



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 : Muhammad Asyraf Bin Awanul Anuar

Department : Graphic Department

University : UiTM Seri Iskandar, Cavangan Perak

Project Title : Promotion Min House Camp

<h3 style="margin: 0;">Introduction/ Background</h3> <p>Min house camp is a vacation spot located in Kubang Kerian State of Kelantan. A vacation spot that has a variety of interesting activities to enjoy with family, friends and foreign tourists from the state of Kelantan. Min House Camp is also a center for generating Kelulut honey.</p>	<h3 style="margin: 0;">Objective</h3> <p>To analyze the ways and attractions found in Min House Camp to be included in posters, videos and so on that can attract the interest of foreign tourists by using the right promotional methods.</p>	<h3 style="margin: 0;">Media Planning</h3> <p>Media planning uses selling points found at Min House Camp to promote the holiday center to tourists.</p> <p>Between platform using are Television insight, ooh(digital screen), mobile marketing, (Youtube, Facebook, Instagram) and social media ADS for Video Promtion below than 15 seconds.</p>	<h3 style="margin: 0;">Design Process / Design Concept</h3> <p>To promote Min House Camp to foreign tourists is to use MHC's USP which is Madu Kelulut which can only be found in Min House Camp can be a source of attraction for foreign tourists.</p> <p>By using the poster concept in the form of an infographic, you can tell the audience the benefits of the USP found in MHC by being able to convey knowledge at the same time, which can attract the audience's interest.</p> <p>Using famous influencers from the state of Kelantan who have many followers through social media platforms to promote MHC</p>
<h3 style="margin: 0;">Methodology</h3> <p>To use effective marketing strategies at the same time can save costs in the promotion section to invest in other things.</p>	<h3 style="margin: 0;">Purpose</h3> <p>An advertisement duration of less than 15 seconds is the most effective to promote something MHC. The reason is that every paid ad has an allotted time of 15 seconds and below through various social media.</p>		

<h4 style="margin: 0;">Main Logo</h4> <p style="margin: 5px 0;">MIN HOUSE CAMP</p> <h4 style="margin: 0;">Color Pallette</h4>	<h4 style="margin: 0;">Design Poster</h4> <h4 style="margin: 0;">Subject Matter (Vector)</h4>	<h4 style="margin: 0;">Poster Implementation</h4> <div style="display: flex; justify-content: space-around;"> <div style="width: 45%;"> <h5 style="margin: 0;">Facebook</h5> <div style="border: 1px solid black; height: 40px; width: 100%;"></div> </div> <div style="width: 45%;"> <h5 style="margin: 0;">Youtube</h5> <div style="border: 1px solid black; height: 40px; width: 100%;"></div> </div> </div> <h5 style="margin: 10px 0;">Instagram</h5> <div style="border: 1px solid black; height: 40px; width: 100%;"></div> <h5 style="margin: 10px 0;">Digital OOH (Billboard)</h5> <div style="border: 1px solid black; height: 40px; width: 100%;"></div>	
<h4 style="margin: 0;">Poster Implementation</h4> <div style="border: 1px solid black; height: 100px; width: 100%;"></div>			
<h4 style="margin: 0;">Website Design Layout/TVC</h4> <div style="border: 1px solid black; height: 100px; width: 100%;"></div>			

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

YBhg. Profesor Ts Sr Dr Md Yusof Hamid, PMP, AMP
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YBhg. Profesor

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

Sekian, terima kasih.

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