

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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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
**MINORREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch



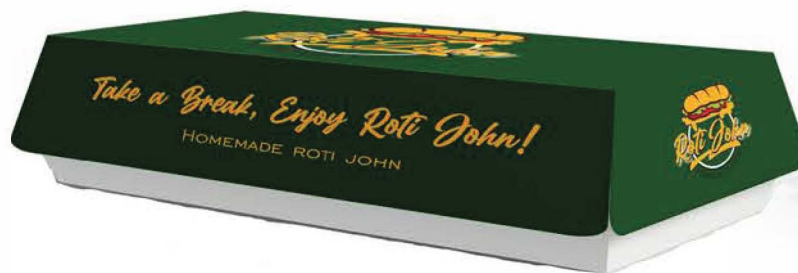
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SHAH HANAFI**

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ROTI JOHN MARVELLOUS PRODUCT (FOOD AND BEVERAGES)

Design Advisor : Dr.Faryna Mohd Khalis,Sir Abdullah Kula Ismail,Sir Mohd Syazrul Hafizi Husin

The name of this product is roti john marvellous. The selected name clearly indicates the product. The product description for this product is homemade roti john. "Take a break. Enjoy Roti John" is a tagline for this product to inform buyers that is to take a break to enjoy the delicious of roti john. Roti John product was established first made in Singapore during the 1960s or 1970s. This product is assorted with two different ingredients which are meat and chicken. The USP of my product is the roti john marvellous with some meat and chicken. Meat nutrients are all the nutrients contained in meat are difficult to find in good quantities in other foods. For example, heme iron can only be found in meat and for individuals who do not consume meat, they will face the problem of anemia or low red blood cells that require dependence on supplements. It is also good for our health. Chicken nutrients chicken is a good source of Vitamin B which protects the body from cancer, Selenium Minerals found in large quantities in chicken is important for thyroid hormone metabolism, anti-oxidant defense system and immune system function in the body and high Protein provides energy sufficient for the body to function properly. The concept of simplicity is demonstrated with minimal use of color in design. The product used 3 different colors, namely yellow, green and golden red. I will share a little about John Marvelous Bread. It is a food stall. The founder of the Roti John Marvellous is Encik Mohd Akmal in early 2019. The cafe is located at Bandar Perda, Pulau Pinang, which is a strategic location for this business. The colors I use match the design I make. John Marvelous Bread has achieved their goal of making the business a success. The market value for John's bread products is very accepted among all ages who love to eat John's bread. I am very proud of the products I produce. I consider the design I made for the marvelous John's bread gives a chance to the stall itself.



TOSHIBA



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JABATAN KEBUDAYAAN
& KESENIAN NEGARA



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