



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 : BATRISYIA BINTI ZULKEFLY
 Department : GRAPHIC DEPARTMENT
 University : UIITM SERI ISKANDAR
 Project Title : PLANTVIBE

<h3 style="text-align: center;">Introduction / Background</h3> <p>Plantvibe is an urban plant shop for urban plant lovers. Specialise in local and imported succulents as well as indoor house plants. As urbanites, we need to encourage people to bring more plants home or to their office environment as it is proven that being around plants makes people happier and healthier lifestyle.</p>	<h3 style="text-align: center;">Objective</h3> <p>The objective of this brand is to give consumers a healthy lifestyle. And to promote an indoor plants more to consumers, this indoor plants also give consumers a stress relief or therapy.</p> <h3 style="text-align: center;">Methodology</h3> <p>The methodology used as to aware the consumers by buying indoor plants will give them a healthy lifestyle and others through this brand.</p>	<h3 style="text-align: center;">Media Planning</h3> <p>Media planning is to identify the combination of media outlets of marketing a product, service or brand. As for this brand the suitable media are social media, indoor ads and outdoor ads.</p> <h3 style="text-align: center;">Purpose</h3> <p>The purpose is to make this brand well known.</p>	<h3 style="text-align: center;">Design Process / Design Concept</h3> <p>The design process are by researching the issue on the brand, solution for the issue, then create a new solution for improvements and give the final creation for the consumers to test run.</p>
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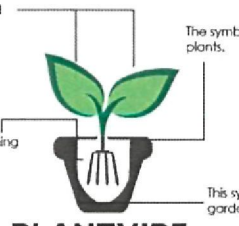
Design

LOGO COLOR CODE :

■ #1a885f
 ■ #2c3e50
 ■ #34495e

TYPOGRAPHY

- font name : *Reinold*
 @cc0aa1a2a3a4a5a6a7a8a9a0
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 - font name : *Florinese*
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 abcdefghijklmnopqrstuvwxyz



The leaf symbol represent for this brand. As to buy this product and have a healthy lifestyle.

The symbol represent the pot for the plants.


This symbol represent the gardening fork to do planting.

This symbol represent the garden trowel to do planting.


PLANTVIBE


This is the name brand. Plantvibe is to give a vibe to the consumer about the plants around us is important for our life. And give a healthy lifestyle vibe with this brand.

NEW PACKAGING




HOLDER PLANTS PACKAGING






Teenager box set



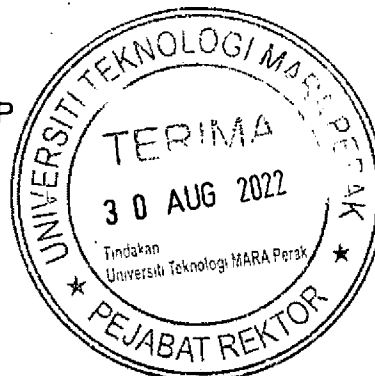
Adult box set

APPS DESIGN



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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MELALUI REPOSITORI INSTITUSI UiTM (IR)**

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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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“BERKHIDMAT UNTUK NEGARA”

Yang benar

SITI BASRIYAH SHAIK BAHARUDDIN
Timbalan Ketua Pustakawan

nar

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