

APPENDIX F: CERTIFICATION DOCUMENT

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Matric No. : DGD3-04/19-00088

DETAILS OF INDUSTRIAL TRAINING ATTACHMENT

Name of company/organization:

Kamariah Cake house

Address:

No 23 Jalan kampung lama, 82200 Benut Pontian, Johor

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ACKNOWLEDGEMENT

As my internship period was a success, I express my deepest appreciation to all those who give me the opportunity and guidance. First, I want to thank my boss, Puan Kamariah the owner of (KAMARIAH CAKE HOUSE) now to be (Mek Yah Pastry), who gave me the opportunity for doing internship and case study in his company.

Next Thank you also to my supervisor, always give an opinion to improve my work to get better design, I would also like to say thank you to my friends for always giving opinions to improve the work to get better results as well as provide guidance in a problem encountered, give idea and very help full.

INTRODUCTION

1.1.1 COMPANY PROFILE

Puan Kamariah the owner of Kamariah cake house, started working in the field of cake making and pastry in 2014, at first Puan Kamariah learned how to make cakes in 14.11.2014 and started to be active in the cake and pastry, Puan Kamariah started to making business in 2015. kamariah Cake House makes various types of cakes and pastry for various event ceremonies



1.1.2 NATURE OF BUSINESS

Kamariah cake house is a sole proprietorship that's run by single individual. This company runs business which provide event cake, pastry and door give.

TASK ASSIGNED DURING INTERNSHIP

2.1.1 Task, Duties and Responsibilities

For this internship I have choose a company that is Kamariah Cake House to carry out my case study and problem based study which I am in charged to make rebranding for Kamariah Cake House. Which I need to rebrand their old logo and give a new name design a new one for them. Next, I need to make and design all the merchandise and item that needed by the company such as business card, banner, flyer, invoice, shirt, cap, apron, cup, note book, Welcome Blackboard, Paper Bag and Box, Pastry Van & Car sticker, social media Facebook Content, video adds.

Next I discuss with the owner what type of logo that she want me to design. After that i find out the speciality and element of the company to produce a suitable design for the company in the design aspect, colour, vectors and the font used. In order to produce the design, a research and brainstorming had been made to achieve the important element and ideas so that the design will looks constant and relevant to the company.

Besides that I have responsibilities every week to make new design for new items and design such as business card, banner, flyer, invoice, shirt, cap, apron, cup, note book, Welcome Blackboard, Paper Bag and Box, Pastry Van & Car sticker, social media Facebook Content, video adds for the company. The progress that I make need to show to the owner of the company and also lectures. The progress and design that I make every week need to be accurate and suitable that satisfied the company needs and also have some development again after getting feedback from the lecturers.

2.1.2 SUMMARY OF WORK CONDUCTED

For this internship I'm doing it by online because in this 3 months period we are facing serious pandemic of COVID-19. To ensure our safety, government had declared Movement Control Order (MCO). So this, which means any practical or study will be cancelled or doing it Online. For this internship, I need to make a rebranding project based on problem based which means I need to rebrand the company Logo design, new name and identity based on their minus and I need to tackle that part.

Next, before moving to designing and producing new brand, i mast make a research that need to be done to fully study the company's old identity and the minus so that we can create new and better brand and identity for the company to stand out. All of these has been done by online, research for information and material has been done online, communicate directly to the owner by using social media whatapps & zoom online and getting feedback from company owner and lectures also being done by online.

2.1.3 PROBLEMS FACED WHILE PERFORMING THE TASK

- 1. The owner initially changes the design, not understand how the designer works, until i explained in detail about how the design process is made step by step and has a date line to complete one part, so that the task runs smoothly**
- 2. No existing materials and real products for me to make some photoshoot**

So for this Internship I need to do it by online. So that's mean there will be some problem or issue that will arise in my situation such as **The owner initially changes the design**, at first logo design I have make 13 logo because of the owner done give example what type of logo that she want and she change company name more then 3 time, she also don't have idea and asking opinions of many people, causing many opinions that do not help but even complicate the work, owner **not understand how the designer works, until i explained in detail about how the design process is made step by step and has a date line to complete one part, so that the task runs smoothly, after that the owner decides to make a logo with her own idea design thinking .**

Next, I'm having **limited resource to the materials and the real products for me to make some photoshoot**. As I wish to have real products to **make some photoshoot**.

