

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
**MINORREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch



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ANUAR
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BUNGA2GO STUDIO PROJECT

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The name of this service is BUNGA2GO. It is an online florist that do the fastest florist delivery service. It is originally named as LYARASECRET, which is a florist business created by our client Aliyahanna. We have selected the name that describes the function of the service, which is floristry and delivery. We have also used the Malay term of flower to give the local feel, "BUNGA", as well as "2GO" to enhance the description of the service, Sungai Petani's Fastest Florist Delivery. As for the tagline, we have chosen "Just a click away from happiness." to support the service description. BUNGA2GO offers more than just bouquets, as they also do corsages, boutonnieres, and flower crowns. The speciality of this service is that they instantly do deliveries right after the customers place their orders, hence the service's description. As for their product quality, the flowers that they provide are very high quality as it is dried and arranged delicately. They also use flowers that are rare, such as cotton flowers that makes the orders look extraordinary and elegant. In this world, there are many types of people that you can find, which means there are various type of styles that a person can be interested in. This is the strength of this floristry delivery service, as BUNGA2GO can do any type of requests a customer can ask for. BUNGA2GO also provides a variety of choice in types of flowers used, it can go from the good-old rose, to pampas, rabbit tail, and baby's breath. We believe this can catch potential customer's eyes, as it is different from what the other floristry use. The challenges that we face during this service design prduction is that not everyone will have the same eyes as ours. Therefore, as a graphic designer, we have to make sure that this service can attract and communicate perfectly towards the potential customers in terms of design. Our idea for this service is to promote a simple yet elegant feel for BUNGA2GO's identity. We chose this specific style because the image of flowers can be blended by its surroundings, as the aim is to make the design to be outstanding and can be recognized even after taking just one look at their identity.



FRONT



BACK

A4 FOLDER



LETTERHEAD



FRONT

BACK

ENVELOPE



FRONT

BACK

BUSINESS CARD

TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA

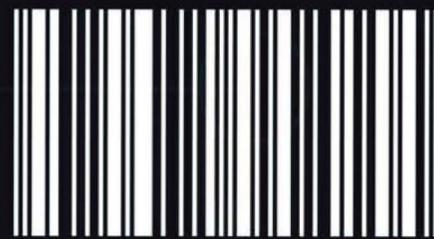


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