

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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RASATEY 2D ANIMATION

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The name of this product is Rasatey. Rasatey is a company subsidiary under Satay Carjunk is located at Kajang Selangor. The product has three types of marinating which are black paper, BBQ, and original. In Rasatey we also have three types of meat which are chicken, beef, and mutton. The uniqueness of this product is used meat that had been marinated with traditional recipes from the owner's town of Kajang and managed to make three special marinate which are black paper, BBQ, and the original. The Unique selling proposition (USP) is satay with three different types of marinating. The concept design is to design a new concept that is too convenient for customers to buy and at the same time to keep the street food concepts. Our competitors are like satay Kajang Hj Samuri, Willy satay, and all of the satay stalls in Puchong. The doodle represents the ingredient while gradient color as a background emphasizes the doodle, as foreground satay picture as the actual product. Satay picture as clipping mask with the shape stroking brush so it will match with the logo design. The scheme color is dark red, red, warm orange, glowing amber, light brown, and white. White color as my typography, dark red, red, warm orange, glowing amber, light brown as the symbol. Using Dark red is the shadow in the symbol satay while red represents beef, warm orange represents chicken, glowing amber as mutton. Light brown as a skewer. Typography Rehat to indicate the tenderness in satay. In a conclusion, the design concept was to make sure everyone knows about Rasatey with the street food concept.




Lada Hitam



Rasatey

RASA ORI KAJANG

Satay dengan rasa perapan istimewa
boleh didapati di restoran kami yang berdekatan



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