

IDEAS - INSPIRING DESIGN AND ART SCENE



A Documentation of
Final Year Project
Artworks In

ORPHIC
Redefine 16 Exhibiton
15 - 21 February

FSSR 2/LEVEL 3
Universiti Teknologi MARA (UITM)
Cawangan Perak
Kampus Seri Iskandar
Malaysia

 [redefinebyuitm](https://www.instagram.com/redefinebyuitm)

eISSN 2821-3629



IDEAS NO.2 VOL.1

**PUBLISHER**

UITM PERAK PRESS
UNIVERSITI TEKNOLOGI MARA
KAMPUS SERI ISKANDAR
32610 SERI ISKANDAR PERAK, MALAYSIA

UITM PERAK WEBSITE

[HTTPS://PERAK.UITM.EDU.MY](https://perak.uitm.edu.my)

OFFICIAL REDEFINE WEBSITE

[HTTPS://WWW.REDEFINEXHIBITION.COM](https://www.redefinexhibition.com)

EDITOR-IN-CHIEF

ANWAR FIKRI ABDULLAH
MOHD SHAHRIL ABD RASHID
TS. AHMAD SOFIYUDDIN MOHD SHUIB

EDITORIAL

ASSOC PROF. DR NUR HISHAM IBRAHIM PROF.
MADYA DR MUHAMMAD ABDUL AZIZ DR HANAFI
HJ MOHD TAHIR DR SHAHREL NIZAR BAHAROM
DR SHAHRUNIZAM SULAIMAN AZLAN ZAINAL
NURUL NADIAH JAMALUDIN SYAHRUL NIZAM
SHAARI MHD. NOR OSMAN
MOHAMAD QUZAMI AN-NUUR AHMAD RADZI
MUHAMMAD FIKRI SAIDI OTHMAN
MOHAMED IZZAT BIN MOHAMED KHALIL

EDITORIAL (LANGUAGE)

ZARLINA MOHD ZAMARI

PROJECT COORDINATOR

MOHD SHAHRIL ABD RASHID

**2022 COPYRIGHT RESERVED
REDEFINE BY UITM**

ALL RIGHTS RESERVED. NO PART OF THIS PUBLICATION MAY BE REPRODUCED, STORED IN A RETRIEVAL SYSTEM, OR TRANSMITTED IN ANY FORM OR BY ANY MEAN, ELECTRONIC, MECHANICAL, PHOTOCOPYING, RECORDING, OR OTHERWISE PERMISSION OF COPYRIGHT HOLDER.

THE VALIDITY AND AUTHENTICITY OF CONTENT IN EVERY ARTICLE ARE THE SOLE RESPONSIBILITY OF THE RESPECTIVE AUTHOR/S. ANY VIOLATIONS ARE ENTIRELY RESPONSIBLE FOR THE AUTHORS.

FIRST PUBLISHED FEBRUARY 2023
NO 2, VOL 1

Digital version
E-ISSN: 2821-3629

<https://redefinexhibition.com/ideas/>



Nur Husni Athirah
Binti Azhar



athirahazhar53@gmail.com

Bè

Akifcafe Product



Nowadays, coffee is widely sought after by the people, especially coffee lovers. Coffee's popularity has soared to greater heights. For some people, coffee is required to calm down.. The objective of this project is to keep the Malay coffee traditional concept, which is the Aroma of the local classic. Batik pattern is used on packaging and other items as a visual element which shows the Aroma local classic concept. The Aroma local classic shows that Akifcafe products are purely from local materials.

ALTERNATIVE LO GO



Colour



C: 80%
M: 40%
Y: 100%
K: 39%



C: 13%
M: 100%
Y: 94%
K: 3%

Deep Into
The Wood

Persian Red



Black & White



Gray Scale



Solid Black



Colour



Black



Reverse



Without logo image



Social media icon



Social media profile image



Wrong corporate colour



Proportion distorted



Do not add another element



Do not place logo in another shape



Do not use drop shadow or any other effects



Do not outline the logo



Do not rotate any part of the logo



Do not remove elements of the logo

PACKAGING



SERIES AD



COLLATERAL ITEMS



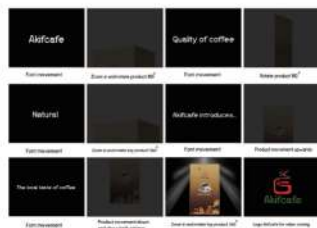
BUNTING



CORPORATE ITEMS



STORYBOARD



SOCIAL MEDIA ADS



APP & WEBSITE



REDEFINE™

Redefine 16 - Orphic. From an adjectival standpoint, orphic signifies mysterious and entrancing, as well as something beyond ordinary understanding. Everyone has his or her own mystery that transcends anybody's ordinary understanding, which is also what makes each individual unique and unpredictable at best. Orphic was meticulously created to communicate to the world that we, 34 young designers, are ready to exhibit what mystery and beyond ordinary understanding genuinely means.