2.1.4 RECOMMENDATIONS

- 1. Arrange for a short meeting or briefing at one time, because of (MCO) we can do in zoom meeting from the owner to discuss all matters**
- 2. Giving the real products images or material by using email or post.**

To overcome the problems for **material preparation briefing**, I suggest we can try to **arrange for a meeting or briefing** at the specific time and day at zoom face to face. This is to ensure we are having enough amount of time to discuss and talk about the task given.

Next, company owner can professionally do it by **sending the information or materials by email or can post the actual product**. As it really can help intern to study the actual products and explore more and deeply on it.

PROJECT INVOLVED DURING INTERNSHIP

3.1.1 TASK, DUTIES AND RESPONSIBILITIES

For this internship I have choose a company that is Kamariah Cake House for me to carry out my case study and problem based study which I am in charged to make rebranding for Kamariah Cake House Company. Which I need to rebrand their old logo, company name and design a new one for them. Next, I need to make and design all the merchandise and item that needed by the company such as business card, banner, flyer, invoice, shirt, cap, apron, cup, note book, Welcome Blackboard, Paper Bag and Box, Pastry Van & Car sticker, social media Facebook Content, video adds for the company

Next, i constantly design and find out the speciality and element of the company to produce a suitable design for the company in the design aspect, colour, vectors and the font used. In order to produce the design, a research and brainstorming had been made to achieve the important element and ideas so that the design will looks constant and relevant to the company.

Besides that I have responsibilities every week to make new design for new items such as business card, banner, flyer, invoice, shirt, cap, apron, cup, note book, Welcome Blackboard, Paper Bag and Box, Pastry Van & Car sticker, social media Facebook Content, video adds for the company. The progress that I make need to show to the owner of the company and also to my supervisor. The progress and design that I make every week need to be accurate and suitable that satisfied the company

needs and also have some development again after getting feedback from the supervisor.

Lastly I will attached my progress for each week and put the pictures and evidence in this report.

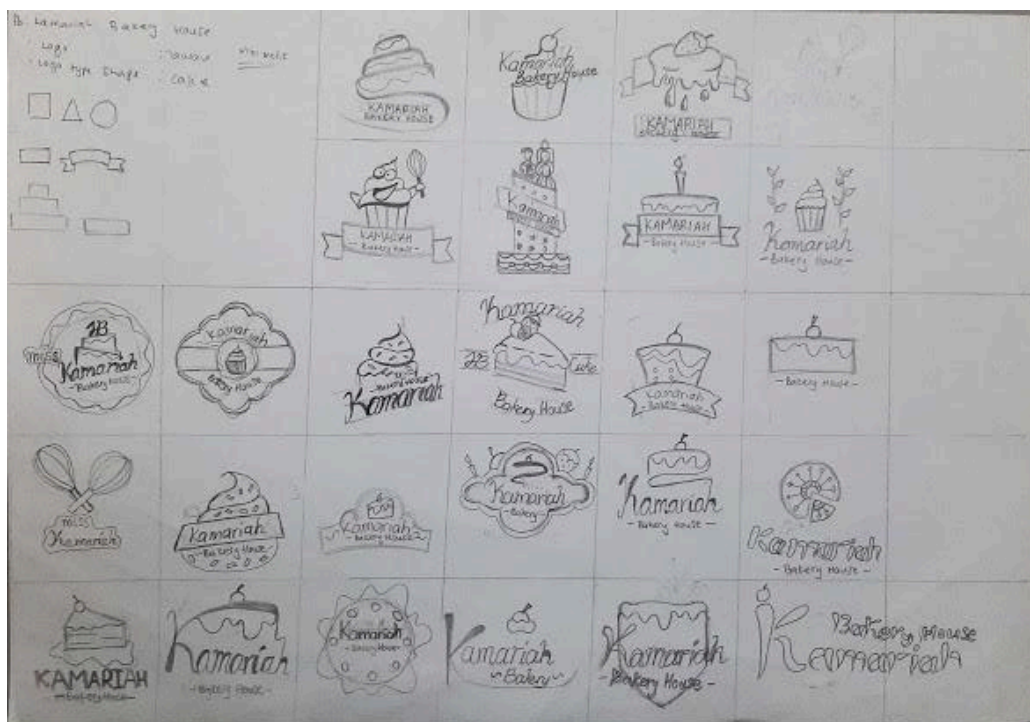
3.1.1.1 TASK, DUTIES AND RESPONSIBILITIES IN EACH WEEK

