

GRAPHIC

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*The Creative Process  
of Undergraduate  
Final Year Projects*

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Azahar Harun and  
Mohd Zaki Mohd Fadil

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# GRAPHIC PHILOSOPHY

*The Creative Process of  
Undergraduate Final Year  
Projects*

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Edited by  
Azahar Harun and  
Mohd Zaki Mohd Fadil

College of Creative Arts  
Universiti Teknologi MARA  
Cawangan Melaka  
2023

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# ACKNOWLEDGEMENTS

Assalamualaikum Warahmatullahi Wabarakatuh,

Alhamdulillah, first and foremost, thanks and gratitude to Allah SWT for His blessing so that we can finish and complete this project. We also like to express our appreciation to Associate Professor Dr. Azahar Harun, who served as our editor-in-chief, for his advice and supervision. He provides us with excellent guidance and helps us to complete this assignment. We want to thank all of our supervisors from the bottom of our hearts. We would like to express our gratitude to the College of Creative Arts at Universiti Teknologi MARA (UiTM) Melaka Branch for giving me a conducive atmosphere to create a good outcome. We also would like to thank everyone around us helps throughout our project and for allowing us to pursue our Bachelor of Graphic Design (Hons.) degree, as well as for completing this long and difficult path, but we manage to finish our last semester successfully.

All of our primary majoring instructors deserve our sincere appreciation for allowing us to finish our senior project and for their wise advice throughout the semester. They have consistently given us the greatest guidance for finishing this semester. We also want to thank our wonderful lecturers, who never stopped teaching us and had faith in our abilities to produce this book. He brings out the best in us, and we are appreciative of that.

# Graphic Philosophy: The Creative Process of Undergraduate Final Year Projects

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Universiti Teknologi MARA Cawangan Melaka  
78000 Alor Gajah, Melaka  
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e ISBN: 978-967-26941-8-2

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Published in Malaysia by:  
Penerbit Kolej Pengajian Seni Kreatif (KPSK)  
Universiti Teknologi MARA Cawangan Melaka  
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# Malaysian Food Recipes Apps for Oversea Students

## introduction

A food recipe application, also known as a cooking app, is a type of mobile application that provides users with a collection of recipes, usually including a list of ingredients, instructions, and photos. These apps can range from simple collections of recipes to more advanced apps that include features such as meal planning, grocery list generation, and step-by-step video tutorials.

Some food recipe apps also include features such as the ability to save favorite recipes, search for recipes based on dietary restrictions or ingredients, and connect with other users to share recipes and cooking tips. These apps can be a great resource for anyone looking to learn new recipes, plan meals, or find inspiration in the kitchen.

Malaysian food is a unique blend of various cultural influences, including Malay, Chinese, and Indian. For Malaysian students studying overseas, having access to authentic Malaysian recipes can be a great way to experience the local culture and cuisine. Malaysian food recipe applications provide students with a convenient and easy way to learn how to cook traditional Malaysian dishes, which can also serve as a way to connect with other students and locals. Additionally, it can also be useful for students to find halal food recipes, which are important for students who follow Islamic dietary laws. Overall, Malaysian food recipe applications can be a valuable resource for overseas students.

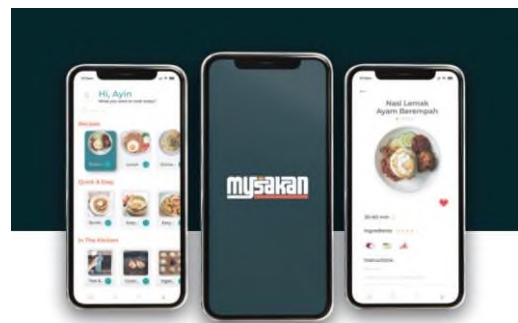


Figure 1. Apps Layout

## objectives

- To provide insights for developers and educators on how to design and implement Malaysian Food Recipes Applications that meet the needs of overseas students studying abroad.
- To identify the challenges faced by overseas students in accessing authentic Malaysian recipes and halal food options while studying abroad.
- To identify the features that are most important to overseas students in a Malaysian Food Recipes Application and to make recommendations for improving the usability and effectiveness of these apps.

## problem statements

Overseas students studying in Malaysia often struggle to experience the local culture and cuisine due to a lack of access to authentic Malaysian recipes and the difficulty of navigating unfamiliar ingredients and cooking methods. Additionally, many of these students face challenges in finding halal food options that meet their dietary restrictions. As a result, they may miss out on the cultural and culinary experiences that can be a valuable part of studying abroad.

