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REIIO

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PREFACE

CHIEF EDITOR

TRANSFORMING INTELLECTUAL INSPIRATIONS INTO CONCRETE DESIGNS

Throughout the rapidly evolving discipline of graphic design, the convergence of creativity and functionality holds utmost significance. The present preface serves as an introduction to a scholarly discussion on the intricate process involved in generating ideas and designs within the field of graphic design. It acknowledges the dynamic nature of this discipline, where the fusion of innovative thinking and aesthetic expertise continually shape its terrain. This investigation examines the complexities of ideation and design within the realm of visual communication, highlighting the importance of a deliberate and purposeful methodology.

The inception of a captivating graphic design project is rooted in the development of concepts. Ideas serve as the foundational elements that give rise to innovative concepts, and their cultivation constitutes a fundamental pillar in the achievement of a design's triumph. The preamble serves as an invitation for readers to engage in contemplation regarding the origins of ideas, specifically emphasizing the varied sources of inspiration that contribute to the creative process. Ideas, derived from cultural influences, personal experiences, or the current state of society, serve as the vital force that brings the static canvas of graphic design to life.

Transitioning from the abstract realm of ideas, the next chapters explore the practical aspects of transforming these intellectual inspirations into concrete designs. The process of design is a deliberate and iterative undertaking, wherein each component has the significance of purpose. The preamble highlights the significance of a deliberate design approach, emphasizing the interdependent connection between form and function. By analyzing case studies and approaches, individuals are prompted to adopt the perspective that great design is not solely focused on aesthetics, but rather a strategic pursuit that possesses the ability to convey messages, attract audiences, and stimulate change.

NURUL SHIMA
BINTI TAHARUDDIN
CHIEF EDITOR

PREFACE

AICAD INDDX Director

DESIGNING TOMORROW - A VISUAL SYMPHONY IN REIID PUBLICATION

Welcome, creative minds and visionaries, to a celebration of the visual arts within the hallowed pages of Recapitulate Invention, Innovation & Design (REIID) Publication. In this edition, we cast a spotlight on the dynamic intersections of Graphic Design, Advertising, Corporate Identity, and Illustration. Within these realms, we discover not just visual aesthetics, but narratives that shape our perceptions, redefine identities, and breathe life into the intangible. Looking through Graphic Design, the silent poet of visual expression, takes center stage in this symphony of creativity. Beyond the mere arrangement of colors and shapes, graphic design is a language that speaks to us, conveying messages, emotions, and stories through a harmonious blend of visual elements. The designs featured in this publication are not static images; they are living, breathing compositions that bridge the realms of imagination and reality.

Advertising, the art of persuasion and storytelling, weaves its enchantment throughout these pages. From bold campaigns that challenge societal norms to subtle narratives that tug at the heartstrings, advertising is more than a conduit for commerce—it is a reflection of culture, a catalyst for change, and a canvas for creativity. The contributors showcased here are the architects of visual narratives that captivate, inspire, and linger in the minds of audiences. While, Corporate Identity emerges as a visual symphony, a reflection of organizational ethos and personality. In a world brimming with choices, the visual identity becomes the face of a brand, speaking volumes in a single glance. This edition explores the nuances of corporate design, where consistency meets innovation, and where visual elements coalesce to form an identity that resonates with stakeholders and leaves a lasting imprint. Finally, exposing the Illustration Design which represents the art of bringing stories to life, dances across these pages with whimsy and purpose. Illustrators featured in this volume are not just artists; they are storytellers who translate complex ideas into images that transcend language barriers. Through their work, we witness the power of illustration to engage, provoke thought, and evoke emotions, proving that a single image can indeed speak volumes.

As you traverse the curated landscape of REIID, we invite you to immerse yourself in the stories within the designs. Let your eyes wander, allow the visuals to spark your imagination, and contemplate the narratives that unfold before you. This publication is more than a collection; it is an invitation to explore the limitless possibilities that arise when creativity meets purpose. To the brilliant minds behind the designs showcased in this edition, we extend our heartfelt gratitude. Your work is not just a testament to your artistic prowess; it is a contribution to the ever-evolving dialogue of design, innovation, and the visual language that shapes our world. So, dear reader, prepare to be enchanted, inspired, and transported into a world where design is not just a visual treat but a powerful force shaping the trajectory of our collective visual culture. Join us on this journey through Graphic Design, Advertising, Corporate Identity, and Illustration within the pages of the REIID Publication. The canvas is rich, the palette diverse, and the stories are waiting to unfold. Enjoy the spectacle!

TS. DR NUR FAIZAH
BINTI MOHD PAHME
AICAD INDDX Director

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VIRTUAL REALITY IN TERENGGANU STATE MUSEUM

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ABSTRACT

In the current era, traditional museum exhibitions often fail to capture the interest of young people familiarized with modern technology. This project explores implementing Virtual Reality (VR) experiences in museums. By creating 3D gallery models and developing strategic media plans, this initiative aims to make art, history, and culture more engaging and accessible. VR technology connects the past and the present, transforming museums into interactive learning spaces. Moreover, the potential for revenue generation through ticket sales, subscriptions, and sponsorship offers a compelling commercial angle, making VR a promising addition to museums for educational and financial reasons.

Keywords: Virtual Reality, Museums, Education, 3D Models, Cultural Heritage

1. PROBLEM STATEMENT/PRODUCT STATEMENT

Nowadays, many young people find traditional activities boring because they do not involve modern technology. Plain exhibitions can be dull and keeping up with today's technology is important to make things more interesting. This means they must change and new, exciting things to stay attractive to young people. In a society that always has the latest technology, it is important for museums, which teach about history and culture, to use new ideas to keep young people excited and learning. This is a problem because museums need to be fun and interesting for young people too.

2. USEFULNESS

By introducing VR experiences, we can make art, history, and culture more appealing and accessible to people. These interactive VR exhibits not only entertain but also educate, offering valuable information that enhances our knowledge and understanding of the world around us. Virtual reality (VR) can make learning more fun and relevant to the digital age by helping us connect the past and the present. By exploring historical settings using VR technology, learners can get a deeper understanding of events from the past. This creates a more engaging learning experience that caters to the needs of modern learners.

3. PROJECT TARGET/OBJECTIVES

Creating a 3D model of a gallery is important to serve as an example for the Virtual Reality tour. This model will visually represent how the virtual tour would work in the museum. Alongside this, establishing a strategic media plan is important to promote the Virtual Reality tour program within the museum. This approach ensures that people can easily discover and access this innovative way to explore art, history, and culture, making it more engaging and accessible.

4. PRODUCT/PROJECT/PROCESS



Figure 1: Social Media banners

Figures 2: Series of posters (Series Ads)



Figures 2: Series of posters (Series Ads)



Figures 3: Application (Outdoor display ads)

5. COMMERCIALIZATION AND POTENTIAL

There is much potential in making money from VR experiences in museums. VR can be marketed as a fantastic and exciting way to learn about art, history, and culture. People might be willing to pay for these VR tours, like buying tickets or subscribing, which can bring money to keep these programs going and make them even better. Besides that, there is a chance to get sponsors and partners interested in supporting the use of VR in museums. They could provide money or resources to help these programs grow and improve. So, by making VR a part of the museum experience, there are various ways to generate income and make these educational adventures even more awesome.

6. NOVELTY

Using virtual reality in museums in a new way is very interesting. It helps people of different ages and interests enjoy and learn about art and history. It transforms the traditional museum experience into an interactive, educational and unforgettable journey through time.

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CAMPAIGN OF PROTECT BUKIT CERAKAH FOREST

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ABSTRACT

Bukit Cerakah Forest Reserve currently covers 1,298.86 hectares, and Additional Bukit Cerakah Forest Reserve covers 982.80 hectares. The Selangor State Forestry Department continues to manage these two forests as a class of Protected Forests, which serve as habitats for a variety of flora and fauna. The Shah Alam National Botanical Garden (TBNSA), one of the main public recreation areas near Shah Alam, is also located in this forest area. Additionally, a portion of the Bukit Cerakah Forest Reserve is used as a water catchment area to supply water to the Subang Lake Dam.

Keywords: Bukit Cerakah Forest, Awareness, Selangor State Forestry Department, Shah Alam National Botanical Garden (TBNSA)

1. PROBLEM STATEMENT/PRODUCT STATEMENT

The insensitive and irresponsible attitude of the state government in maintaining Bukit Cerakah Forest Reserve. The matter of the Bukit Cerakah Permanent Forest Reserve (HSBC), which has been de-gazette 21 times in the past 96 years for development purposes, is that it is currently not listed in the government's official de-gazette. The state government disregarded Section 12 of the Selangor APN 1985, which required it to provide replacement land equal to the amount of space lost as a permanent reserve forest.

2. USEFULNESS

The use of this mural is to spread more awareness of Bukit Cerakah Forest and the other forests in Malaysia that we need to care for and protect. Besides that, to increase the knowledge of citizens aged around 25 to above about our forests in Malaysia that have not been taken care of properly and also been neglected by the other people who aren't responsible and improve their basic ways to protect the forests by keeping them updated about the situation that happening around them via posters, videos, and posting on social media.

3. PROJECT TARGET/OBJECTIVES

The present project was conducted under three research objectives, which are:

1. To give awareness to the public about the forestry problems that are happening in Bukit Cerakah Forest.
2. To help preserve and protect Bukit Cerakah Forest together with the public and, also the Forestry Department.

4. PRODUCT/PROJECT/PROCESS



Figure 1.1 Final Logo



Figure 1.2 Final Logo in black & white



Figure 1.3 Final Logo with title and slogan



Figure 1.4 Mascot



Figure 1.5.1 Corporate Items



Figure 1.5.2 Corporate Items



Figure 1.6 Print Ads Series Design



Figure 1.7 Print Ads Series Design in Instagram

5. COMMERCIALIZATION AND POTENTIAL

This study can provide the visuals characters and quotes to the citizen. This is also can help citizens to learn and know how important our forests in Malaysia.

6. NOVELTY

This project is conducted to spread more awareness of Bukit Cerakah Forest and the other forests in Malaysia that we need to care for and protect. This project can also increase the knowledge of citizens aged around 25 to above about our forests in Malaysia that have not been taken care of properly. It also can improve their basic ways to protect the forests by keeping them updated about the situation that happening around them via posters, videos, and posting on social media.

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THE BATIK LIFE

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ABSTRACT

The Batik Life is a business that reimagines the traditional art of batik as a vibrant and contemporary expression of fashion. The Batik Life showcases how our cultural heritage craft has evolved to incorporate modern elements. Each of the designs incorporates batik elements into clothing design with the aim of creating something unique while showing appreciation and reviving batik, an integral part of Malaysia's cultural identity and heritage. The purpose of this project is to educate and emphasize and also to spread awareness that Batik is not confined to traditional garments that are reserved for specific occasions, but Batik has evolved and now features modern elements and twists that resonate with and can be worn and styled with the current fashion sensibilities today.

Keywords: Batik Malaysia, Clothing, Modern Elements, Cultural and Heritage, Raising Awareness

1. PROBLEM STATEMENT/PRODUCT STATEMENT

The Batik Life has a low brand awareness as it has struggled to attract its target audience and gain new customers due to low brand awareness. The business mostly relied on social media for marketing and did not have formal promotional methods like advertising billboards etc.

2. USEFULNESS

Learn that Batik Malaysia is a part of our culture and heritage. Also to spread awareness that Batik is not only a traditional garment but Batik now can be incorporated into today's fashion style and we can style Batik on any occasion.

3. PROJECT TARGET/OBJECTIVES

To show that Batik is not only traditional clothing as people always think, but with the passage of time, Batik now has modern elements and twists that can be styled in today's fashion.

