

DESIGN EXHIBITION 2022

MAKIN BANGUN
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College of Creative Arts, UiTM Kedah Branch

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GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
**MINDAREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch



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HEPPI PELANGI PRODUCT

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

Heppi Pelangi is a rainbow themed ice cream which can be enjoyed with rainbow loaf. The client is Eskem Rainbow and the product tagline is "Taste your rainbow!" which implies that eating this product will boost your happiness that is enough to bring joy in your life. It comes with four flavours in 1 tub and a loaf at rainbow bread. The flavour are durian, strawberry, corn and yam. As it is, there are not any notable lines of ice cream that centres on this theme in the market especially in Malaysia. Heppi Pelangi is a unique product and It is a breath of fresh air as it brings a new perspective to ice cream that seems more fun and exciting. In addition, this product has many strengths. Namely, its concept design is different and not something common locally. It also come with rainbow loaf that you can enjoy by wrapping it with ice cream. Not only is the product itself unique but it also comes in 4 different flavours in 1 tub. Each flavour has a unique and colourful texture. Moreover, there are few amongst the children who love to be surprised by what they will receive. Its happy packaging and interesting flavours paired with rainbow loaf is sure to be a hit. I chose to do this product for my final diploma project because although ice cream are already popular, especially among children, they are still viewed as a common product. As a graphic design student, the problem I could solve by this product is to be able to create a line of ice cream that are not a typical product, hence with this flavour combination, its able to give them happiness every day. Apart from that, my target audience are mainly the children. The idea and design concept are happy, fun, young, and joy! The idea was to create a line of ice cream that have a happy theme and is both delicious and colourful. The items proposed mainly consists of the series of advertising posters, TV commercial and website design. There are also the livery, uniform, packaging and merchandise items. The loaf character designs are inspired mostly by various type of loaf shape. In conclusion, I am truly proud to have come up with a line of ice cream that are fun and colourful design and flavours.

Heppi Pelangi,
A taste of rainbow.

A taste of Rainbow!



1. take a slice of a rainbow loaf.
2. Wrap it with the ice cream.
3. And it's ready to eat!



www.heppipelangi.com.my @Heppipelangi

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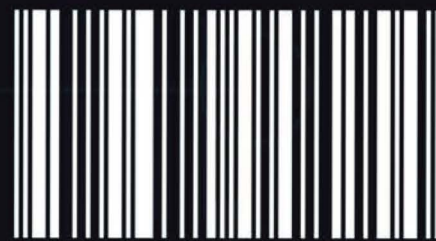
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