

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

Publisher:

College of Creative Arts,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok,
Kedah,
MALAYSIA

Copyright 2022 College of Creative Arts,
Universiti Teknologi MARA Kedah Branch.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the publisher or author.

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

Editor: Asrol Hasan, Shafilla Subri, Azhari Md Hashim, Neesa Ameera Mohamed Salim, Faryna Mohd Khalis, Syahrini Shawalludin, Mohd Hamidi Adha Mohd Amin, Abu Hanifa Ab Hamid, Ahmad Fazlan Ahmad Zamri, Mohd Taufik Zulkefli, Zaidi Yusoff, Fadila Mohd Yusof, Izza Syahida Abdul Karim, Muhamad Aiman Afiq Mohd Noor

MINDAREKA HYBRID 2022: Programme Book
e ISBN: 978-967-2948-25-4

Cover & layout design : Asrol Hasan
Typeface : Roboto
Type size : 11/12

Printed by:

Perpustakaan Sultan Badlishah,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok,
Kedah,
MALAYSIA

e ISBN 978-967-2948-25-4



Table Of Content

Rector's Message	i
Head of Faculty's Message	ii
Commitee	iii
Students Artwork (Graphic & Media Digital)	1
Students Artwork (Industrial Design)	137



GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
**MINDAREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch



**SHAHMI
FAIZ**
SHAHAR
2019647436

TASTEELAPIS

PRODUCT (FOOD AND BEVERAGES)

Design Advisor : DR. NEESA AMEERA MOHAMED SALIM , EN. MOHD SYAZRUL HAFIZI HUSIN

TasteeLapis is a layer cake that made from the state of Sarawak in Malaysia. In Malay language it is called "Kek Lapis Sarawak". Layer Cake Sarawak is a cake of multiple layers. It is very well-known and loved among the society because of how it is made and taste. TasteeLapis has good quality ingredients which has been monitored and handled in such good care. It also taste delicious, soft, fluffy, and moist. The cake comes in different varieties, rich taste, unique patterns, and colorful. This product usually will be served during festive and special occasions. Take a bite to this delicious layered cake which will melt in your mouth. The product description of TasteeLapis is homemade layer cake. The USP is it has amazing art and delicious taste which gives satisfaction to the consumer. The tagline for this product is "Every Layer Is a Surprise". In 2018, TasteeLapis began their operation as a small family business. The different between TasteeLapis and other competitors is by how it is produced, sweetness, fluffy and moistness of layer cake. The founder of this TasteeLapis company is Noor Sakinah Roslan. This company is strategically located at Pulau Pinang in Malaysia. TasteeLapis carefully chooses the best quality ingredients and suppliers to ensure the product to be produced in good quality. In addition, the layer cake also has less sugar content and comes with many flavors. The most recommend layer cake are Red Velvet, Chocolate Cheese, Ice-Cream Cheese. All of the layer cakes are baked with love. My plan for the TasteeLapis product, I intend to propose a new set of designs for TasteeLapis. My target audience for this product are adults. This because layer cake are loved by many people especially the adults. Creating eye-catching advertising with the help of photography and creating a TVC can attract attention of customers. TasteeLapis concept is modern, Sarawak-style and colorful. The colors that i used is yellow, dark orange and black. I hope the new direction can help lift up the image of TasteeLapis to be one the best layer cakes in the market. TasteeLapis product has high competition in the market. For example, competitors such as Fiska Kek Lapis, Kek Lapis Warisan, and D'ita Kek Lapis. These competitors also shows that their product hat its own capabilities. As a graphic design student, I have spend my time learning, and improving my design skills from semester 1 till semester 5. I believe I have proposed a set of design for TasteeLapis and I hope it will help to uplift the image of the product. TasteeLapis, every layer is a surprise.

Tastee Lapis
HOMEMADE LAYER CAKE

Every Layer is a Surprise

A Supremely Rich Taste of Layer Cake

Red Velvet

@tasteelapis www.tasteelapis.com

Tastee Lapis
HOMEMADE LAYER CAKE

Every Layer is a Surprise

A Supremely Rich Taste of Layer Cake

Chocolate Cheese

@tasteelapis www.tasteelapis.com

Tastee Lapis
HOMEMADE LAYER CAKE

Every Layer is a Surprise

A Supremely Rich Taste of Layer Cake

Ice-Cream Cheese

@tasteelapis www.tasteelapis.com

ALFA ROMEO
 DESIGN EXHIBITION 2022



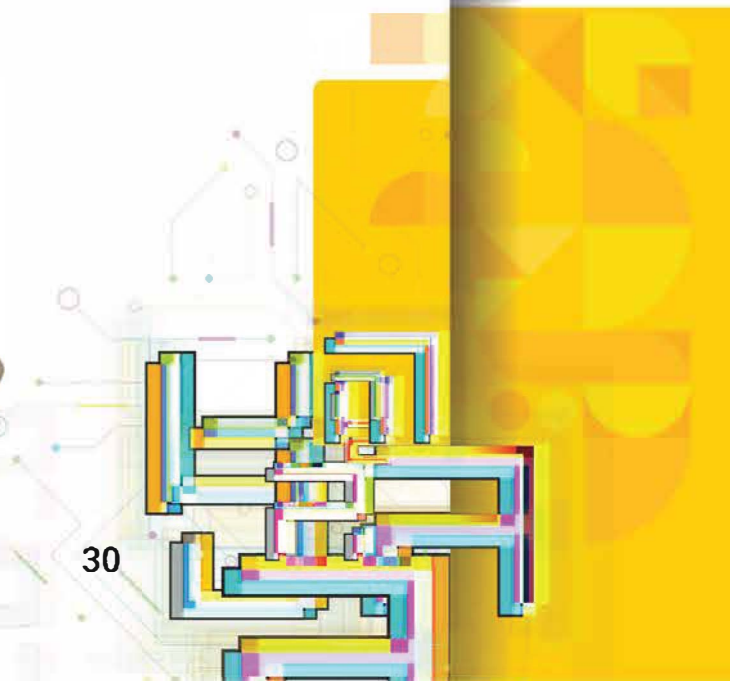
Red Velvet



Chocolate Cheese



Ice-Cream Cheese



TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA



College
of
Creative Arts
UiTM Kedah Branch



e ISBN 978-967-2948-25-4



9 7 8 9 6 7 2 9 4 8 2 5 4