Starting from week 1, I get a briefing about our project, we are needed to brainstorm an ideation of the projects we have choose. As the internship just started, I would always try to make research about the current trend in design using website, Google imej, Pinterest and other websites page. This help me a lot to have an idea about the next step I need to do in my task. We mast make some research how to improve the content of the product and search a benchmark for the brand, Besides that we also mast think about ideation to improvise the company an identity itself.

For week 2, Supervisor has given all of us the company list and ask each of us to choose the company that we want. Then we have a brief about each company and explanation what we need to do. I start contacting the company owner by whatapps to inform that I join the company to internship and I also introduce my self as the internship student from which university .Next I ask about company information. What I need to do and what they expect me to do for them. Then we need to make brainstorming. Next, we need to breakdown all the information gathered and start our first logo sketching.

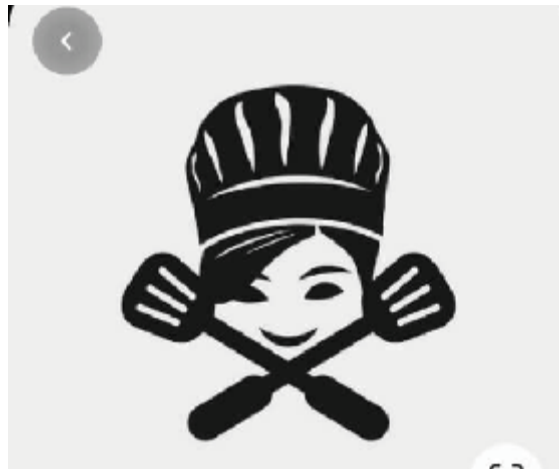
After the logo sketching process, I have asked 2 of my friends to give me some idea and give some comments and feedback of my rough sketches which I need to develop in digital. As I confident white my logo sketches then I transferred them into digital to get a clear picture of sketch and make more development onto the Logo.

Next, I show supervisor my logo design in digital. Then he give me a good comment and I can move to the next step. But I show the logo at the owner, she don't like the logo and I have to came out white the new idea. So I came out white a lot of idea because the owner don't have any idea. Until the owner get idea and I make what her want.



This was my sketches for Kamariah Cake house new rebrand logo. From this sketches, I am experimenting with different type of logo that comes with 2D element.

This are the logo from owner because before this the owner don't have idea, she give me 2 photo and want me to combine the photo to make one logo



+



This was my sketches for **Mek Yah Pastry Cake house new logo and new company name rebrand**. From this sketches, I am experimenting with different type of logo that comes with 2D element.



This is the logo design in digital, I make all the logo in digital to get a clear picture of sketch and make more development onto the Logo, i attempt onto the logo in digital using Adobe Illustrator software as it really the best software for me to create sharp and accurate logo that can be applied freely in any design.