4. PRODUCT/PROJECT/PROCESS

The Batik Life

CLOTHING LINE



RIA BUTTON TOP
MYR 119.00



PUTERI FLOWY TOP
IN LINDUNGAN
MYR 109.00



BAYU KURUNG TOP
MYR 123.00



IMPIAN LOOSE BATIK
CARDIGAN
MYR 129.00



MUTIARA SMOCKED
BATIK TOP
MYR 99.00



RIA BATIK PARIO WRAP
MYR 119.00



RIA BUTTON TOP &
PARIO SET
MYR 208.00



MENTARI PARIO WRAP SKIRT
MYR 109.00



SERASI PLAIN PARIO SKIRT
MYR 79.00



KALISA KEBAYA SET
MYR 119.00



BUMI UPCYCLED DENIM
JACKET MALAYSIA
MYR 99.00

Figure 1: Clothing Line

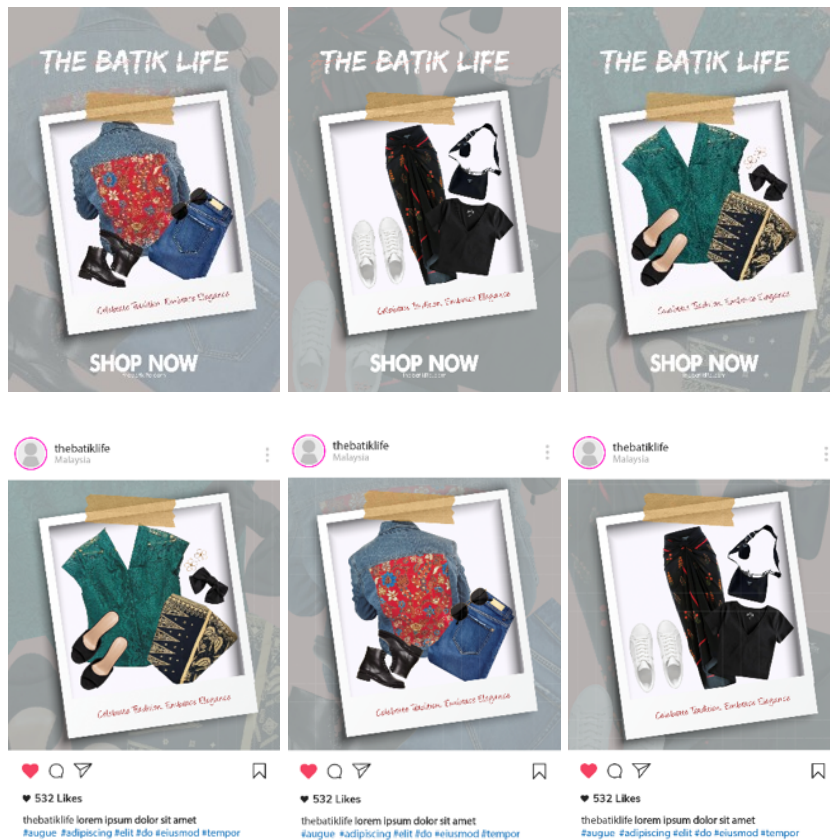


Figure 2: Posters and advertisements

5. COMMERCIALIZATION AND POTENTIAL

Batik has the potential to be marketed more widely through focused and purposeful formal advertising. This is because batik has low brand awareness, and bigger exposure is needed to introduce batik to the target audience.

6. NOVELTY

Designing a physical store to showcase the Batik Life clothing line and also creating an app that is convenient for consumers to use as it is user-friendly.

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TERENGGANU'S CHARACTERISTIC ON SANTAI SKATEBOARD

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ABSTRACT

Skateboarding has slowly evolved over the past 50+ years. A skateboard is a small piece of wood shaped like a surfboard with four wheels attached to it that is used to glide on a certain track. In Malaysia, there is one skateboard local brand that have a good quality of deck and it known as Santai Skateboard and it owned by local professional Skateboarder called Idham Abd Rahman. Santai skateboard is one of the local skateboard brands in Malaysia that is least famous in Terengganu state. This is because they do not have an attractive design to make them different from others. The purpose of this study is to make Terengganu's people know skateboarding by using Santai skateboard. By applying local element of Terengganu, it can promote Terengganu's tourism and make Santai Skateboard as a common brand because skateboarding is known as a great cardio workout and good for relieving stress too.

Keywords: Terengganu, Skateboarding.

1. PROBLEM STATEMENT/PRODUCT STATEMENT

The first problem statement is Santai skateboard is Lack of unique or catchy design on skateboard. From this, maybe they can collaborate with other brand or artist, so people recognise them more. Their advertisement design not up to date. This makes people less interesting when they are looking at their catalogue or poster. Moreover, people especially in Terengganu is not very expose with this sport. They do not know about this brand at all. This is because some design is using an inappropriate element on the deck.

2. USEFULNESS

To make skateboarding and Santai skateboard as a common skateboard brand in Terengganu. It can promote Terengganu's tourism and make Santai Skateboard as a common brand because skateboarding is known as a great cardio workout and good for relieving stress too, by doing this people in Terengganu might have interest to start skateboarding using Santai skateboard.

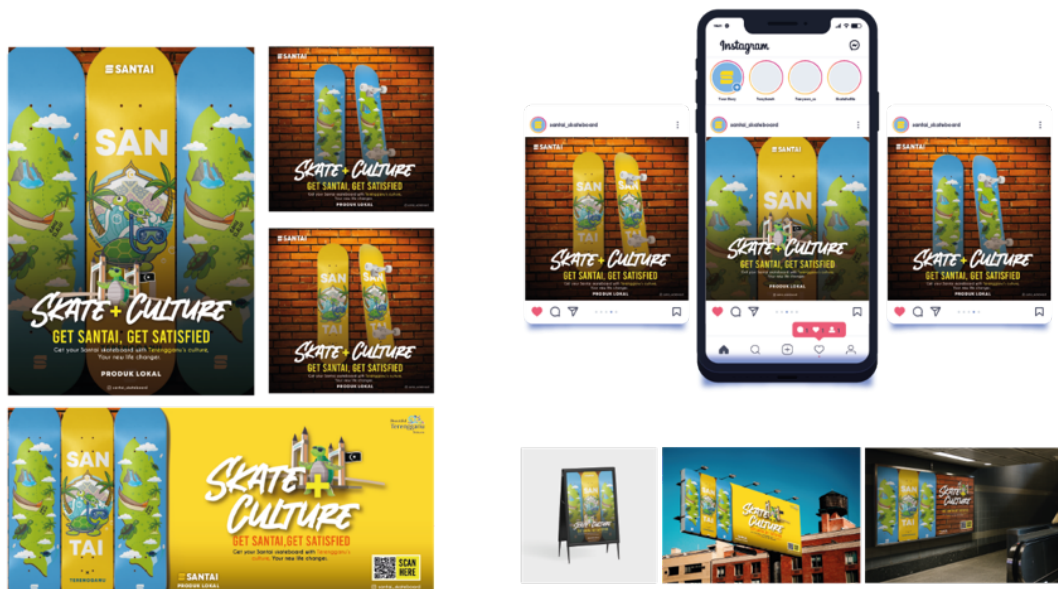
3. PROJECT TARGET/OBJECTIVES

The main objective for my project is to make Santai Skateboard as a common local skateboard brand especially in Terengganu because this brand is lack of local element itself. So, by applying local element, People around Terengganu will start to choose Santai skateboard plus start increase their love for their own state too.

4. PRODUCT/PROJECT/PROCESS



Product 1: Santai skateboard



Product 2: Poster and advertisement of Santai skateboard



Product 3: Storyboard

5. COMMERCIALIZATION AND POTENTIAL

The media planning for this project is promoting through a social media (Instagram), Standee, Billboard, booth and poster. The main purpose of choosing this media is to increase awareness about the benefit of this local skateboard brand and to increase a love for the Terengganu state.

6. NOVELTY

Designing a new design of skateboard using Terengganu's characteristic. The process involved is included visual research about state of Terengganu, which is determined the traditional elements and the iconic places of Terengganu. These elements will be applied on a skateboard design and on an advertisement.

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CAMPAIGN: HEALTHY BREAKFAST FOOD FOR KIDS

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ABSTRACT

This research focuses on healthy breakfast foods for children. Many people, especially those with modest incomes, find it difficult to adhere to nutritional advice that suggests eating more whole grains and less added sugar and fat. Because both the availability and the cost of better food items may restrict low-income customers' ability to eat healthier foods, the food environment may have a substantial impact on their decisions. By parents not understanding the need of having a healthy breakfast for children, this indirectly contributes to the problem of childhood obesity. A rising amount of evidence indicates that early childhood years are when the risk for childhood and adolescent obesity first develops. A child's likelihood of being overweight or obese throughout middle childhood and adolescence is higher if they have a high BMI or are overweight or obese when they are young. However, the distribution of these risk variables is not equal. Pre-schoolers in low-income families make up about one in seven of the obese population. Limited consumption of healthful foods and insufficient physical activity are two factors that have been linked to childhood obesity. According to some research, low-income families who are unable to afford the food their families require often take deliberate steps to stretch their food budgets. For example, they might choose to buy inexpensive, more calorie-dense foods that tend to be higher in fat and sugar and lower in essential nutrients. According to recent studies, access to nearby healthy food establishments appears to be linked to better food consumption and a decreased incidence of childhood obesity. This research will help children learn about the importance of having a healthy breakfast for them. In addition, to reduce the problem of obesity among children.

Keywords: Children, Illustration, board games.

1. PROBLEM STATEMENT/PRODUCT STATEMENT

Overweight and obesity in children are on the rise everywhere. Compared to children who are at a healthy weight, overweight and obese children are more prone to develop chronic diseases including cancer and cardiovascular disorders and to remain obese throughout adulthood. The focus of research into the factors that influence childhood obesity has shifted from factors at the individual level to factors at the environmental level. Children are exposed to a variety of situations, such as their homes, schools, and communities. The home environment, and therefore the parents, might be regarded essential in determining the weight status of younger children. Gatekeepers include parents, who decide what food is provided at home as one example. In this environment, a lot of children's eating habits are created.

2. USEFULNESS

To help children understand and learn about the importance of a healthy breakfast. In addition, this game can attract their attention. To tell them about the effects of eating healthy and unhealthy breakfast. By using this game, children will feel happy because of the interesting and cute illustrations. Indirectly, they can fill their free time with things that are beneficial.

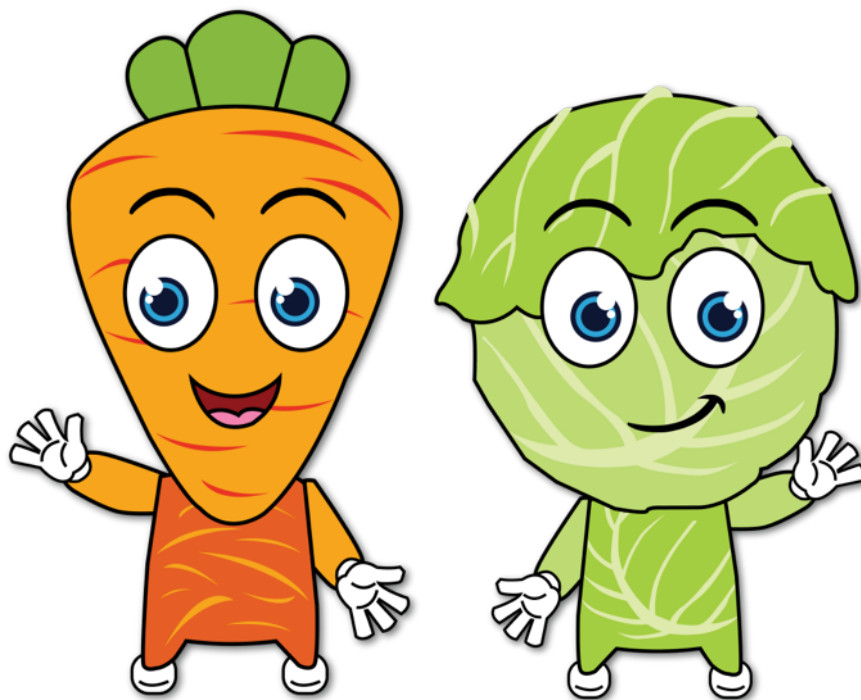
3. PROJECT TARGET/OBJECTIVES

The objectives are to review the knowledge supporting these key themes, to provide recommendations for parents to support healthful eating among children and to identify future directions for public health research aimed at promoting children's healthy eating. For children to grow up and become more independent, the parenting behaviors that form their early food habits are crucial. Therefore, the purpose of healthy eating techniques is to persuade parents to develop healthy habits early in their child's life so that such behaviors would persist into maturity. Children who are fed in an authoritative manner are more likely to practice self-control when it comes to their eating, which has been linked to better outcomes.

4. PRODUCT/PROJECT/PROCESS



Product 1: Logo



Product 2: Mascot



Product 3: Corporate Items



Product 4: Poster Ads



Product 5: Social Media Ads

5. COMMERCIALIZATION AND POTENTIAL

By creating board games for children, these games can build emotional bonds with each other and are a way to inform them about the importance of breakfast. Simple board games that help children identify nutritious and unhealthy foods, count spaces, and develop hand-eye coordination and flexibility to move make them think. In addition, learning to wait their turn and follow rules is an important lesson and an easy way to promote healthy brain development in children.

