

DESIGN EXHIBITION 2022

MAKINAR
HUB

College of Creative Arts, UiTM Kedah Branch

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MINDAREKA
HYBRID

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HANANI**
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MOOLKY MOO 2D ANIMATION

Design Advisor : DR. SHAFILLA SUBRI,
NURUL ATIKAH ADNAN
MOHD SYAZRUL HAFIZI HUSIN

Moolky Moo is a fresh milk that comes with fruity flavour. The flavour was from tropicana fruit such as mango, dragon fruit and honeydew. It is a nature flavour of fruity without added any sugar. Moolky Moo produce a high quality of milk by getting fresh milk that made by their own factory. Moolky Moo was establised in 2019 under Afifi Bros Resources. A new company that just started selling in the market. The business location in Kuala Lumpur, Wilayah Persekutuan. The tagline that used in Moolky Moo is "feel tasty feel yummy" that means the product was delicious and have variety flavors. It also provides lots of vitamin that make us healthy.

Logo Moolky Moo represent for cow milk and the arrangements of colour based on Tropicana fruit. Moolky Moo were used a cheerful concept that make the drink feel energetic that suitable to drink in the breakfast. The arrangement of color that used is from bright colour to make it energy and fresh. The pattern on packaging was adapt from the wave because it look energy like the benefits from the fruits and the milk. Overall, Moolky Moo is more to modern and simple design to make it suitable with all types of ages. The illustration of the fruits in front of packaging to make it attractive and represent each flavors. Along with the milk's splash element is to attract customers to purchase. Nowadays, there is a lot of brand that sells milk drinks based product like Neelofa, Dutch Lady and more. Therefore, to make the product known by others, Moolky Moo needs to spread the marketing on every platform especially social media and internet. We also need to know the market value so that it will not see as a too cheap or too high price than others. Moolky Moo is suitable for all ages to drink anytime and anywhere. Moolky Moo was take care of every aspect like process, what buyer needs, analyze something before produce product. Based on the design and the product, the designer mission is to create a product suitable with overseas product with the same quality but in a simple design. The vision of designer is to make it attractive and known by other people.



GRAPHIC DESIGN & MEDIA DIGITAL

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TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA

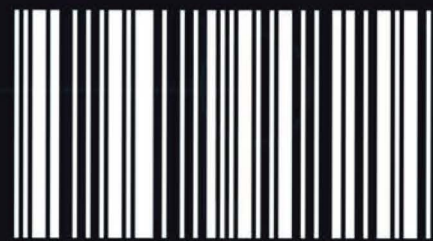


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