

DESIGN EXHIBITION 2022

MAKINAR
HUB

College of Creative Arts, UiTM Kedah Branch

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MINDAREKA
HYBRID

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TINY.HEARTBEATS PRODUCT

Design Advisor : DR. FARYNA MOHD KHALIS/SIR ABDULLAH KULA/SIR

This online store name is Tiny.Heartbeats is based in Penang. The name was selected because the words 'tiny' is to represent the cactus and succulents are sells in small sizes and the words heartbeats is representing "maternal love" which is the symbolic meaning of the cactus. The product description is custom made cactus store suits with the unique selling point. There are some people that really loves plants and nature. They enjoy taking care of them. This cactus curation absalutely will made them fall in love. The cactus and succulents will be decorates in variety types of vases and decorations depends on customer's requests. Tiny.Heartbeats has a lot of choices can be choosen. The strengths of this cactus store is they are really suitable for gifts and any events. The owner sell their products according to the customer's request as low as RM20. It's very hard to buy a cactus with pretty curation in Penang. Tiny.Heartbeats will be the first to do so. Some challenges for me are not all people like to buy cactus, I have to make this product more attractive and appealing to everyone. From my research, I found out the logo and the concept of the old design that made by the owner did not communicate clearly to the audience. So, I have to solve the problem to make it more interesting about the product to attract more people to buy this product. Furthermore, the target audience for this product is for those who wants to buy a present either for their family, friends or even for themselves. The idea of my design are basically to represents the cactus more. I make it simple but still can attract people just by looking at the logo. When it comes to nature, it can be really crowded and messy, I decided to not make the design sink in behind the crowded design and products. I really excited and want to make the design concept more prettier and attractive. In conclusion, Tiny.Heartbeats have the opportunity to be a well known store because of they are pretty and an amazing products. Customers can customize their own with variation of choices and prices. Tiny.Heartbeats purpose is to attract more people to celebrate their loves one with amazing curation of cactus and succulents with the affordable price.

Tiny Heartbeats

Celebrate With Cactus!

WE HAVE
THE CLASSIC
THE MINIMALIST
DESPOKE

Tiny Heartbeats
CUSTOM MADE CACTUS STORE

Tiny Heartbeats is a custom made cactus store that we arrange the cactus according to your request. They are made with full of love since we put our heart in it. We would like to see you enjoy celebrating them the way we enjoy making them too!

Contact us :
[tinyheartbeats.com.my](https://www.tinyheartbeats.com.my)

WhatsApp YouTube Instagram Facebook

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PACKAGING 1



PACKAGING 2

GRAPHIC DESIGN & MEDIA DIGITAL

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**MINOARREKA
HYPERIO**

College of Creative Arts, UTM Kedah Branch

TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA

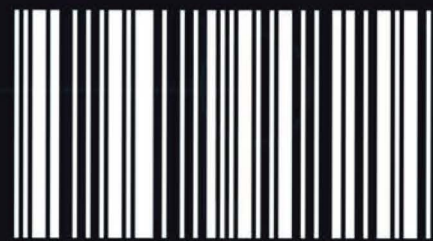


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