

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

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# The Use of Advertising Design in Promoting The Uniqueness of Kopi Bunga

## introduction

Caffeinated drinks will be the one we search for when we want to get energized and stay fresh to do some work or when we are tired. As we can see, coffee is the most popular caffeinated drink that is easy to find at any store. Coffee is also a trendy drink these days. We always notice that even young people these days also love to drink coffee, or caffeinated drinks. "The Uniqueness of Kopi Bunga" is the title of my final year project. Kopi Bunga is a product of coffee or a unique coffee and flower drink.

Coffee is known for the good and bad effects of it. But most often people say these are not good to be consumed every day because of the caffeine in it that will give bad effects to your health such as raise your blood pressure, anxious, migraines and more. (Gunnarset al., 2017) Not to mention that if we drink a coffee that is not well prepared it will also give our stomach a pain. So, we should find another type of coffee that has better and more good benefits, which is Kopi Bunga. Somehow even we know the side effect, we still want to have the coffee to make us stay up and freshen us up.

Kopi Bunga is a low caffeine coffee that mixes well with infused edible flowers such as roses and butterfly pea. For my final year project, I chose to rebrand this product packaging and advertisement. Kopi Bunga is a brand of coffee that is unfamiliar and not really popular among Malaysians. This brand is made at Sungai Petani, Kedah. It's originally one of signature coffee from cafe Kopi dan Bunga.

Kopi Bunga had a lot of balance and healthy ingredients. Using the flowers in the coffee helps to give some antioxidants and calming effects instead of anxiety. This coffee could be a drinks replacement or a good choice for people who are concerned about their health and coffee lovers.



Figure 1. Visual Images of Kopi Bunga

## Objectives

- To raise awareness about the healthy choices of coffee to Malaysians.
- To advertise the uniqueness of Kopi Bunga, a flower based coffee that are made by locals and using fresh ingredients
- Creating creative advertising about this product.

## the first redesign



Figure 2. Semester 5's Artwork



Figure 3. Labeling from Semester 5



Figure 4. Labeling from Semester 5

For last semester, I had rebranded the packaging and advertising in minimalist, pastel and clean concepts and highlighting the packaging only.

## new rebranding design



Figure 5. New labeling this semester

In this final semester project, I rebranded the advertising and packaging using bright and colorful color palettes instead of soft pastel and earth tones color. Also adding some Malay traditional arts such as batikas a design on the packaging. For the packaging, this coffee will be put in a glass bottle because this will make the coffee to last longer till 3 months if it is unopened, while needing to refrigerate once opened. (What's the Shelf Life for Cold Brew Coffee? – BottleStore.com Blog, n.d.) The labeling will contain more details such as expiration date, manufacture date and address, their contacts, nutrients facts and benefit of consuming this healthy and unique coffee.

In advertising rebranding, I used photography, illustrations and videography for series posters, television commercials, social media advertisements and pillar wrap. Using a true photo will be more attractive instead of using 3D like last semester as it seems more real-life and could capture better emotions and details. Adding elements that create from illustrations into the design will also make interesting and attractive combinations to the advertising as it would give cheerful and fun emotions to the advertising.

## element's illustrations



Figure 6. Illustrations for the elements applied

Hence, in each of the advertisement's items, I will highlight different things, for example, in series poster, for the first poster will be highlighting about the packaging, second poster will be highlighting the unique flavor of the coffee and the third poster will be promoting the coffee are freshly made. Next, for pillar wrap, the packaging will be advertised as is big and easy to attract people attentions. Moreover, for the social media advertising, I will introduce and highlight all of the Kopi Bunga's branding, packaging, uniqueness of flavor and the promoting the healthy benefit of the ingredients.

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Figure 7. 3D model of the final product

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

- Lorinda Mamo

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