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MARA

Cawangan Perak
Kampus Seri Iskandar



ART & DESIGN
COLLABORATIVE
PROGRAMME



BEYOND

REDEFINE™

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A VIRTUAL
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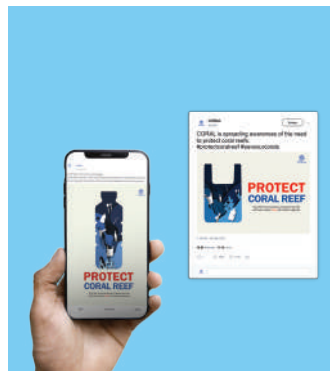
PRINT AD

This print ad that I use are newspapers and magazine for the campaign protect coral reef because it only effective when people see them and it created in such a manner that they can hold the attention of the customer to some extent.



SERIES ADS

A survey had been conducted in order for respondents to choose this poster which got their attention the most. A paper cut out concept and a plastic illustration shape are contained within the plastic bottle. Besides that, it provides a message about an awareness of coral reefs to promote campaign awareness.



MERCHANDISE

Mask were chosen by 50% of respondents because they like buying that merchandise. When people wears this mask which has an awareness of do not throw garbage everywhere. Besides that, it can give an awareness message about coral reef to others as well.

SOCIAL MEDIA

Showing a poster coral reef on social media platform such as Twitter, Facebook and Instagram for spreading awareness of the coral reef campaign.

PRODUCT

Product Rationale

This product of shopping bag design as caption titled 'Protect coral reef'. This implies that this design educates customers about the need of do not use plastic bags to protect coral reefs. The coral logo is below the center to indicate this shopping bag identity. The phrase 'PROTECT' appears in red color to highlight the significance of coral.



BILLBOARD

Outdoor advertising is a very important form of advertising as the ads are huge and are visible to one and all such as poster protect coral reef. This outdoor billboard ad for coral reefs can provide a campaign poster message for consumer awareness about coral.



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VISUAL ILLUSTRATION ON SHOPPING BAG FOR CORAL REEFS

Coral is a campaign that aims to raise awareness about the importance of coral reefs; the campaign focuses more to people who directly/indirectly throw farabage into the ocean.



ORGANISED BY

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