



UNIVERSITI
TEKNOLOGI
MARA

Perak Branch

AICAD
ASIA INTERNATIONAL COMMUNITY
OF ART & DESIGN

PRESENTS

INDDEx

INTERNATIONAL DEGREE DESIGN EXCHANGE

2022

★ RESET • REBUILD • RECONNECT ★

**UNIVERSITI TEKNOLOGI MARA
PERAK BRANCH
SERI ISKANDAR, PERAK, MALAYSIA**

14-22 AUG 2022

DEGREE SHOWCASE - Catalogue

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

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DEGREE SHOWCASE

Name : Anis Ayu Fatimah binti Ahmad Kamil

Department : Multimedia Creative

University : Universiti Sultan Azlan Shah (USAS)

Project Title : Tupperware Packaging

Background

Tupperware is well-known as the kitchen and household products, also it is particularly known for its line of plastic containers for food storage and preparation. In 2008, due to its success in developing the brand's name in China, India, and Indonesia, Tupperware received awards for "Most Favored Brand by Women" and "Company with the Best Corporate Face".

Objective

The main objective is to improve the current brand logo into a modern and natural look.

Methodology

- 01 Analyse
- 02 Ideate
- 03 Design
- 04 Prototype

Media Planning

The new logo and packaging prototypes are made to engage younger generations who prefer modern aesthetics.

Design Concept

The whole concept is to personalised the characteristic of a dandelion. Dandelion is a symbol of freedom, unity and growth, which can be related to Tupperware Brand.

Design Process

Three designs of packaging are made for different purposes of household products. The products are mainly focus on multiple sizes of containers and mugs. Plus, the materials of the packaging are meant to be waterproof. All in all, the main point of the packaging creation is to ease the customers, while at the same time, attract them to purchase the products.

Sketch

Tracing

Colour

C: 40.00% M: 50.00% Y: 10.00% K: 0.00%	C: 50.00% M: 50.00% Y: 0.00% K: 0.00%	C: 20.00% M: 20.00% Y: 10.00% K: 0.00%	C: 11.00% M: 70.00% Y: 19.00% K: 0.00%
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Logo Variations

Outline

Final Logo

Packaging Layouts

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

Sekian, terima kasih.

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Timbalan Ketua Pustakawan

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