



International Teaching Aid  
**Competition 2023**

Reconnoitering Innovative Ideas in Postnormal Times

**iTAC**

**2023**

**iTAC 2023**  
**INTERNATIONAL TEACHING AID COMPETITION**  
**E-PROCEEDINGS**

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## **PREFACE**

iTAC or International Teaching Aid Competition 2023 was a venue for academicians, researchers, industries, junior and young inventors to showcase their innovative ideas not only in the teaching and learning sphere but also in other numerous disciplines of study. This competition was organised by the Special Interest Group, Public Interest Centre of Excellence (SIG PICE) UiTM Kedah Branch, Malaysia. Its main aim was to promote the production of innovative ideas among academicians, students and also the public at large.

In accordance with the theme "Reconnoitering Innovative Ideas in Post-normal Times", the development of novel ideas from the perspectives of interdisciplinary innovations is more compelling today, especially in the post-covid 19 times. Post-pandemic initiatives are the most relevant in the current world to adapt to new ways of doing things and all these surely require networking and collaboration. Rising to the occasion, iTAC 2023 has managed to attract more than 267 participations for all categories. The staggering number of submissions has proven the relevance of this competition to the academic world and beyond in urging the culture of innovating ideas.

iTAC 2023 committee would like to thank all creative participants for showcasing their innovative ideas with us. As expected in any competition, there will be those who win and those who lose. Congratulations to all the award recipients (Diamond, Gold, Silver and Bronze) for their winning entries. Those who did not make the cut this year can always improve and join us again later.

It is hoped that iTAC 2023 has been a worthy platform for all participating innovators who have shown ingenious efforts in their products and ideas. This compilation of extended abstracts published as iTAC 2023 E-Proceedings contains insights into what current researchers, both experienced and novice, find important and relevant in the post-normal times.

Best regards,

**iTAC 2023 Committee**  
**Special Interest Group, Public Interest Centre of Excellence (SIG PICE)**  
**UiTM Kedah Branch**  
**Malaysia**

## **INNOVATION OF BABY FOOD PACKAGING USING THE IMPLEMENTATION DESIGN WITH AUGMENTED REALITY TECHNOLOGY AND QR CODE**

Muhammad Harrith Iqmal Bin Md Razak

<sup>1</sup>College of Creative Arts, Department of Printing Technology, Kompleks Alam Bina  
Universiti Teknologi MARA, Cawangan Selangor, Kampus Puncak Alam,  
42300 Bandar Puncak Alam, Selangor, Malaysia  
[iharrith27@gmail.com](mailto:iharrith27@gmail.com)

Ts. Mastura Omar

<sup>1</sup>College of Creative Arts, Department of Printing Technology, Kompleks Alam Bina  
Universiti Teknologi MARA, Cawangan Selangor, Kampus Puncak Alam, 42300  
Bandar Puncak Alam, Selangor, Malaysia  
[tora77@uitm.edu.my](mailto:tora77@uitm.edu.my)

Dr. Shalida Rosnan

<sup>1</sup>College of Creative Arts, Department of Printing Technology, Kompleks Alam Bina  
Universiti Teknologi MARA, Cawangan Selangor, Kampus Puncak Alam,  
42300 Bandar Puncak Alam, Selangor, Malaysia  
[shalida@uitm.edu.my](mailto:shalida@uitm.edu.my)

Aezzaddin Aisyah Zainuddin

<sup>1</sup>College of Creative Arts, Department of Printing Technology, Kompleks Alam Bina  
Universiti Teknologi MARA, Cawangan Selangor, Kampus Puncak Alam,  
42300 Bandar Puncak Alam, Selangor, Malaysia  
[aezaddin@uitm.edu.my](mailto:aezaddin@uitm.edu.my)

Ts. Nur Aniza Mohd Lazim

<sup>2</sup>College of Creative Arts, Department of Creative Motion, Kompleks Alam Bina  
Universiti Teknologi MARA, Cawangan Selangor, Kampus Puncak Alam,  
42300 Bandar Puncak Alam, Selangor, Malaysia  
[aniza32@uitm.edu.my](mailto:aniza32@uitm.edu.my)

### **ABSTRACT**

Packaging is designed to help boost product value by adding graphic aspects and making the

package more functional. This is accomplished through the creation of packaging. An unsung hero of advertising and marketing, packaging is incredibly useful to protect, display, and sell the product. Its role in these processes is often overlooked. New forms of technology, such as Quick Response (QR) codes and Augmented Reality (AR), have been put to the packaging of Fawwaz Baby Food in order to convey information about the product. Use of QR codes and other forms of augmented reality innovation technology to increase interest in and enrolment in a Printing Technology course. Customers are able to quickly obtain information about the firm and the products they purchase simply by scanning a code that takes them directly to their Instagram accounts. This cutting-edge use of technology is awesome. The product packaging sachet needs to be shielded from any possibility that could lead to it becoming damaged, hence the primary objective of this packaging box is to fulfil that function. In addition, the goal of this innovative box for the product's packaging is to make it simpler for consumers to store the goods in a limited amount of space and to enable customers to purchase the product using an innovation that has been developed. This creative design will also attract buyers' attention due to the utilisation of vibrant hues and a colour scheme that appeals to both youngsters and adults. This packing box has perforations to make it easy for customers to retrieve the products contained within, and it may be reused without harming the unopened products.