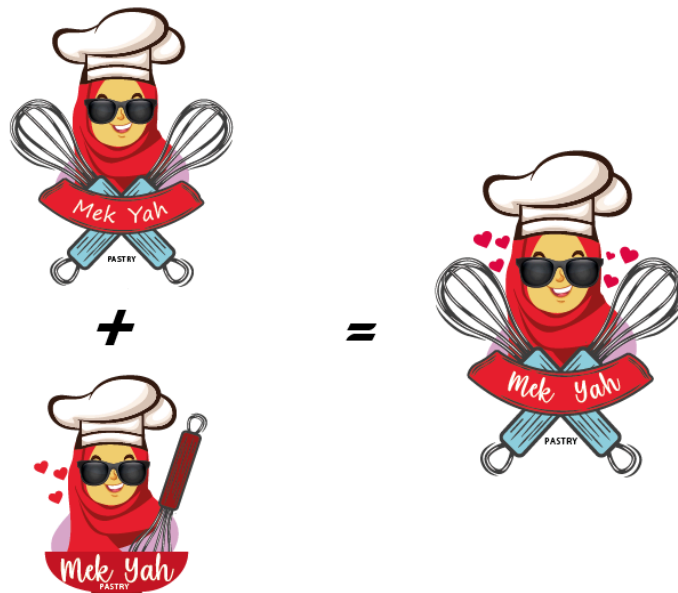
Logo attempt



Logo attempt

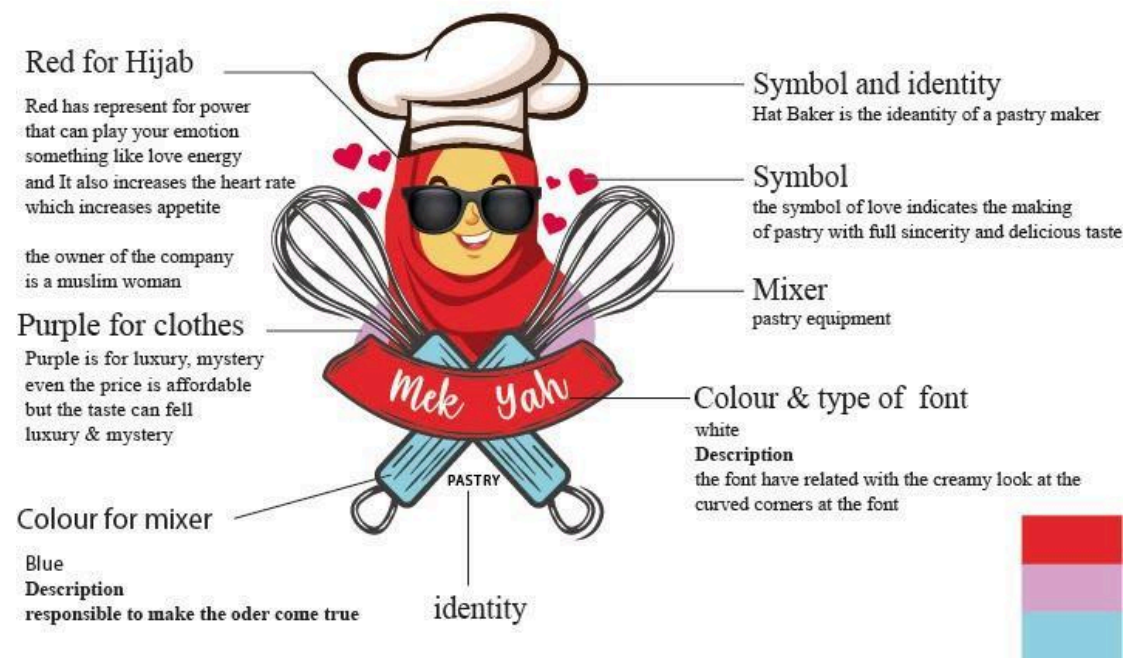


Final



This is the logo that i created for the company, the colour is read because Red has represent for power that can play emotion something like love energy and It also increases the heart rate which increases appetite

LOGO RATIONALE



For week 3, In this week we have a discussion with each other about our progress and design in zoom. Supervisor starts to check our design progress then he will give us feedback with our work

For this week task, we are required to do a social media that is make a Facebook cover page and I decided to provide a concept



First i make some research on the internet to get ideation to make facebook cover page and start to sketch on ai, I sketch on ai because to get a clear picture of sketch it move easier



The logo only using font, I also write some speech, I put some sample cake from top view, this picture is editing by adobe photoshop.