Furthermore, many students rely on eating out at restaurants which can be costly, and also not all restaurants offer halal food. This can also create a problem for students who want to cook their own meals to save money and also to experience the taste of home-made food.

The problem is how to provide overseas students with an accessible and user-friendly tool that can help them to experience the local culture and cuisine through authentic Malaysian recipes and halal food options, while also providing a cost-effective solution for meal planning.

## logo design

A logo design for a food application is a graphical representation of the brand or company that is meant to be memorable, unique and convey the essence of the business. A food application logo design should be simple, easy to read and recognizable, and should evoke feelings of hunger, appetite and deliciousness. The colors used in the logo should be vibrant and appetizing, and should align with the overall branding of the company. A good logo design for a food application is important as it is the first point of contact that the customers have with the brand and it can create a memorable impression and help in building trust with the customers.

For this app's logo, I created a logo that comes from the Malay word "Masakan." I combined the word "MY" in front of that masakan, making it "Mysakan," to show that MY consists of the meaning of Malaysia and that masakan makes the meaning of the Mysakan logo "Masakan Malaysian."



Figure 2. Apps Logo (Mysakan)

## design approach

A design approach refers to the method or process used to solve a design problem. It is the strategy or plan used to guide the design process, from defining the problem and identifying the user needs, to creating and testing solutions. It is a systematic way of approaching a design problem, considering both the functional and aesthetic aspects of the design.

There are various design approaches that can be used, depending on the design problem and the type of project. So in this project I used several design approaches. Firstly, Responsive design. This approach focuses on designing the application to be responsive to different devices and screen sizes. This is important as people use a variety of devices to access food recipes, such as smartphones, tablets, and laptops. Next is visual design, this approach focuses on creating a visually appealing and engaging design for the application.

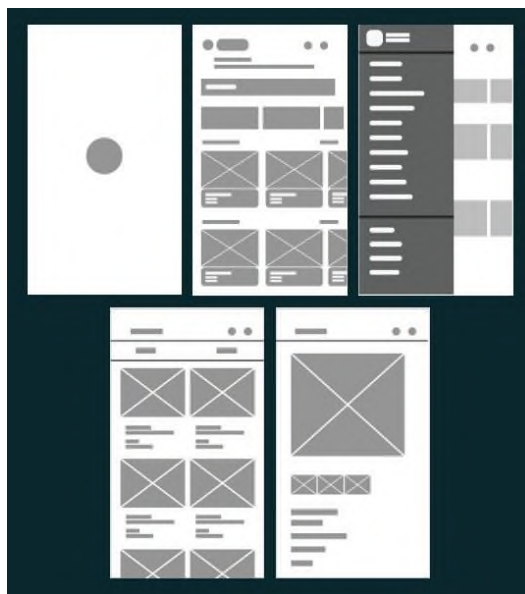
this can include using attractive colors, typography, and imagery to make the application more visually appealing and easy to use.



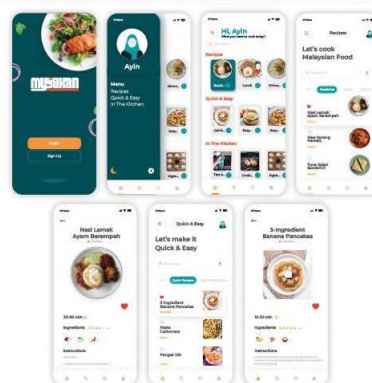
Figure 3. Font study & Colour study

After that, design approach that I used is navigation design. This approach focuses on designing a clear and easy-to-use navigation system for the application. This can include using clear labels, icons, and categories to make it easy for users to find the recipes they are looking for. In addition, Search and filter design also be part of that. This approach focuses on designing a search and filter system that is easy to use and allows users to find the recipes they are looking for quickly and easily. Then, interactive design. This approach focuses on designing interactive elements, such as videos, animations, and graphics that make the application more engaging and interactive. Next, Branding design: This approach focuses on incorporating the company's branding elements, such as logo and color scheme, in the application's design.

Last but not least, design approach that I used is in-app feedback feature. This approach focuses on providing an in-app feedback feature that allows users to share their feedback and suggestions for improving the application. In summary, designing a food recipes application can be approached by considering the responsive design, visual design, navigation design, search and filter design, interactive design, accessibility design, branding design, and in-app feedback feature.



Picture 4. App layout wireframe



Picture 5. Digital App Layout

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“Every great design begins with  
an even *better* story”

- Lorinda Mamo

Graphic Philosophy: The Creative Process of  
Undergraduate Final Year Projects

e ISBN 978-967-26941-8-2



Penerbit Kolej Pengajian Seni Kreatif (KPSK) UiTM Cawangan Melaka

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