**Keywords:** packaging, printing, graphic, marketing, and technology.

## INTRODUCTION

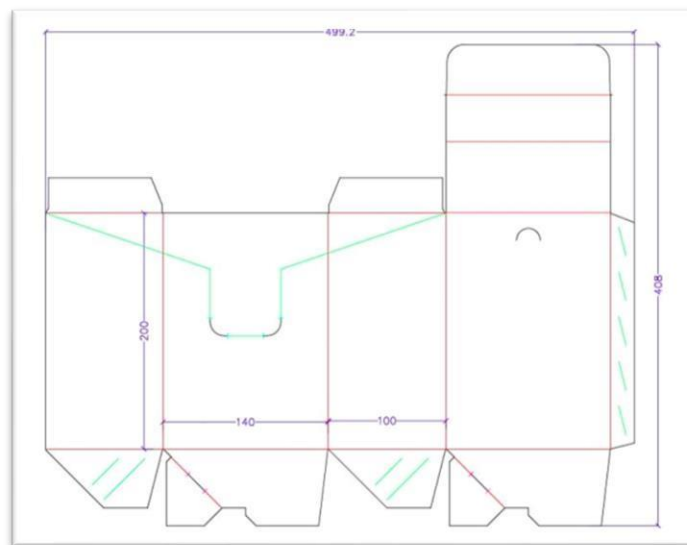
Every product's packaging serves a crucial role, such as protection. It displays the product, its design, and its classification to convey product-related information. The design of the product also comprises promotional, communication, and manufacturing functions. Designing the exterior of a product is known as product package design. A number of intuitive cues designed to impact consumer behaviour and perception are also incorporated into packaging. This study's objective is the development of Baby Food packaging designs. New forms of technology, such as Quick Response (QR) codes and Augmented Reality (AR), have been put to the packaging of Fawwaz Baby Food in order to convey information about the product. Use of QR codes and other forms of augmented reality innovation technology to increase interest in and enrolment in a Printing Technology course. Customers are able to quickly obtain information about the firm and the products they purchase simply by scanning a code that takes them directly to their Instagram accounts.

Fawwaz Baby Food is a manufacturer of nutrition-based food products for the early growth of children. The main purpose of this packaging box is to protect the product packaging sachet from being damaged and exposed by any possibility. In addition, this packaging box aims to make it easier for customers to place the product with little space and to let the

buyers to buy the product with an innovation that has been made. Fawwaz Baby Food offers a variety of baby food products, I have selected a Combo Ready-to-Eat or a Combo 8-in-1 product because customers can buy various types of food products in one worthwhile purchase. Therefore, this field of Printing Technology requires us shown ourselves by adding something fascinating and unique to the packaging box for the buyer.

## INNOVATION DEVELOPMENT

Packaging is intended to increase the value of a product by including graphic elements and making the box more useful. This is achieved through the development of packaging. Packaging is an unsung hero of advertising and marketing because it protects, displays, and sells the goods. Its importance in these processes is frequently neglected. In order to convey information about the product, new types of technology, such as Quick Response (QR) codes and Augmented Reality (AR), have been added to the packaging of Fawwaz Baby Food. To enhance interest in and enrolment in a Printing Technology course, use QR codes and other kinds of augmented reality innovation technologies.



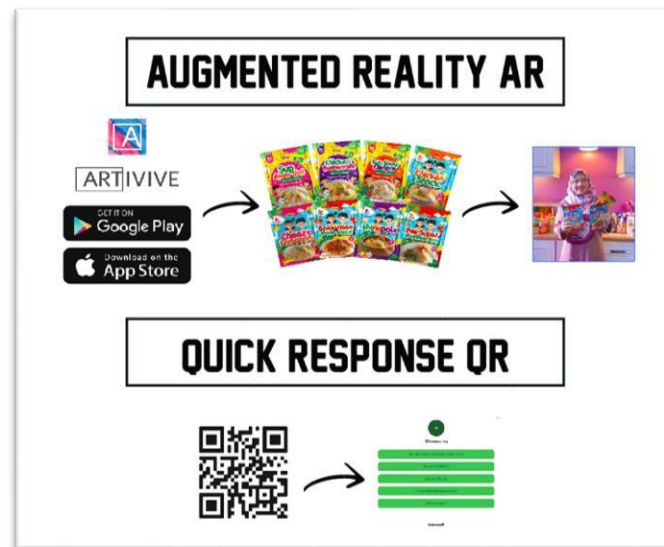
**Figure 1.** Innovation of Baby Food Packaging (Technical Design)



**Figure 2.** Innovation of Baby Food Packaging (Design)

Consumers may instantly access information about the company and the products they purchase by scanning a code that directs them to their Instagram accounts. This cutting-edge application of technology is fantastic. The product packaging sachet needs to be protected from any risk of damage, hence the primary goal of this packaging box is to fulfil that function. Furthermore, the purpose of this revolutionary box for product packaging is to make it easier for consumers to keep products in a limited amount of space and to enable customers to purchase the product utilising a new innovation. This creative design will also attract buyers' attention due to the utilisation of vibrant hues and a colour scheme that appeals to both youngsters and adults. This packing box has perforations to make it easy for customers to retrieve the products contained within, and it may be reused without harming the unopened products.





**Figure 2.** Innovation of Baby Food Packaging with Augmented Reality and QR Code

Quick Response (QR) code and Augmented Reality (AR) are new form of technology applied to Fawwaz Baby Food packaging to provide product information. Through the cool use of technology, customer can easily find the company and product information, taking customers to their Instagram account in a flash by only scanning the code.

## CONCLUSION

This innovative will also draw shoppers' attention since I use bright colours and the design of the colours demonstrates a design that is enjoyed by both children. This packaging box features perforation to make it easier for clients to remove the products within the packaging box, and it can be kept again without destroying the items that have not yet been used.

## ACKNOWLEDGEMENT

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