6. NOVELTY

Creating a board game for kids using illustration board games.

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EDUCATED THE MALAYSIAN SOCIETY AWARENESS OF DISABILITIES FACILITIES TO THE SDG 10: REDUCE INEQUALITIES

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ABSTRACT

In order to raise community awareness of facilities for the disabled in Malaysia, education must extend beyond the classroom and focus on the outside world as well. Malaysians come from a variety of backgrounds, including gender, age, race, religion, ability, and ethnicity. The nation is going through a paradigm shift that will propel the development of developed nations. Different types of disabled people have long been documented and studied. People with disabilities are highly valued and given special access rights to facilities. This research aims to increase people's awareness through The Disabilities Right Movement Campaign of the importance of educating, examining, renewing, benefiting, and prioritising people with disabilities in order to achieve Sustainable Development Goal 10. This study aims to improve the knowledge about disabled facilities and renew the brand look forward to identity campaign highlights for Malaysian people.

Keyword: Educated-Society-Awareness-Disabilities Facilities-SDG 10: Reduce Inequalities

1. PROBLEM STATEMENT/PRODUCT STATEMENT

The problem statement of this campaign is a lack of awareness campaign towards the facilities for disabled people in Malaysia. There is no corporate look implemented into the awareness campaign towards the facilities for disabled people in Malaysia. On SDG10: Reduced Inequalities. The society in Malaysia was not being educated on the awareness campaign towards the facilities for disabled people. All physical developments must incorporate sustainable design for accessibility if we are to grow our cities into "world-class" urban areas. In Malaysia, accessibility in the built environment is gradually being implemented to prepare not just for the country's aging population but also for its disabled citizens. (Zen, Samad, Rahim, & Rahim, 2014). In order to improve life quality and ensure that it is sustainable for future generations, the SDGs serve as a guide for making wise decisions. The objectives were directed toward improving environmental living for both Malaysia and other nations

(UNDP, 2018) It is necessary to organise special events with the goal of educating the public and media about the difficulties and obstacles that people with disabilities encounter on a daily basis. The public must also be educated on appropriate ways to assist the disabled, such as assisting them in crossing streets and other situations where they can live more easily (Ombak, 2019)

2. USEFULNESS/ OBJECTIVE

The usefulness is to create awareness towards the facilities for disabled people in Malaysia and to produce a new corporate look for the awareness campaign towards the facilities for disabled people in Malaysia. Especially educated Malaysian society on the awareness campaign towards the facilities for disabled people that is reflected in SDG10: Reduce Inequalities.

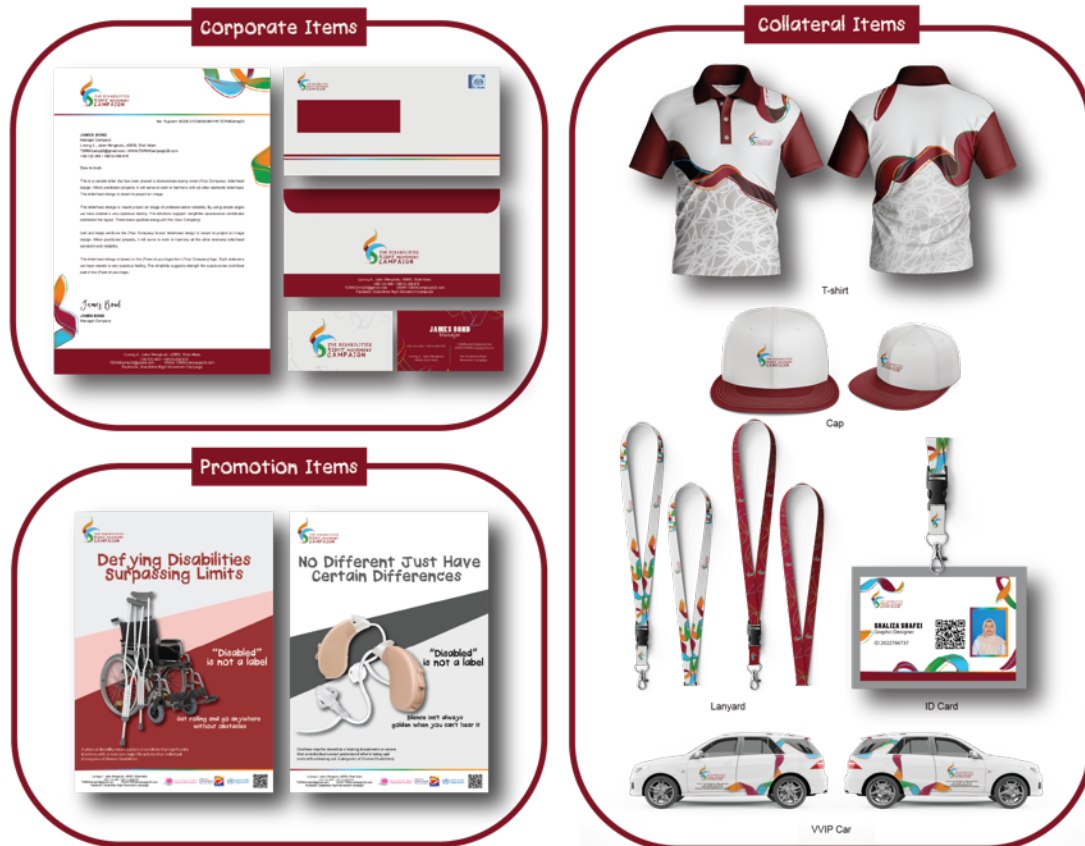
3. PROJECT TARGET/OBJECTIVES

The Disabilities Rights Movement campaign strives to uphold the special rights of people with disabilities to facilities in this country. The Disabilities Rights Movement collaborates with the registered agency “Damai Disabled Person Association Malaysia”. Our main objective is to create awareness towards the facilities for disabled people in Malaysia, to produce a new corporate look for the awareness campaign towards the facilities for disabled people in Malaysia and to educate the Malaysian society on the awareness campaign towards the facilities for disabled people that is reflecting the SDG10: Reduce Inequalities

4. PRODUCT/PROJECT/PROCESS



Product 1: Logo



Product 2: Items

5. COMMERCIALIZATION AND POTENTIAL

Through the creation of a fresh corporate image for the awareness campaign regarding Malaysia's services for the disabled, guided by strong branding guidelines. It can make Malaysians be aware of the presence of a campaign. Following that, the community will discover that it is crucial to safeguard the rights and interests of disabled people and that it is more aware of the surrounding circumstances.

6. NOVELTY

This brand's logo design preferences symbolises ribbon awareness, and each hue has a distinct meaning. Ribbon awareness is a way to show support, raise awareness, and advocate for a cause that has an impact on millions of people worldwide. Subsequently, the typeface on the logo line shading appears, signifying that the individual is mentally sick and experiencing a written issue.

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PLASTIC POLLUTION EDUCATIONAL CAMPAIGN

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ABSTRACT

Plastic pollution is a serious worldwide issue that must be resolved immediately. Our planet's ecosystems are suffering as a result of the accumulation of plastic waste. Because plastic is used in so many daily tasks, according to the UN Environment Programme (UNEP), 300 million tonnes of plastic are produced year by year which has a negative impact on marine life, wildlife habitats, and human health. This situation is problematic since plastic is a substance that takes a long time to degrade. Thus, I desire to create an educational campaign to change the tide and have a long-term beneficial impact through our effort.

Keywords: Plastic, plastic pollution, campaign, educational campaign

1. PROBLEM STATEMENT/PRODUCT STATEMENT

Plastic is a non-biodegradable material. Taking plastic poses a major issue because it takes between 400 and 1000 years to degrade. It has a negative impact on the ecosystem. Allows blocking of rivers and drains, causing flooding and other issues. Burning plastic releases poisonous gases, along with black soot and ash, which can react with soil. Food sources including fruits and vegetables are concerned about contamination of these harmful compounds. Widespread use of plastic will eventually accumulate in the oceans and kill aquatic life. Chemicals in plastic can also be absorbed by animal tissue. Ingesting seafood contaminated with microplastics and nano-plastics poses a great threat to humans. Plastics are not only harmful to marine life which has recorded a high death rate due to consumption of plastic sources, scientists are now aware of the danger to fish that are commonly eaten by humans.

2. USEFULNESS

This research are usefulness to help the target audience to understand and aware of the bad impact of the plastic use not just to environment but to animals, marine life and human health.

3. PROJECT TARGET/OBJECTIVES

To raise awareness about the environmental impacts of plastic use while reducing the use of plastic. Beside that, this campaign is to motivate the use of biodegradable materials which can be recycled much more easily than non-biodegradable materials. This is because biodegradable materials are substances that can break down by living organisms, normally within a few months.

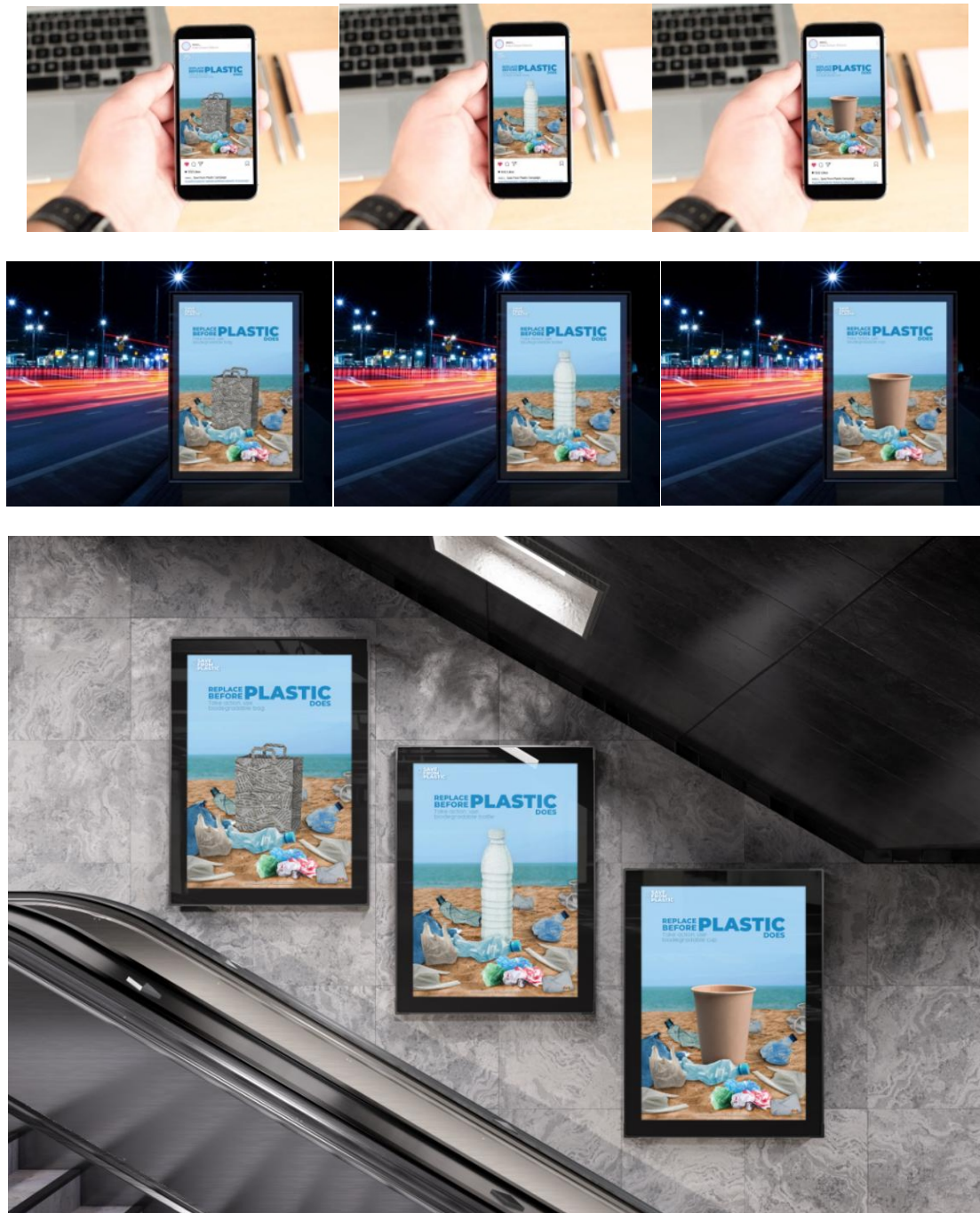
4. PRODUCT/PROJECT/PROCESS



Product 1: Logo for Plastic Pollution Educational Campaign



Product 2: Series of Ads



Product 3: Display Ads

5. COMMERCIALIZATION AND POTENTIAL

Commercialize this campaign will help to decrease the number of plastic that eventually will harm many creatures in this country. Save From Plastic educational campaign aims to raise awareness about the environmental effect of plastics, motivate behaviour change, and support communities to take collaborative action towards a healthier and more sustainable future with encouraging consumers to use the biodegradable material.

