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AICAD
ASIA INTERNATIONAL COMMUNITY
OF ART & DESIGN

PRESENTS

INDD EX

INTERNATIONAL DEGREE DESIGN EXCHANGE

2022

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DEGREE SHOWCASE E- Catalogue

**International Degree Design Exchange
(INDDX) 2022**
Degree Showcase E-Catalogue

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DEGREE SHOWCASE

Name : Muhammad Adam Afkar Bin Che Mohd Zukri Department : Graphic Department
 University : UiTM Seri Iskandar Project Title : MCash E-Wallet

<h3>Introduction / Background</h3> <p>MCash is a secure and interactive mobile e-wallet powered by MRuncit Commerce Sdn Bhd, a Bank Negara Malaysia licensed electronic money issuer. Today, MCash is a digital wallet service provider with more than 200,000 community members and have features like topup, bill payment, KKMart, entertainment and foods in MCash app.</p>	<h3>Objective/ Methodology</h3> <p>The objective of my project is to promote MCash e-wallet to be used by consumers in Malaysia. This will focus on brand identity to make sure Malaysians know this e-wallet. More advertising to keep MCash be consistently use this e-wallet.</p> <p>To achieve the objective of the study, MCash will have collaboration with KKMart, a convenience store using business to business strategy. This will have benefit from KKMart and MCash.</p>	<h3>Media Planning / Purpose</h3> <p>The media planning for this project is promoting through KKMart Store Promo, Instagram, Facebook and Tiktok advertising, poster advertising, stand for QR Code, glass window sticker, wobler, vertical banner and apps in mobile phone.</p> <p>The purpose of these media planning is to make MCash e-wallet be the top choice for Malaysians in using e-wallet system.</p>	<h3>Design Process / Design Concept</h3> <p>The first design process and concept start with put tagline in the logo to make consumers know about this brand is an e-wallet. Then, MCash will have a character illustration to make consistency of brand identity.</p> <p>MCash have simple illustration with have line for supporting graphic. Which mean, concept design is simple and illustration. The main colour used is green and white.</p>
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Design

Character Identity

Typography

Justify Nine (Regular)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 12345678910
 !@#\$%^

Main Colours

Main Poster

Wobler

Stand For QR Code

Glass Window Sticker

Series Poster

App Design

Instagram Facebook Tiktok

Vertical Banner TVC KK Mart Store Promo

Surat kami : 700-KPK (PRP.UP.1/20/1)
Tarikh : 30 Ogos 2022

YBhg. Profesor Ts Sr Dr Md Yusof Hamid, PMP, AMP
Rektor
Universiti Teknologi MARA
Cawangan Perak



YBhg. Profesor

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2. Pihak Perpustakaan ingin memohon kelulusan YBhg. Profesor untuk membuat imbasan (*digitize*) dan memuat naik semua jenis penerbitan di bawah UiTM Cawangan Perak melalui Repositori Institusi UiTM, PTAR.
3. Tujuan permohonan ini adalah bagi membolehkan akses yang lebih meluas oleh pengguna Perpustakaan terhadap semua bahan penerbitan UiTM melalui laman Web PTAR UiTM Cawangan Perak.

Kelulusan daripada pihak YBhg. Profesor dalam perkara ini amat dihargai.

Sekian, terima kasih.

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