For week 4: We start our meeting by showing each of our progress to the supervisor. Then supervisor will give his comment and feedback to improve and correct our design.

Then we have given task to complete all of our earlier task so it can be compiled together in the end.

So I took this opportunity to improve the design from the beginning in this week

For week 5: In this week I make a name card, Company shirt, Cap, Apron, Cup, Note Book and Welcome Blackboard, Paper Bag and Box, Pastry Van & Car sticker

- Name card/Business card for give to people who are interested in our business

- Company shirt, cap, apron, note book for staff

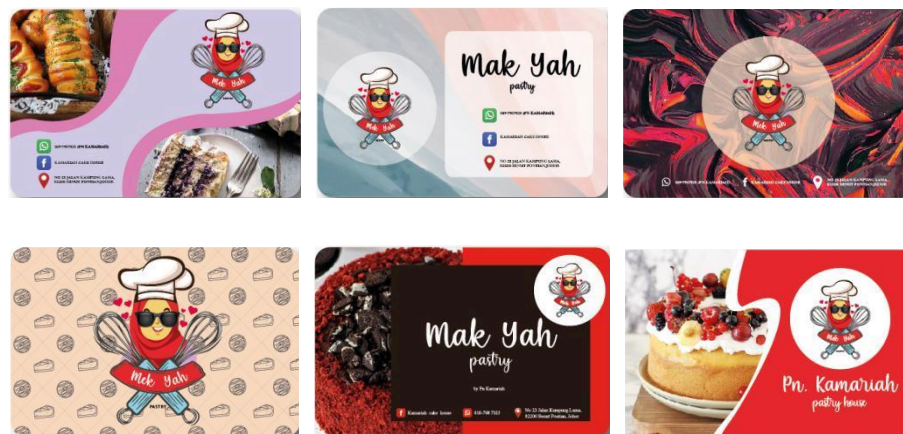
- Cup for free give to customer if making a purchase up to rm200

- Welcome Blackboard for interior

- Paper Bag and Box for packaging

- Pastry Van & Car sticker for marketing ads

This is the Business card, I have tried to make some new designs in it by the information that the company give, I make it into digital to get a clear picture of sketch it move easier.



This is the business card that the owner choice from my work



This is the business card that the owner choice from my work

Next is:Company shirt,cap, apron, note book for staff and cup







Next is: Welcome Blackboard for interial



Next is: Paper Bag and Box for packaging



Next is: Pastry Van & Car sticker for marketing ads



For week 6: We still showing our progress to supervisor and he will comment our progress carefully by giving us tips and guidance to correct our design. Supervisor also suggest what we can add in our next design and project.