6. NOVELTY

With this campaign, it will motivate people to consuming the biodegradable material rather than plastic.

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CAMPAIGN OF MOM'S TALK MINDA SIHAT

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ABSTRACT

The problem of stress at work is a chronic issue that everyone faces, regardless of age. In Malaysia, there are as many as 21,000 workers who will retire early due to stress at work by 2018. According to a report issued by the World Health Organization (WHO), it is predicted that stress at work can be one of the causes of human health problems by 2021, and it is increasing after COVID-19 hit every country. Stress can get better depending on the preventive measures taken by everyone who experiences it, but it will get worse if we don't try to deal with the problem. In a more severe state of stress, a person may find it difficult to concentrate, lack self-confidence, and lose judgment to the point of hurting others. One demographic that frequently expresses stress is moms, who are weary of running their households while working at the workplace. It is undeniable that moms carry a significant portion of the responsibility for running the household, and some of them are unaware of their mental health. This study aims to raise awareness of moms' stress issues and assist them in managing them. Due to their lack of knowledge about how to obtain moral support and assistance from many sources, many moms are oblivious to the pressure they are under. Moms will benefit from this research since it will help them comprehend their mental state and know how to effectively manage their stress issues.

Keywords: Mom's Talk Minda Sihat, Digital Illustration, Mental Health, Stress, Awareness, Ministry of Health Malaysia.

1. PROBLEM STATEMENT/PRODUCT STATEMENT

Parental burnout refers to a syndrome where parents face pressure and begin to lose confidence in carrying out their role as good parents to their children. Moms and dad will both experience this syndrome, but the moms is at greater risk because she prioritizes the needs of others, especially her children and husband. Stress does not only happen to work moms, but housewives are also exposed to this risk. This is because moms must balance their time between work at the office and work at home. While moms who are housewives must do the same work routine and have no friends to listen to their expressions, they feel less appreciated by those around them, especially their husbands, causing them to hide their own feelings. 'Parental burnout' can be detected when a person begins to feel endlessly tired and easily angry, even with something small. It also feels like children purposely behave just to test or annoy them.

2. USEFULNESS

The finding of this study is to mother seeks advice from trusted family members or friends. This allows them to provide moral support and advice that can encourage mothers to stay strong. Then, seek the assistance and guidance of a psychologist to assist moms in overcoming challenges and changing unhealthy behaviors. With this, mothers can express their feelings to people they trust. Lastly, learn how to manage stress by engaging in mind-calming activities and deep breathing exercises to relieve tension. So, mothers will be guided to do activities that can relieve their stress.

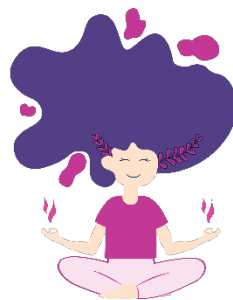
3. PROJECT TARGET/OBJECTIVES

The objectives are to helping mothers find and get help through the right channels can help them deal with challenging situations. Although it is difficult, it can give them the confidence to tell their problems to the right person. Moreover, provide important information for mothers via social media using creative and simple posters to help them learn how to relieve stress. Such posters can give them extensive knowledge about the health problems they face. Furthermore, giving mothers suggestions on things that would help them relax and forget about their troubles. They will be exposed to activities that can calm their minds.

4. PRODUCT/PROJECT/PROCESS



Product 1 : Final Logo

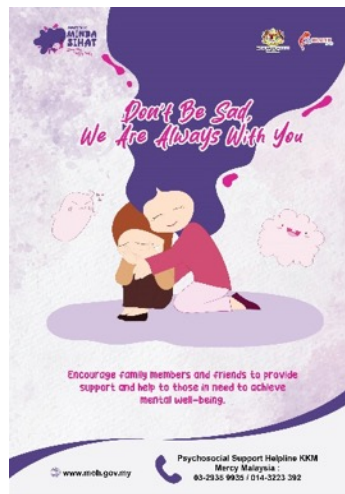


Product 2: Mascot





Product 3: Corporate Items



Product 4 : Poster



Product 5: Instagram Poster

5. COMMERCIALIZATION AND POTENTIAL

This study can provide important information to mothers through social media using creative and simple posters. This is because, information posters can give them the opportunity to get moral support through the right media.

6. NOVELTY

Designing a poster about this project is conducted to seek the assistance and guidance of a psychologist to assist moms in overcoming challenges and changing unhealthy behaviours. With this, mothers can express their feelings to people they trust.

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SNIIKA

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ABSTRACT

Sniika is a prominent shoe brand based in Malaysia. It was founded in Kelantan and started its business in 2017. They came out with their first sneakers in 2018. Sniika also happens to currently be the only company to produce sneakers that incorporates Traditional Malay Culture concept in their products' designs. I have chosen this subject matter as my fyp because I think their concept of seamlessly blending traditional elements into a more aesthetic and modern concept is distinctively unique. It is a brand that is able to appeal to a diverse range of people and spark a sense of appreciation and interest in them.

Keywords: Sneakers, Traditional Elements, Malaysian Culture Heritage, Malay Culture

1. PROBLEM STATEMENT/PRODUCT STATEMENT

The first problem statement is the lack of any form of formal advertising. Sniika is a brand that mainly uses social media such as Instagram and TikTok to engage and appeal to their target audience. Although it is somewhat effective, the lack of having any formal advertising such as posters, TVCs and so on leads to missed opportunities. In conjunction to that, although the USP of the brand is quite strong, Sniika does not stress on it enough in the promotion of their product. Hence, the brand image can be further strengthened.

2. USEFULNESS

By incorporating such traditional elements into the designs, they can promote as well as preserve Malay culture and heritage. In this way, we can showcase a brand of sneakers that have a fresh, modern concept that appeal to consumers and in the process encourage and lead them to appreciate the traditional aesthetic and symbolism included.

3. PROJECT TARGET/OBJECTIVES

To create more awareness for the brand by making more impactful and memorable formal advertisements such as posters, ads and so on. As well as highlight the strong point of their product which is the use of traditional malay culture elements.

4. PRODUCT/PROJECT/PROCESS



Figure 1: Sniika products

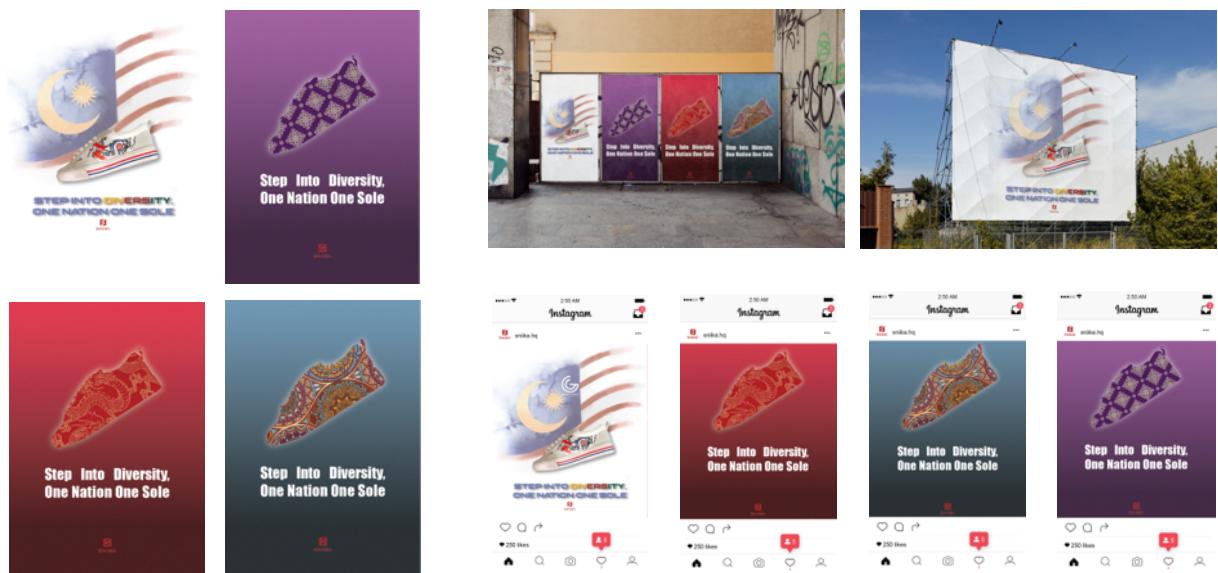


Figure 2 : Posters and advertisements

5. COMMERCIALIZATION AND POTENTIAL

By focusing not only on the social media platforms but also formal advertising, this opens doors to more opportunities and attract more potential buyers. A brand that creates such products is unique and has quite a substantial potential for growth as there is a steady growing interest towards things that have cultural roots and values or are culturally inspired.

6. NOVELTY

A brand that incorporates traditional Malay culture elements in their product is very distinct and unique. This appeals to consumers and subconsciously encourages them to think about the design values as well as spark appreciation towards Malaysian culture.

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PERLIS AS AN ECOTOURISM DESTINATION

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ABSTRACT

The smallest state in Malaysia, Perlis, is a secret treasure for those who enjoy ecotourism. Perlis provides a range of activities for tourists who like to get in touch with nature and discover the local way of life. It has verdant trees, pure water, and unusual fauna. Furthermore, it is evident that visitors frequently miss Perlis, a little state in northern Malaysia. Nonetheless, ecotourism enthusiasts can benefit much from it. Indeed, a diverse range of flora and fauna may be found in Perlis. There are numerous immaculate beaches, waterfalls, and limestone caverns throughout the state. Therefore, the purpose of this research is to promote sustainable tourist actions and increase public knowledge of the state's unique natural resources and culture. Ecotourism is a type of travel where the goals are to help local communities and preserve the environment. In addition to drawing more eco-tourists to Perlis, where it plays a significant role in local economic growth and bolstering the state's economy, it is a more sustainable kind of tourism than regular mass tourism.

Keywords: PERLIS; ecotourism; nature based; environmentally educated

1. PROBLEM STATEMENT/PRODUCT STATEMENT

The primary problem raised by this study is poor skills, as Perlis is a small state on the mainland with poor transport links to nearby regions. Perlis is consequently ignored in the eyes of the travel sector. Inadequate infrastructure for tourism is the second. Hotels, resorts, and other tourist attractions seen in other states are absent from Perlis. It could be challenging for guests to locate lodging as a result. Deficit of knowledge Perlis is also less well-known than other Malaysian tourist destinations like Langkawi, Penang, and Kuala Lumpur. This results from a lack of marketing and promotion in addition to inadequate accessibility.

2. USEFULNESS

To make sure that Perlis's ecotourism-focused business can draw in more foreign visitors. Through bringing in tourists, generating revenue, and establishing employment and businesses, ecotourism can help Perlis's economy. Therefore, by offering incentives for conservation and sustainable management, ecotourism can aid in the protection of Perlis' natural environment. Operators of ecotourism are typically driven to preserve the environment because it is essential to their livelihoods.

3. PROJECT TARGET/OBJECTIVES

Making the state of Perlis an ECO-TOURISM famous for its natural environment.

