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Table Of Content

Rector's Message	i
Head of Faculty's Message	ii
Commitee	iii
Students Artwork (Graphic & Media Digital)	1
Students Artwork (Industrial Design)	137



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SUFFI**

2019648108

COFEE KULIM

PRODUCT : FOOD AND BEVERAGES

Design Advisor : DR. FARYNA MOHD KHALIS, MR. ABDULLAH KULA ISMAIL, MR.SHAZRUL HAFIZI HUSIN

The name of this product is Coffee Kulim. This shop is located in Kulim, Kedah. This coffee shop has a unique taste and aroma coffee bean. It is also one of the coffee shops that gives a classic local coffee concept in Kedah which attracts attention of people from teenagers, adults and coffee lovers. The description for this product is 'Cold Brew Blend Coffee' and the tagline for this product is 'The Taste Of Kedah Coffee' to tell the buyer that this coffee has a fragrant, pleasant taste and aroma. In addition to selling this product, the Coffee Kulim shop also sells another type of coffee such as Latte, Mocha and Cappuccino. Coffee Kulim has been established since 2019 and is located in Kulim, Kedah. After opening a kiosk for the past few years, this shop has successfully expanded this business to several districts in Kedah such as Yan, Sungai Petani and Baling. Coffee Kulim product is a locally made coffee that gives buyers something new and different. This is because the aroma of local coffee is very unique and gives a taste like the coffee of the 90's. It is also released in various other coffee flavors such as Latte, White Coffee, Mocha, Cappuccino and others so that buyers can choose their favorite coffee. Six flavors of coffee according to taste and aroma. The strength of this product Coffee Kulim depends on the benefits and convenience. All ingredients in all Coffee Kulim products are Halal and safe for Muslims. In addition, it also has a big advantage that in the production of this product, it is produced from premium coffee and local coffee that evokes the taste and aroma of coffee that is different from other coffees. Moreover, this coffee is as freshly brewed even in hot or cold conditions, the taste and aroma of this coffee is not easily lost. However, the benefit of drinking coffee is that it prevents people from feeling tired, at the same time increasing their energy levels. This is because it contains a stimulant known as caffeine. Caffeine will inhibit adenosine (inhibitory neurotransmitter). When this happens, the levels of other neurotransmitters such as norepinephrine and dopamine will increase - leading to an increase in neurons. One of them is to have many rival coffee shops in the vicinity of the area and the menu. As a Graphic student, the only way to solve the problem by making this logo for Coffee Kulim shop to have a classic and old look but a modern style for public views on this product.



COFFEE KULIM
THE TASTE OF KEDAH COFFEE

THE TASTE OF KEDAH COFFEE
COFFEE KULIM

CAPUCCINO
"Cappuccino" is the color of the espresso mixed with frothed milk was similar to the color of the Capuchin robe.gave rise to the Italian name for the order.

SIDAM

www.coffeekulim.com



COFFEE KULIM
THE TASTE OF KEDAH COFFEE

THE TASTE OF KEDAH COFFEE
COFFEE KULIM

MOCHA
Mocha is a high quality type of coffee made from a specific coffee bean t's easily confused with the flavored drink also called a mocha, which combines coffee and chocolate.

BUJANG

www.coffeekulim.com



COFFEE KULIM
THE TASTE OF KEDAH COFFEE

THE TASTE OF KEDAH COFFEE
COFFEE KULIM

LATTE
A caffè latte with flavoring syrup or powder added.The steamed milk and espresso drink is the perfect foundation for extra flavor.

LUNAS

www.coffeekulim.com





GRAPHIC DESIGN & MEDIA DIGITAL

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**MINORREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch

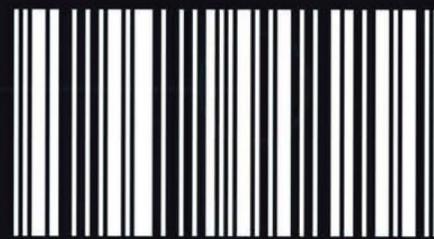
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