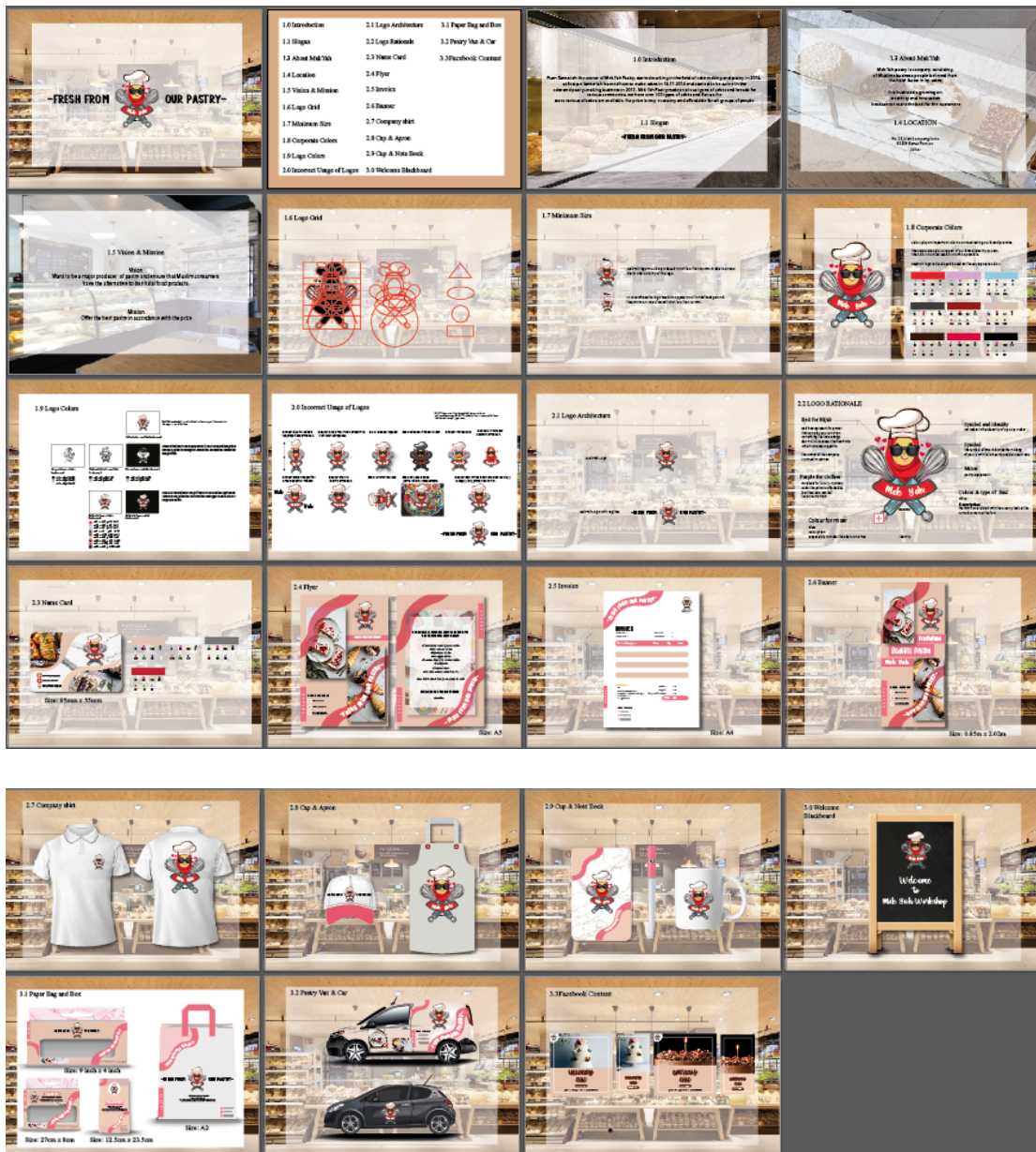
For this week, I have started to make research on how designing banner. As I do more research on how to design a banner . So I have made some sketches and rough idea then I transfer it into digital.



The owner chose no3

Size: 0.8mx1.8m

For week 7: In this week I decided to make a company branding book in the company book I describe all the company background and how the logo is arranged according to size. Next is all the information about the company like Introduction, slogan, about Mak Yah, Location, vision & mission, logo grid, minimum size, corporate colour, logo colour, incorrect usage of logo, logo architecture, logo rationale, name card, flyer, invoice, banner, company shirt, cap & apron, cup & note book, welcome blackboard, paper bag and box, pastry van & car .



For week 8:In this week I continue my company book and complete it

Check the size and font size and adds more information

For Week 9: I showed all of my progress to the supervisor and having feedback .