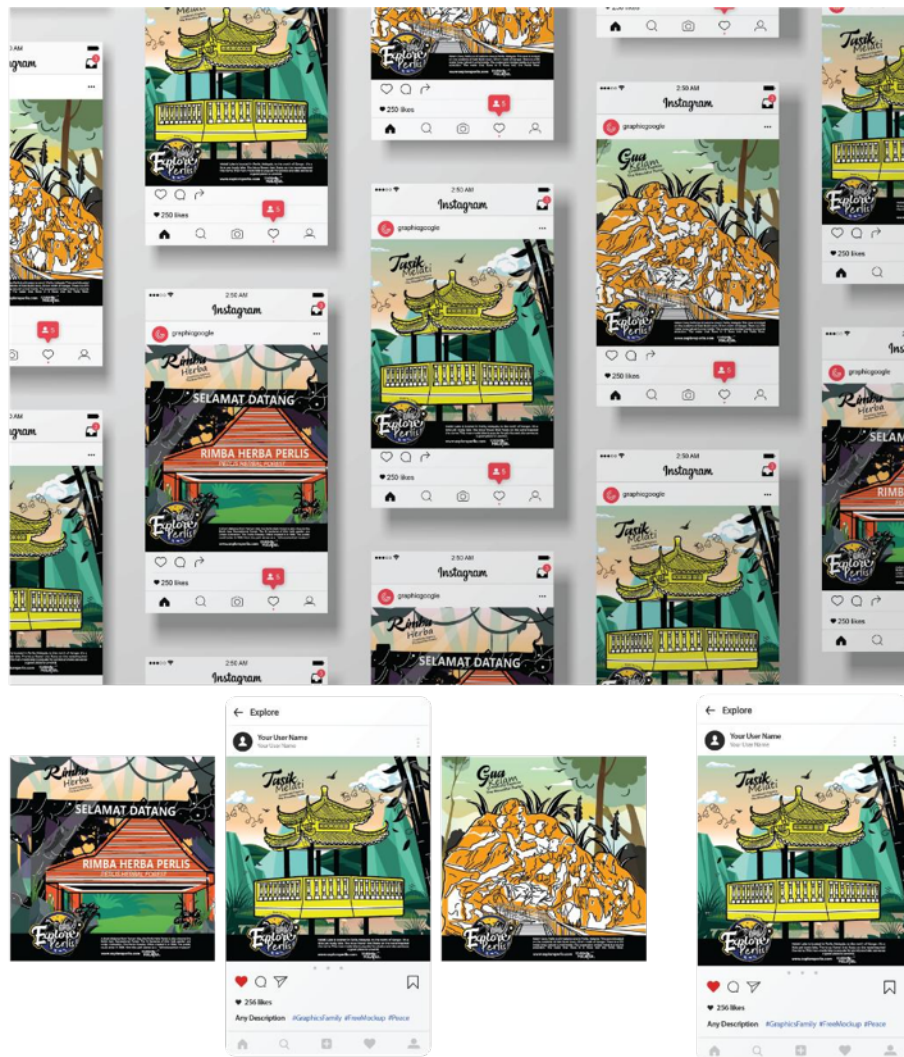
4. PRODUCT/PROJECT/PROCESS



Product 1: Logo for branding Perlis as an ecotourism destination



Product 2: Series Poster



Product 2: Social Media Ads



Product 3: Display Ads

5. COMMERCIALIZATION AND POTENTIAL

As furthermore targeting potential ecotourism tourists both inside and beyond the nation, the goal of marketing Perlis as an ecotourism destination is to be able to promote comprehensive ecotourism. The latter can create brand-new ecotourism attractions, events, and lodging. Additionally, be able to create sustainable industrial ecotourism policies that benefit all parties involved.

6. NOVELTY

Presenting Perlis as a travel destination for ecotourism, giving guests the chance to discover the significance of this environment and experience Perlis's distinctive biodiversity and geology, which includes the beauty of mangroves. Investigating locations with more pristine natural resources than those found in other states, as well as other species.

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THE IMPORTANCE OF SUSTAINABLE BRANDING TOWARDS THE AWARENESS OF THE SDG 1

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ABSTRACT

Brand branding is a crucial strategic practice employed by companies to establish and communicate their unique identity in the marketplace. It extends far beyond mere visual elements, encompassing the creation of an emotional connection with consumers and fostering brand loyalty. This explores the significance of brand branding, delving into its core components, including consistency, authenticity, and engagement. In a rapidly evolving digital landscape, the integration of online platforms and social media in brand branding strategies is also examined. By understanding the profound impact of effective branding on consumer perception and behaviour, companies can position themselves for success in an increasingly competitive global market. The abstract concludes with a call for brands to adapt and align their branding efforts with shifting consumer preferences to maintain relevance and sustain long-term success. Arte is an apparel brand that specializes in designing clothes. These brands create their unique identity through their style, quality, and target market. Arte aims to provide stylish and functional clothing that meets the preferences and needs of its customers. By focusing on trends, sustainability and customer satisfaction, clothing brands strive to make their own mark in the fashion industry.

Keywords: Sustainable logo, branding, awareness, SDG1 No Poverty

1. PROBLEM STATEMENT/PRODUCT STATEMENT

The first problem statement is the brand does not have a consistent logo design. When the brand lacks a consistent logo design, it faces significant challenges in building a strong and recognizable brand identity. The absence of a unified and easily recognizable logo can result in consumer confusion, erode trust, and hinder the brand's ability to stand out in a competitive fashion market. Inconsistency in logo design can lead to a fragmented brand image, making it difficult to convey a coherent message and connect with customers on an emotional level. Moreover, without a consistent logo, marketing efforts become less efficient, and the brand may struggle to maintain a long-lasting and distinctive presence in the apparel industry.

2. USEFULNESS

To rebrand and offer numerous benefits for the brand. It can breathe new life into an aging brand, making it relevant and appealing to current and potential customers. A successful rebranding effort can enhance brand recognition, differentiate the business from competitors, and reposition it in the market. It often leads to increased consumer trust, loyalty, and market share. Furthermore, rebranding allows a company to adapt to changing consumer preferences, industry trends, and expansion into new markets. It can serve as a strategic tool for revitalizing the brand's image, reflecting growth and innovation, and ultimately, driving long-term success.

3. PROJECT TARGET/OBJECTIVES

To create a consistent branding for the brand. A brand's branding must be consistent in order to build a distinct and recognizable identity. Building trust, fostering brand recognition, and differentiating the brand in a crowded market all result from consistency in design components, messaging, and presentation. This consistency in brand image and language strengthens consumer emotional connections, streamlines marketing initiatives, and safeguards the brand's legal assets. In addition to reinforcing the brand's basic values, a consistent branding strategy provides the foundation for long-term success, a distinctive presence in the market, and a firm hold on consumers' hearts and minds. To produce a logo design for the brand. Producing a new logo design for a brand is strategic and creative and can have a profound impact on its identity. A well-designed logo should embody the essence and values of the brand, resonating with its target audience. This is an opportunity to refresh and modernize the brand image, aligning it with evolving trends and consumer preferences. A successful logo design should be versatile, easily scalable and compatible with multiple applications, ensuring it remains impactful across different mediums. Ultimately, the creation of a new logo is an important step in revitalizing the brand's identity, increasing recognition and positioning it for continued growth and success.

4. PRODUCT/PROJECT/PROCESS



Figure 1. Arte logo



Figure 2. Merchandise items

5. COMMERCIALIZATION AND POTENTIAL

By rebranding this apparel brand, it represents an opportunity to rejuvenate the brand image, attract new customers, and explore untapped markets. Realizing this potential depends on an effective commercialization strategy, including targeted marketing and customer engagement efforts that leverage the updated identity. Successful rebranding, when skilfully commercialized, can lead to

increased market presence, increased customer loyalty, and ultimately, increased business growth and profitability.

6. NOVELTY

Design a new logo with a consistent design through a trendy design and meet customer preferences and satisfaction.

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LOCALISING MIKER FOOD RESTAURANT

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ABSTRACT

Miker Food is a famous local restaurant among Ipoh community/people. It is in strategic place which is at Kinta Riverfront. The purpose of this study is to applied local culture, specifically embracing heritage in Perak towards Miker Food Restaurant so that food hunters from other states having memorable experience in this lovely state, Perak.

Keywords: local identity, restaurant, iconic Perak identity, food hunter

1. PROBLEM STATEMENT/PRODUCT STATEMENT

The major problem with Miker Food Restaurant is they are not utilizing the name “Miker” enough in their brand identity. In aspects of their menu, interior design and even logo.

2. USEFULNESS

First is to embrace iconic Perak identity. Then to educate people especially outsiders understand about culture and heritage in Perak.

3. PROJECT TARGET/OBJECTIVES

To educate people in the age range 20-50 years old especially outsiders understand about culture and heritage in Perak.

4. PRODUCT/PROJECT/PROCESS



5. COMMERCIALIZATION AND POTENTIAL

Commercialization and potential on culture and heritage refers to the exploration of the economic value and opportunities that can arise from capitalizing on cultural and heritage assets. It involves identifying and boosting the unique aspects of culture and heritage to attract outsiders and preserve and promote local traditions. This can include activities such as developing cultural tourism, creating cultural products and experiences, revitalizing historic sites, and supporting local artisans and craftspeople by promoting and commercializing culture and heritage in a sustainable and respectful way.

6. NOVELTY

The idea is to improve the food names in menu to Perak dialect. Also, to make over interior and exterior design. Hence, the concept of the restaurant will be locally inspired along with creating content marketing by hiring a food reviewer. Furthermore, to make a collaboration with the food event.

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THE ROLE OF OVOCHI IN CREATING BRAND AWARENESS OF HEALTHY SNACKS TO ACHIEVE SDG3: GOOD HEALTH AND WELL-BEING

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ABSTRACT

Introducing a healthy snack product, Ovochi. Ovochi is a food product that produces dried vegetables and fruits as a snack. This study was carried out to focus on improving their brand on brands looks. The target audience is focused on communities that practice a healthy lifestyle and attract people to practice a healthy lifestyle by eating snacks such as dried vegetables. In addition, not just promoting Ovochi but at the same time want to achieve Sustainable Development Goal (SDG) 3 which is Good health and well-being. The way to achieve it is to create brand awareness for Ovochi by emphasizing a healthy lifestyle and healthy snacks. In addition, tell the role of Ovochi in achieving SDG 3 good health and well-being.

Keywords: Ovochi – Healthy Snack – Brand Awareness – SDG 3 Good Health and Well-Being

1. PROBLEM STATEMENT/PRODUCT STATEMENT

The first problem statement is Ovochi's logo is too definite causing the target audience to not recognise the brand's looks. A company or brand needs to create a logo with its own character to get its own branding in the eyes of its target audience (Jannick & Klaus, 2019). With a logo design that has its own character, it can attract people to recognize the brand (Bo & Enny, 2014). The characters in the logo design can change the customer's perception of the brand because it plays an important role in communicating with the target audience (Melewar, T.C & Gupta, 2017). Here it is proven that a good logo design will have a positive effect in communicating with the target audience and is able to make the brand easy to recognize.

It also found that there are no brand looks applied to Ovochi's product line. In order to create strong branding, it is necessary to have a strong marketing strategy through social media such as constantly updating advertising related to the company's products (Mohammad, 2018). Packaging design is also one of the processes of creating branding because packaging also plays a role in communicating with the target audience (Gavin & Paul, 2017). Customer preference for one product over another is influenced by product branding, a kind of marketing. identify one product from another, especially through packaging, colours, and slogans (Sutrisno, 2022). To create branding, it is necessary to have a product line that has brand looks and is sustainable.

The last one is that low brand awareness reduces the ovochi's opportunity to achieve SDG 3 Good health and well-being. Branding always gets attention in creating brand awareness (Sri & Guawan, 2021). Creating strong brand awareness through social media has a big impact on creating brand loyalty. This will play a role in attracting the target audience (Bilgin, 2018). Brand awareness is able to attract customers to make a decision to buy products from the brand (Hafizh & Hapzi, 2017). The low brand awareness has a negative impact on achieving the target brand.

2. USEFULNESS

Can improve the brand looks of ovochi more sustain through creating a new logo, stationery items, collateral items, and also advertising for the brand by applying the right elements to the brand looks so the target audience can recognize their brand. In addition to achieving SDG 3 good health and well-being by creating awareness about healthy snacks on ovochi products. Can also attract the attention of communities to practice eating healthy food by snacking.

3. PROJECT TARGET/OBJECTIVES

To create a new brand look that can help the brand attract the target audience to recognize the brand. Also at the same time, it helps achieve SDG 3 good health and well-being by creating brand awareness about healthy snacks like Ovochi.

