

DESIGN EXHIBITION 2022

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MINDAREKA
HYBRID

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GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
**MINOARREKA
HYPERIO**

College of Creative Arts, UTM Kedah Branch



**MUHAMMAD
AMIRUL**

MOHD ZAIDI
2019258084

CINCAU 3 PUTERI PRODUCT (FOOD AND BEVERAGE)

Design Advisor : DR. FARYNA MOHD KHALIS/SIR ABDULLAH KULA ISMAIL

The name of this product is Cincau 3 Puteri. The name given because this cincau product is made by three siblings. The name of the client is Nur Izzati Putri Binti Rahman. My product description is Agar-agar cincau hitam and my tagline is umpama minum cincau bersama puteri. The reason is because when we drink cincau we feel like we are next to the princess. Cincau 3 puteri was established on 1 FEBRUARY 2020 in Jeram, Selangor. This cincau is very soft and sweet. This cincau can also be mixed into all types of drinks such as iced tea water, green tea and more. Cincau is also nutritious and good for health. This homemade cincau is made by Muslim women and is halal for use by all categories. The packaging of this product is very simple and practical. The packaging is made of plastic, such as containers or ice cream packaging. The packaging of this product is also easy to carry because it is not too big. The logo used on the packaging is with the concept of 3 princesses, namely number three and the princess crown and the color used is also yellow like the princess crown. This logo is also produced with striking and bright colours to attract customers to buy the cincau. The shape of square cut on the logo represents as the cincau texture and the cup represents the cup for the cincau and drinks. These products are supplied to merchants who sell beverages or to other customers. The advantage of this cincau product is also easy to sell because many water traders often use cincau to attract customers to buy their water. The ingredients used to produce this cincau are cincau leaves, soda ash water and starch flour. There are many benefits of this cincau, among them are relieving cough, helping to facilitate digestion, helping to cool the body and reducing cardiovascular disease. The market value for cincau 3 puteri products is acceptable for all ages who like to drink cincau such as cincau iced tea. To get cincau 3 puteri, you can go to tigaputeri_official instagram and facebook.



TOSHIBA



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JABATAN KEBUDAYAAN
& KESENIAN NEGARA



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