

Universiti Teknologi MARA

The perception of Graphic Design students
on Mr.Keli's product on their busy lifestyle

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Introduction

In the final year of Graphic Design course, students were asked to write an academic writing on their chosen topic. This is to deepen and expand their knowledge on their topic. This enables the students to directly build up their skills in writing to the advance level.

The students in the Faculty of Art and Design in the department of Graphic Design will get a lot of projects every year. However, recently it has been discovered that there are some Graphic Design students who are living on unhealthy diet due to their busy lifestyle.

Therefore, the objective of this study is to find out the Graphic Design students' perception of Mr.Keli's effects on their busy lifestyle. The finding shows the perception of Graphic Design students on how Mr.Keli product would give effects on their busy lifestyle. It is recommended for Graphic Deisgn students to eat Mr.Keli product during their busy moment to live healthier as a student.

This academic writing consisted of four chapters. This includes background of research, objectives and research methodology, analysis and findings and last but not least conclusion and recommendation. In the background of research it focused on the overview of overall research that has been made by previous study.

In the objective and research methodology section is consisted of the description of methods, techniques throughout the research by qualitative method. This section will describe and explain in detail of how the survey going to be conducted.

In analysis and findings section there will be a detail explanations on the results of every each questions as well as what are the results from the answer of each questions.

Last but not least in the conclusion and recommendation section will be consisted of the overall detail after all of the research and findings.

1.0 Background of Research

1.1 Introduction

In this section, there will be some explanation on a history of can food, history of Mr.Keli canned food product and a life as a student.

1.1.1 History of can food

In history, at the year of 1700's at the end of Napoleonic wars and there was no food. So, the Napoleon army suffered from malnutrition and starvation. Therefore, the French government offered 12,000 francs to anyone who could invent different methods of food preservation.

Then, a candy maker, brewer and baker named Nicholas Appert took up for the challenge. He had a theory by observing cooked food inside a jar which did not spoil unless the seals disclosed. So he came out with a method of food sealing in a glass of jar. Then glass jars were mostly replaced cylindrical by the work of Peter Durand in 1810.

1.1.2 History of Mr.Keli canned food product

It started when the founder's brother Nazarul,30 and his sister Siti Rafizah which working on the aquaculture of catfish canvas in Termerloh, Pahang that have a problem of marketing which is having inconsistent buyers.

From the company of tourism to the food industry, the ninth out of 11 siblings has created Nation Lined Sdn Bhd to sell catfish product in a can. This business has started from using RM100, 000 capitals as well as for family supports.

After visited few factories for producing catfish product and doing research with the cooperation of Mardi, catfish in a can has been produced successfully after a year. In the early stage, Mr Keli is in the market around Temerloh, Jengka Pahang,Kedah and Penang. The first challenge that they have going through were most people has perceptions of