4. PRODUCT 1 (SKETCHES + LOGO DESIGN)

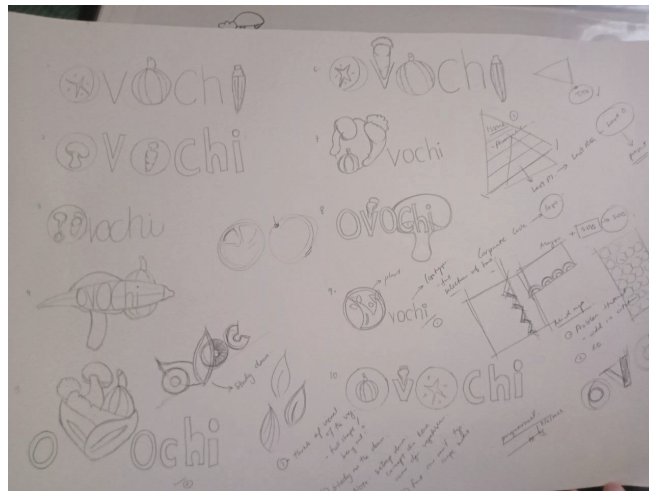


Figure 1. Sketches logo



Figure 2. Digital logo

6. PRODUCT 3 (COLLATERAL ITEMS)



Figure 3. Letterhead, Envelope



Figure 4. Livery



Figure 5. T-shirt Design



Figure 7. Packaging

7. PRODUCT 4 (POSTER)



Figure 8. Poster

8. COMMERCIALIZATION AND POTENTIAL

Creating a new brand looks for Ovochi such as through logo design, stationery items, and collateral items also creating a promotion through posters can attract the attention target audience to recognize their brand and can attract the consumers to buy the product such as a healthy snack.

9. NOVELTY

Design logos, stationery items, collateral items, and posters using the right elements based on citations through journals that mention the elements to create sustainable branding. All items' designs applied the elements that show the healthy snack.

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ADVERTISEMENT ON NOSTALGIA SNACKS, BISKUT TIMBANG

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ABSTRACT

Biskut Timbang famous on 90's era. The uniqueness of these snacks is we need to weigh first when we want to buy. That's why we called as Biskut Timbang. It will selling in 100gram, 500gram and 1kilogram. But nowadays, biskut timbang slowly disappear and already unknown. It is because there's no advertisement about this nostalgia snacks. Not only that, the packaging also not interactive. This research will be helpful to advertise these nostalgia snacks.

Keywords: Nostalgia snacks; children; advertisement.

1. PROBLEM STATEMENT/PRODUCT STATEMENT

The first problem statement is children nowadays didn't know about these snacks. It is because, there's no advertisement and the packaging for these snacks also not interesting. Not only that, these snacks also hardest to find nowadays.

2. USEFULNESS

As we know that these snacks famous on 90's era. Mostly adult and old people know about these snacks. So, in this project i want to keep these snacks and the old memories to audience. Not only that, this project also want to make children know and love with these nostalgia snacks. Not only that, for oldster they will remember about these snacks again.

PROJECT TARGET/OBJECTIVES

The main objective for this project is to bring back old memories. By focusing on the design packaging and the advertisement. The target audience for this project is children to oldster. Which is 7 years old until 60 years old.

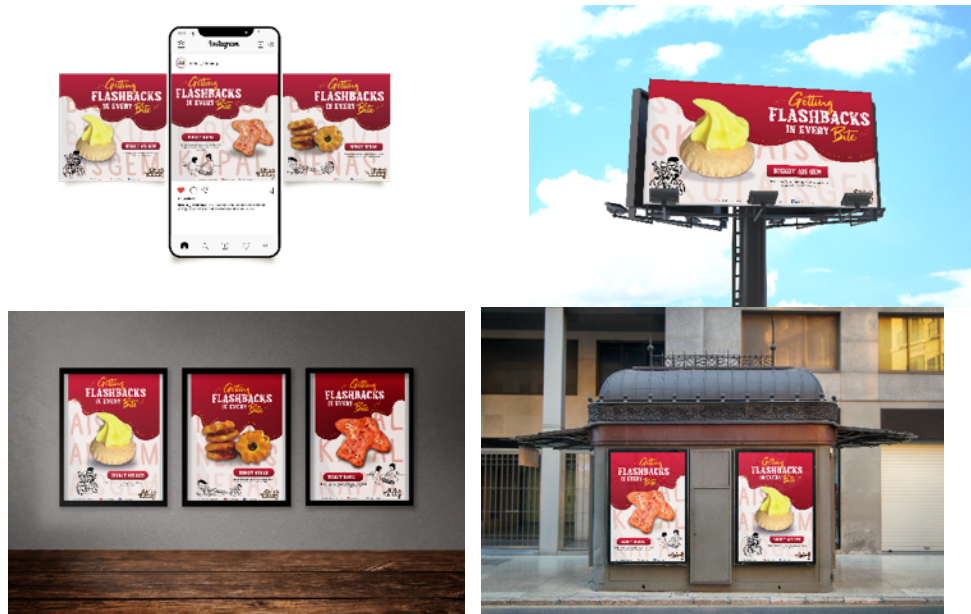
3. PRODUCT/PROJECT/PROCESS

Biskut Timbang

Product 1: Logo



Product 2: 3 Series Poster



Product 3: Advertisement



Product 4: Packaging Design

4. COMMERCIALIZATION AND POTENTIAL

The media planning for this project is promoting through social media. Which is Instagram, Standee, Billboard and Poster series. Moreover, redesign packaging also one of the advertisements. When these nostalgia snacks have an interesting and creative packaging and have a lot of advertisement. Children will know about these snacks.

5. NOVELTY

Designing a new packaging and advertisement about nostalgia snacks using preferences through visual research as well as the effectiveness of advertisement towards children and youngster's generation.

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AWARENESS OF CHILLIN MIND CAMPAIGN THROUGH POKEMON FLOWERS CHARACTER DESIGN

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Abstract

The purpose of my research is to help reduce mental stress among students. One of the reasons for mental stress is due to economic factors such as the revolution industry 4.0 in terms of education affecting the mental health of students. The cause of this industrial revolution 4.0 is moving very fast especially technology, learning, civilization, and society. As now, society's high expectations for students to perform various unclear, inconsistent, and unattainable roles in the socio-cultural, economic, and bureaucratic contexts cause heavy pressure on students. With that, this is one of the reasons, most Malaysian students experience excessive pressure such as cultural pressure to pass with good grades and graduating with good grades can give them the opportunity to find a better career. (Soejanto et al., 2020) With that, I want to study the effectiveness of pokemon character in flower design that helps provide peace. For this study, I would like to take advantage of collecting data about the types of flowers that have positive meaning such as, strength, calm, joy, and love to create cute flowers Pokémon characters.

Keywords: Awareness, Pokémon, Flowers, Character Design

1. PROBLEM STATEMENT/PRODUCT STATEMENT

Nowadays, rapid societal development not only meets people's material needs and allows them to focus more on their spiritual needs, but it also puts people under pressure. More people are becoming aware of stress-relief toys. With that, this Pokémon character design also has a variety of shapes due to the mix of elements and also in terms of colour choices. Finally, most students are only interested in cute characters, but lack understanding of what is meant by each character's identity.

2. USEFULNESS

The usefulness of the comfort toys can help ease this feeling and relieve anxiety by providing a sense of security. The use of this character is to give them strength, joy, love, and calm energy when they see and play with various types of activities with the characters that will be held in my final project. This is because the Pokémon design character based on flowers bring benefits to reduces stress, speeds healing, enhances concentration, and improves mood.

3. PROJECT TARGET/OBJECTIVES

The present project was conducted under three research objectives, which are:

- 1) To identify the character design of Pokémon.
- 2) To find out the flower that brings meaning of strength, love, calm and joy elements.
- 3) To identify whether the student love of each character design.

4. PRODUCT/PROJECT/PROCESS



Product 1: Logo

Mio



Im



Love



Dosu



Product 2: Character Design



Product 3: Merchandise items



Product 4: Poster Series



Product 5: Poster Icon

5. COMMERCIALIZATION AND POTENTIAL

By selling mini plush toys, illustration books of healing characters of joy, calmness, strength, and love such as through physical, website, any toy store and gift shop. It can persuade and enhance students to find and collect MIND plush toys and more and enjoy them when they are stressed.

6. NOVELTY

This project provides awareness to students who want peace that does not only require rest or gifts. They also need positive support from the people around them. With that, this design character Pokémon can let them release stress even with toys, illustration books and even paintings.

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OOH LALA HEALTHY ICE CREAM

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ABSTRACT

Ooh Lala is a local product in Malaysia that produce healthy ice cream which is low calorie and low sugar that was all-natural yet had the texture and mouthfeel of premium ice cream. The product was created by Kimberley and Nicola, after they realised that diabetes is known to be the leading cause of end-stage renal failure. But the sisters believe that sugar is not inherently harmful, though too much of it can be a problem. So, the main objective for this project is to advertise Ooh Lala healthy ice cream into healthy ad. It focused on consumers who practice a healthy lifestyle. Ooh Lala healthy ice cream can be positioned as a dessert that offers not just enjoyment but also potential health benefits. However, Ooh Lala do not have enough brand awareness among Malaysians as a healthy ice cream. The healthy food market, including healthy ice cream, is becoming increasingly competitive introducing their own healthier alternatives. This makes it challenging for Ooh Lala to differentiate themselves and maintain market share. This project will be helpful to Ooh Lala to distinct the brand identity and stand out in a crowded marketplace.

Keywords : Advertising, Ooh Lala, Healthy ice cream

1. PROBLEM STATEMENT/PRODUCT STATEMENT

Ooh Lala do not have enough brand awareness among Malaysians since the business is just started less than two years. Furthermore, Ooh Lala doesn't provide many engaging ads in social media that literally focus on healthy lifestyle since the unique selling proposition it's a low-calorie and low sugar ice cream. The challenge in advertising of healthy ice cream is persuading people to change

their perceptions of the product from an unhealthy enjoyment to its unique selling points and benefits. Furthermore, many consumers may simply be unaware that healthy ice cream options exist.

2. USEFULNESS

Raising awareness about the existence and benefits of healthy ice cream through advertising is important in reaching and engaging potential customers. Educating consumers about the nutritional advantages, taste, and quality of the product is essential. They may not realize that there are alternatives available that align with their dietary preferences or wellness goals. Ooh Lala product will help the consumers who is health conscious to satisfy their craving in healthier way.

3. PROJECT TARGET/OBJECTIVE

The main objective for Ooh Lala is to promote the product into healthy ad. It focused on health-conscious consumers in urban and sub urban area . The design process of the Ooh Lala is to communicate with consumers about the healthy product by showing and emphasizing the benefits of healthy ice cream in the ads.

4. PRODUCT/PROJECT/PROCESS



Ads 1 : Poster design



Ads 2 : Standee Ads

Ads 3 : Social media ads

TITLE : OOH LALA HEALTHY ICE CREAM

Duration : 48 s

Page : 1

Scene : 1



Action : The quantity of fruits calories is shown

Timing : 4s

Sound : Commercial music

Transition : The top view of camera and slide to the left for the next food

Scene : 2



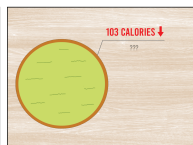
Action : The quantity of vegetables calories is shown

Timing : 4s

Sound : Commercial music

Transition : The top view of camera and slide to the left for the next food

Scene : 3



Action : The quantity of ice cream calories is shown

Timing : 4s

Sound : Commercial music

Transition : The top view of camera

TITLE : OOH LALA HEALTHY ICE CREAM

Duration : 48 s

Page : 2

Scene : 4



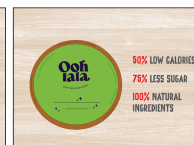
Action : The ice cream lid rolls up from the right to reveal the brand of the product

Timing : 5s

Sound : Commercial music ft the sound of objects rolling

Transition : The top view of camera

Scene : 5



Action : The information about the benefits of ice cream will come out one by one

Timing : 5s

Sound : Commercial music

Transition : The words will fade in from the left

Scene : 6



Action : The ice cream lid will roll to the right and move out from the camera

Timing : 5s

Sound : Commercial music

Transition : The words will fade in according to the movement of the ice cream's lid

TITLE : OOH LALA HEALTHY ICE CREAM

Duration : 48 s

Page : 3

Scene : 7



Action : The full view of product will be shown and slightly rotate to the right

Timing : 3s

Sound : Commercial music

Transition : Eye level camera

Scene : 8



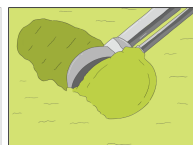
Action : The detail of product will be shown up close and slightly rotate to the right

Timing : 3s

Sound : Commercial music

Transition : Camera close up and zoom in to the detail of product

Scene : 9



Action : The scene of matcha ice cream being scooped to make it look appetizing to the viewer

Timing : 3s

Sound : Commercial music

Transition : Camera close up to the ice cream

TITLE : OOH LALA HEALTHY ICE CREAM

Duration : 48 s

Page : 4

Scene : 10



Action : Another flavour of product will come out from the back side simultaneously

Timing : 5s

Sound : Commercial music

Transition : The wide view of camera to see all the products

Scene : 11



Action : The camera start to close up at the logo on the product and switch to the real logo

Timing : 5s

Sound : Commercial music

Transition : The camera will slowly zoom in

Scene : 12



Action : Lastly, the logo of the product will appear

Timing : 2s

Sound : Commercial music

Transition : Fade out into the real logo

Ads 4 : Storyboard

5. COMMERCIALIZATION AND POTENTIAL

Consumers nowadays are much more aware about ingredients and nutrition. They are looking for products that are not only "guilt free," but also contain healthy ingredients that will improve their overall health. By knowing the right target audience and focusing on health message on the product could increase health information that would subsequently help improve the acceptance level of the products by the consumers.

