookies product that is loved by all generations, especially kids and teenagers. 'Joyfulness At the First Bite' is the product tagline to inform the customer of the joy when they eat cookies. This product also has a variety of flavors. The client Oyum Choc & Cheese was located at Merlimau, Melaka. This product has been in the market for 1 year, but still lacking on the marketing site. The uniqueness of this product has been designed into joyfulness on colorful to attract the target audience which is kids. The product also uses colour to distinguish the packaging of the cookies as it comes in various varieties of flavors. However, for this project, using cute characters for more attraction to the target audience. The product becomes a fruit flavor such as Strawberry, Blueberry, and Orange. The cookies also come with premium dark chocolate that combines with the unique flavors. This cookie is good for kids and teenagers because it contains some vitamin C and it's good for their health. On the other hand, the concept and design are specifically targeted to teenagers and kids aged between 6 – 21 years old. There are many local and international cookies product in today's market. Some of the popular cookies products are Chipsmore and Oreo. However, there are many online shops that are selling cookies such as Monster Kookies, Dino Monster, Yeen Kukis Monster, and many more. Also, international brands such as Royal Danks Cookies and also Malaysian brands like Mellow Crunch can be OhYumkies!'s competitors. The concept design for the brand OhYumkies! is set out to be cute and joyful. It uses bold colors such as pink, indigo, and orange to highlight the different flavours of the cookies. The typeface implemented in the design for the logo is Subscribe font to show the cuteness while the description, we used Bream catcher font to look more catchy. The colors that are used for the logo are Goldenrod represents the cookies symbol, Sienna represents the background, Honey, and Bumblebee represent the gradient that had been used in the logo. It is believed that the brand OhYumkies! would be a good competitive product with a good brand and design strategy. In conclusion, the mission of our product is to make a profit from time to time and our vision is to place our product at the international level.





GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
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e ISBN 978-967-2948-25-4



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