6. NOVELTY

Advertise the Ooh Lala by highlighting the amount of calories and providing information about the health benefits in the ice cream. Mention that customers can indulge in the ice cream without guilt.

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THE DRIVERS OF CONSUMER BRAND LOYALTY TOWARDS CAFÉ AND RESTAURANT AND ITS SDG12 PRACTICES

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ABSTRACT

Establishing consumer brand loyalty will contribute to the growth of a café and restaurant in efforts to compete with competitors in the same industry. Furthermore, consumer loyalty is identified as a tool that builds a good bond between consumers and cafes and restaurants. This article will identify the drivers of consumer brand loyalty towards café and restaurants along with its SDG 12 practices. The article also reveals the drivers that can establish consumer loyalty towards cafes and restaurants such as trust, customer engagement, and customer experience.

Keywords: Brand Loyalty, Brand Image, Consumer Loyalty, Café and Restaurant, SDG 12: Responsible Consumption and Production

1. PROBLEM STATEMENT/PRODUCT STATEMENT

Multiple industries around the world are experiencing intense rivalry as a result of globalization, which includes the food and beverage industry (Statista, 2021). Café and restaurants are a part of a city's cultural life, which provide spaces where one can enjoy meals and communicate while going through other experiences (Ulker, 2021). Surviving and remaining profitable in the 21st century's severe competition has become nearly impossible for businesses and most of them may face critical obstacles such as going bankrupt in the first year of their operation (Ulker, 2021). To compete in this competitive industry, a brand should have proper and firm branding as it will differentiate a brand from its competitors. Hence, the purpose of this study is to show that consumer brand loyalty highly depends on one's branding.

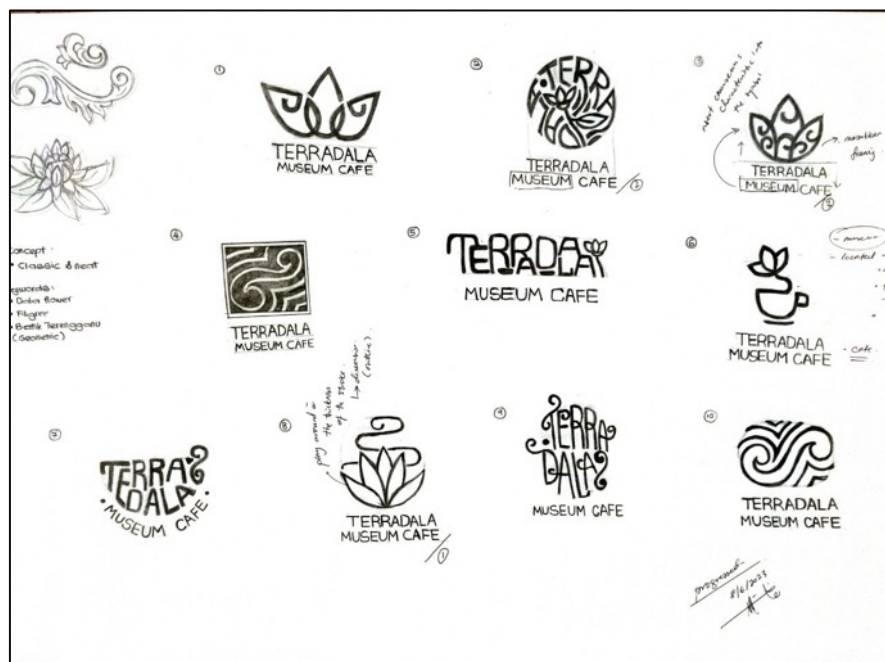
2. USEFULNESS

To help consumers identify Terradala Museum Café at first glance. The branding is made so that it is relevant to the theme of the café and represents the vision and mission of Terradala Museum Café. Thus, Terradala Museum Café will be the center of attention among consumers and will achieve the brand loyalty that it needs.

3. PROJECT TARGET/OBJECTIVES

The ultimate objective in completing this project is to identify the absence of elements in the brand look of Terradala Museum Café. After having a specific and consistent brand look for Terradala Museum Café, these elements will be implemented in its collateral items. During the processes, the practices of SDG12: Responsible Consumption and Production in Terradala Museum Café will be determined. This project is conducted based on the method of researching the present brand look of the café and designing a new brand look that has consistency and strong principles of art and design. This reflects that consumer brand loyalty is lenient towards brands that have strong brand look and identity.

4. PRODUCT/PROJECT/PROCESS



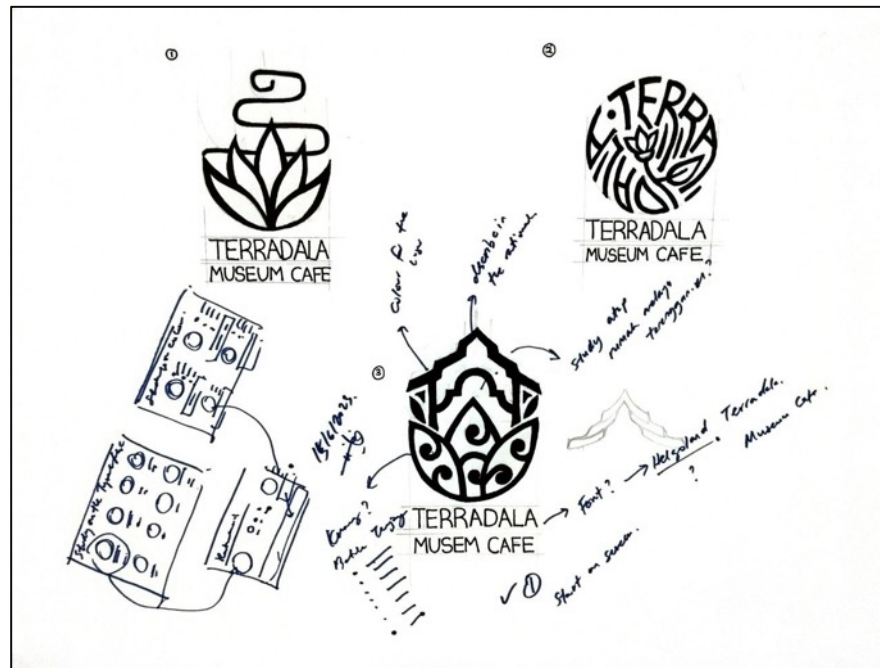


Figure 2: Final logo sketch



Figure 3: Final logo



Letterhead



Envelope



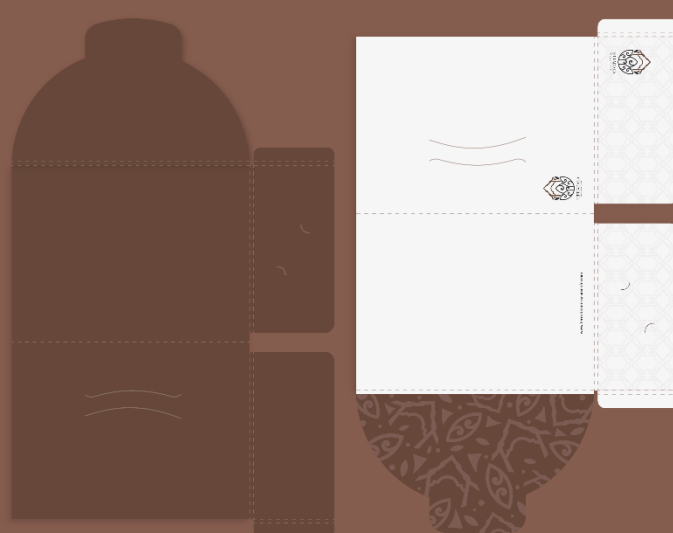
Business Card



Staff's Nametag



Folder



Folder diecut

Figure 4: Stationary item



Menu Holder & Menu

Table Standee



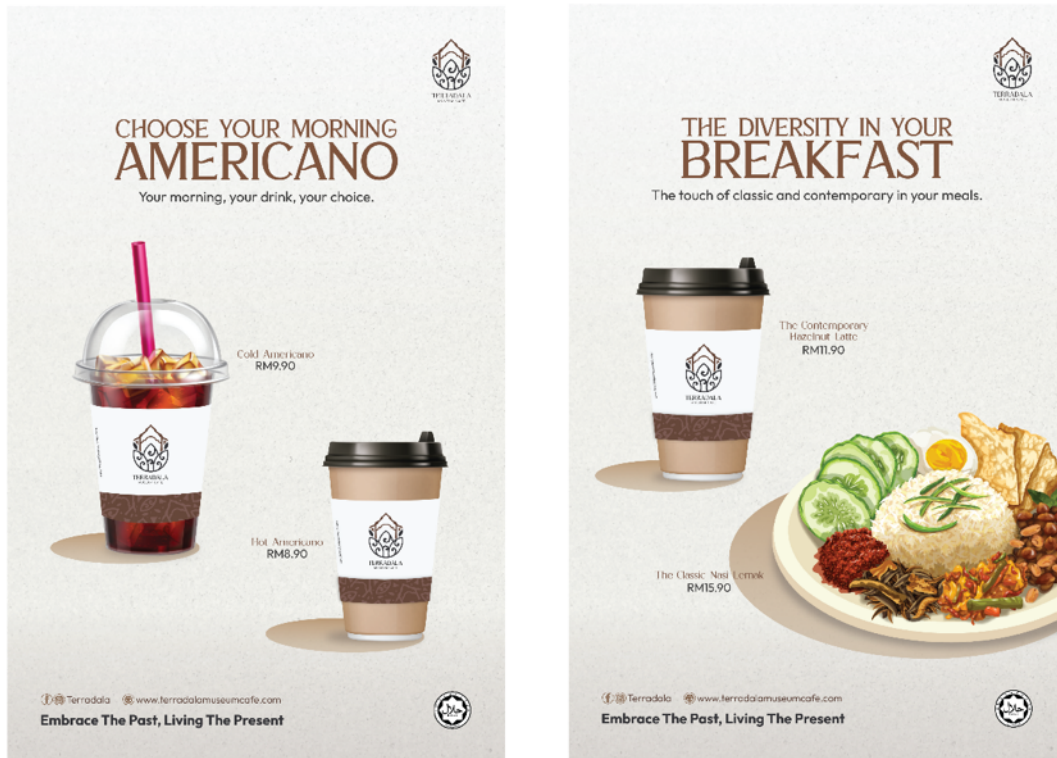
Cup Holder

Paper Bag



Staff's uniform

Figure 5: Collateral item



LED Panel Advertisements

Figure 6: Promotional item

5. COMMERCIALIZATION AND POTENTIAL

Having a consistent and timeless brand look will make a brand stand out from others. With a consistent brand look, Terradala Museum Café will surely make a place in consumer's minds. Consumers tend to choose a brand that has a strong brand identity as it shows that the brand is dependable and stable. To attract new consumers, Terradala Museum Café is planning to be active in terms of physical promotion such as placing advertisements, billboards, and other relevant SMTs.

6. NOVELTY

Creating a mind map that lists the problem statement, the aim, the objectives, the vision and mission, and a simple mood board to visualise the project. By identifying all the literal needs of the project, the sketches are done. The sketches consist of logo sketches, stationery item and collateral item sketches, and promotional sketches.

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PERFUME PARADISE

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ABSTRACT

Perfume Paradise is a local product founded by an influencer on social media known as Mua Bella. Perfume Paradise has various types of codes including more than 50 types of fragrant for women and 13 fragrances for men. Primadona is one of hot-selling code. We can buy this perfume from online platform such as Tiktok shop and Facebook or from agents. Target audience for this perfume are fragrance lover, perfume collector and female student.

Keywords: Local Perfume, social media advertising

1. PROBLEM STATEMENT/PRODUCT STATEMENT

Perfume Paradise faces the challenge of establishing brand recognition and differentiation in a highly competitive perfume market, limiting its ability to attract and retain a loyal customer base.

2. USEFULNESS

To make this perfume more known by focusing on the uniqueness of this perfume on the internet and public. With this, consumers will be more interested in buying this perfume because of its advantages which are better than other local perfumes.

3. PROJECT TARGET/OBJECTIVES

The objective of this project is to make this perfume stand out from other perfumes in the market by focusing on their uniqueness which is a 72-hour long-lasting perfume at an affordable price.

4. PRODUCT/PROJECT/PROCESS

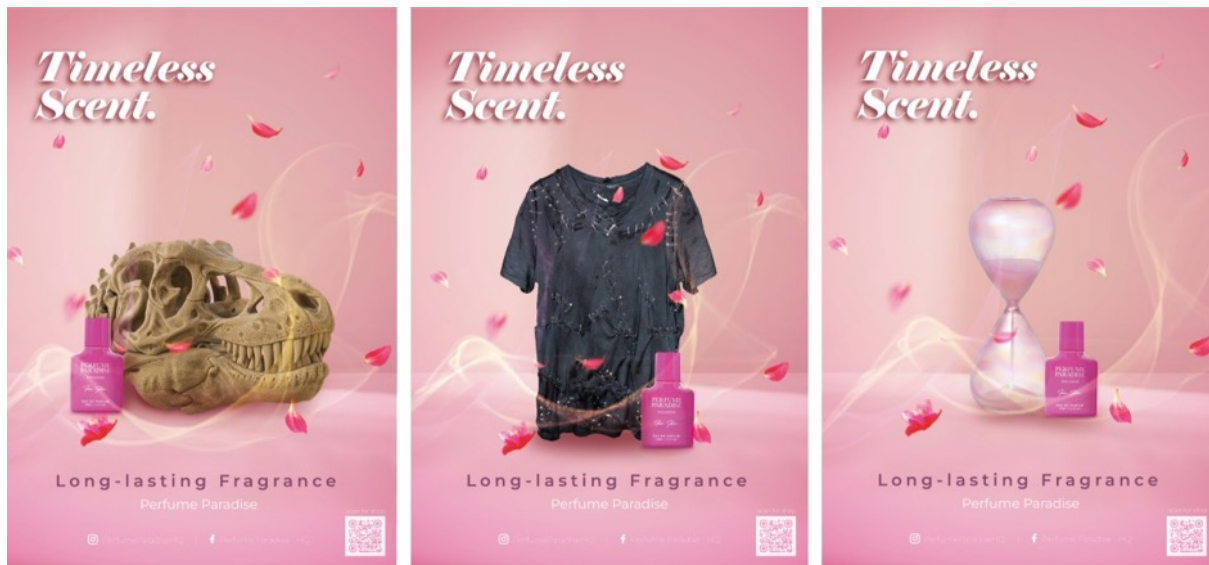


Figure 1: poster series

SOCIAL MEDIA

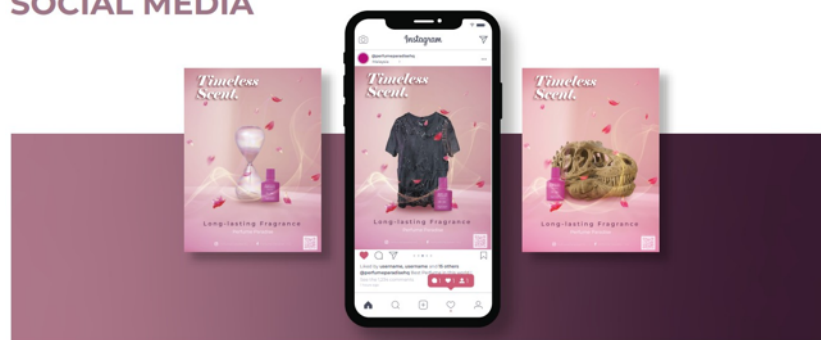


Figure 2: Social Media ads

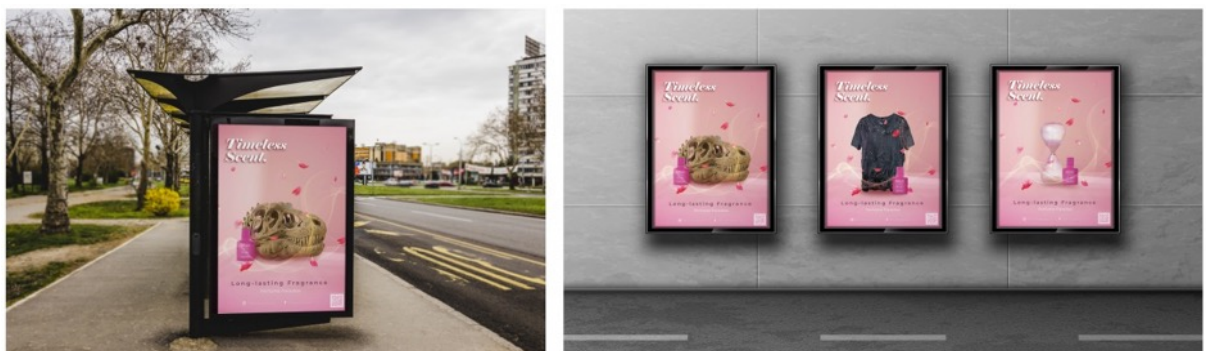


Figure 3: Display ads

5. COMMERCIALIZATION AND POTENTIAL

By selling this perfume from an online platform such as through social media, it can make it easier for consumers to buy from home without going out. Perfume will be advertised on various social media platforms including Facebook, Instagram, twitter and TikTok. Each social media platform offers different ad formats and targeting options to reach specific audiences. Other than that, advertisements such as poster and banner will be placed in indoor and outdoor spaces, such as shopping malls, airports, roadside and other public places. These ads are strategically placed to attract the attention of people present at the location.

6. NOVELTY

Designing advertisement about the uniqueness of perfume heaven focusing on the USP of the perfume which is a 72 hour long lasting perfume at an affordable price.

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HEATWAVE AWARENESS CAMPAIGN IN MALAYSIA

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ABSTRACT

For my Final Year Project (FYP) , I have decided to do subject matter Heatwave Awareness Campaign in Malaysia. The reason I want to do this is because Malaysia experience at least 1-2 heatwaves in a year. In Malaysia, a heat wave is defined when the maximum daily temperature exceeds 37°C for three consecutive days. Risks due to heatwave are dehydration, heat cramps, heat exhaustion and heat stroke which can worsen a person's health.

Keywords: Heatwave; campaign; Malaysia

1. PROBLEM STATEMENT/PRODUCT STATEMENT

The first problem statement is some of the people, especially Malaysians are unaware about climate change such as heatwave. They also have no preparation for prolonged heatwaves. This heatwave season is unpredictable. It will happen in a short or long time. Some of cases of heat strokes occur among Malaysians and it leads to death.

2. USEFULNESS

The benefit of this campaign is people, especially Malaysians will more aware about Heatwave. They should be well prepare when Heatwave occurred. Also, it helps to reduce of heat stroke cases in Malaysia.

3. PROJECT TARGET/OBJECTIVES

To promote awareness the people in Malaysia on the dangers of Heatwaves. Also, to share the effects of heat waves on people especially in Malaysia. Lastly, to create awareness on the dangers of heat waves by using suitable advertisements.

4. PRODUCT/PROJECT/PROCESS



Figure 1: Campaign Poster



Figure 2: Plastic Bottle Packaging

5. COMMERCIALIZATION AND POTENTIAL

By applying the suggested idealization and strategies in this campaign “Heatwave Awareness Campaign in Malaysia”, this could be an opportunity. to create awareness to potential target audience about the effect of heatwaves in Malaysia. This could be a new approach of advertisements about this campaign in Malaysia.

6. NOVELTY

Promoting a campaign about Heatwave Awareness Campaign in Malaysia using recommended advertising could be an opportunity to create awareness to potential target audience. This could be a new approach of advertisements about this campaign in Malaysia.

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AWARENESS TOWARDS BULLYING THROUGH CAMPAIGN

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ABSTRACT

A bully victim, often someone who has experienced prolonged and relentless harassment, may carry deep emotional scars that can last a lifetime. These individuals endure the pain of being targeted by someone seeking power and control through intimidation, verbal abuse, or even physical violence. The impact of such victimization can affect their self-esteem, mental health, and overall well-being. It is essential for society to stand up against bullying and provide support to these victims, helping them heal and regain their confidence while fostering an environment of respect and empathy. In a society built on the foundations of empathy and compassion, proudly present a "Bullying stops here, join the movement" campaign. This transformative initiative is dedicated to raising awareness about the harmful effects of bullying and creating a powerful movement to eradicate it from our schools, communities, and beyond. The time for change is now! Let's raise our voices and inspire a movement of kindness and compassion that will reshape our world for generations to come.

Keywords: Bully; awareness; campaign; empathy; respect

1. PROBLEM STATEMENT/PRODUCT STATEMENT

Bullying continues to be a serious and widespread issue that causes harm in schools, workplaces, and online platforms. An effective anti-bullying campaign is essential for raising awareness, preventing harm, and promoting a culture of respect and inclusion.

2. USEFULNESS

An anti-bullying campaign is an important tool for raising awareness, preventing harm, and fostering a more respectful and inclusive environment, ultimately improving individuals' well-being and mental health while fostering a safer, more compassionate society.

3. PROJECT TARGET/OBJECTIVES

The objective of this campaign are to raise awareness about bullying, prevent buying behaviour, promote empathy and respect, support victims, and create a safe and inclusive environment where everyone feels valued and respected.

4. PRODUCT/PROJECT/PROCESS



Figure 1: Social Media Ads



Figure 2: Outdoor Ads



Figure 3: Collateral Item

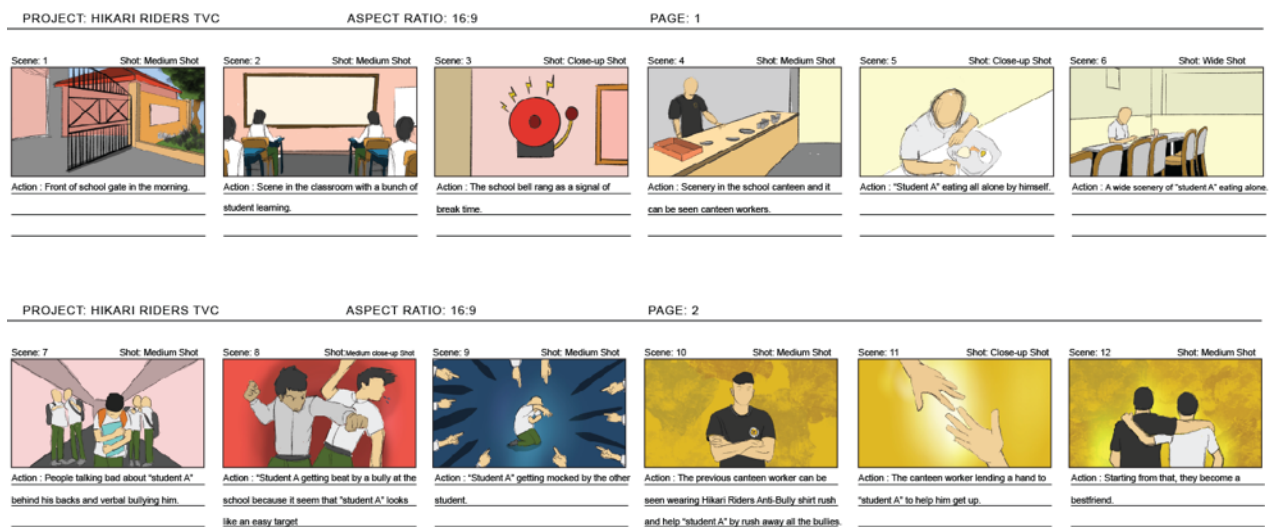


Figure 2: Storyboard

5. COMMERCIALIZATION AND POTENTIAL

An anti-bullying campaign has significant commercial potential through merchandise sales, partnerships, and educational programs. While generating revenue, it also promotes a critical social cause, creating a win-win scenario for businesses and society.

6. NOVELTY

Making a campaign about bully awareness with fresh and new approach will attract more people to join the campaign. This campaign using a rugged and rebel method to help raising awareness about the harmful effects of bullying and creating a powerful movement to eradicate it from our schools, communities, and beyond.

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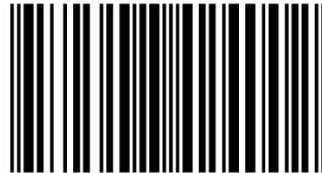


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