After that, we continue our task and make more improvement for our project

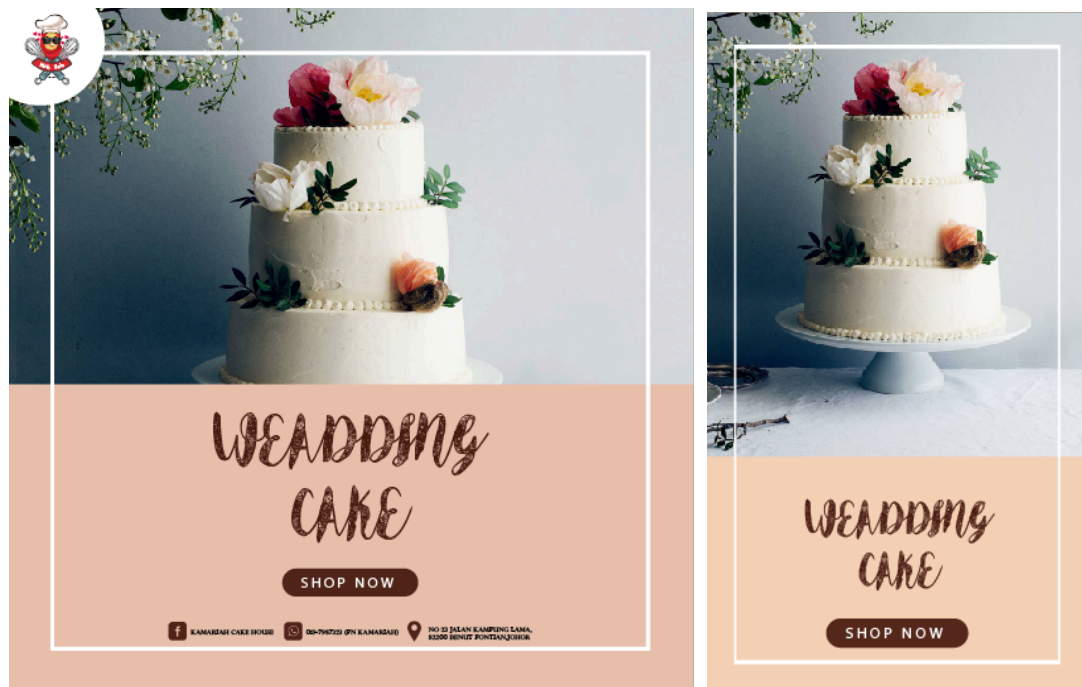
In this week I decided to make a Facebook content

The frame of the pose and story

Fine the size to feed the frame in the social media apps

Size fore story 1080x1920

Photo : 2048x2048

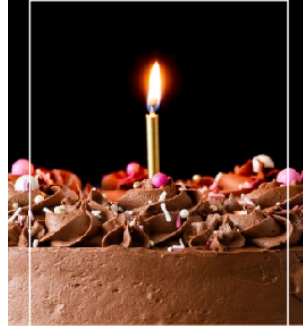




BIRTHDAY CAKE

SHOP NOW

 KAMARU CHAI BROS  @KAMARU CHAI BROS  NO 25 DELAN KAMPONG SAM, KAMPONG CHAM, CAMBODIA



BIRTHDAY CAKE

SHOP NOW



Muffin Doorgift

EVENT
WEEDING
BIRTHDAY PARTY

SHOP NOW

 KAMARU CHAI BROS  @KAMARU CHAI BROS  KAMPONG CHAM, CAMBODIA



Muffin Doorgift

EVENT
WEEDING
BIRTHDAY PARTY

SHOP NOW

The comic strip consists of eight hand-drawn panels arranged in two rows and four columns. The panels depict a character's journey from a party to a wedding. The text in the panels is as follows:

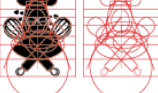
- Panel 1 (Top Left): A character wearing a party hat and a sash that says "PARTY". Text: "Fresh from the party".
- Panel 2 (Top Second): A character holding a broom. Text: "Broom".
- Panel 3 (Top Third): A character holding a broom. Text: "Broom".
- Panel 4 (Top Right): A character wearing a hijab and a sash that says "PARTY". Text: "Broom".
- Panel 5 (Bottom Left): A character wearing a hijab and a sash that says "PARTY". Text: "Hello... I'm a married".
- Panel 6 (Bottom Second): A character wearing a hijab and a sash that says "PARTY". Text: "Broom".
- Panel 7 (Bottom Third): A character wearing a crown and a sash that says "PARTY". Text: "Wedding cake".
- Panel 8 (Bottom Right): A character wearing a crown and a sash that says "PARTY". Text: "Papaya".

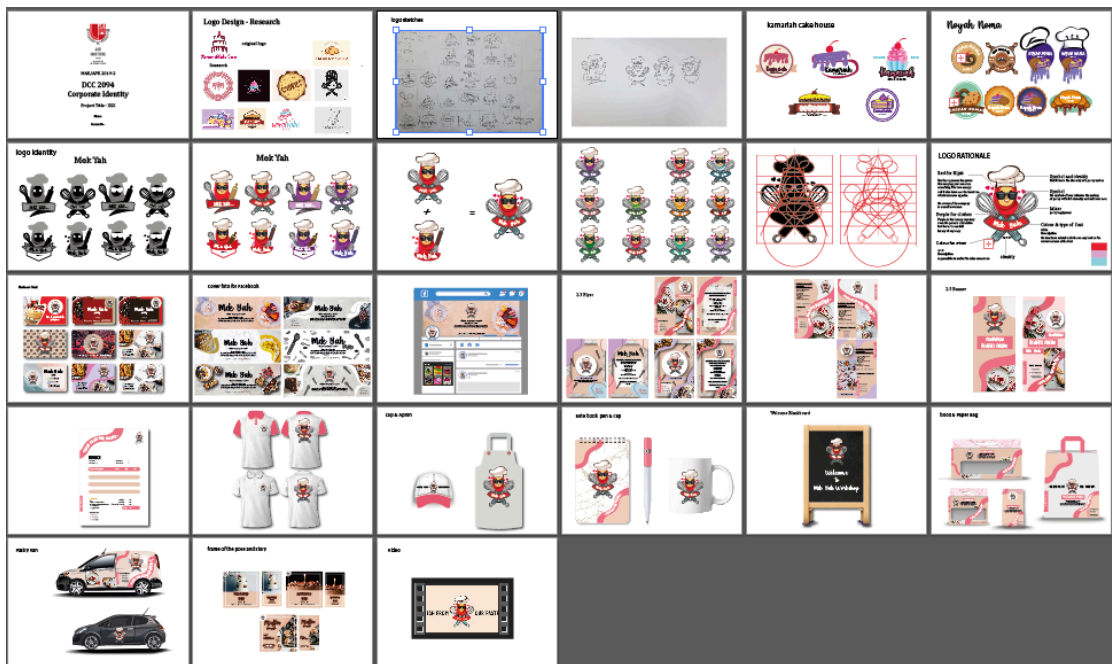
adds video ,duration 50sec

The screenshot displays the Adobe After Effects workspace for a project titled "Untitled Project.aep". The main composition window shows a scene with a woman wearing a red hijab and sunglasses, set against a background of colorful confetti. The interface is organized into several panels:

- Project Panel:** Located on the left, it lists assets including "Background.mp3", "birthda..._ke.ai", "birthda...ctor.ai", "Comp 2", "crown.ai", "distort...M.mp3", "flower gile.ai", and "g.ai".
- Composition Panel:** The central workspace showing the current composition "Comp 2" at 100% zoom. The layer "Layer: birthday cake.ai" is active.
- Timeline Panel:** At the bottom, it shows the timeline for the composition, including a "Render Queue" for "Comp 2" and a "Timeline" with various tracks like "Transform", "Position", "Scale", "Rotation", "Audio", and "Waveform".
- Properties Panel:** On the right, it displays the properties of the selected layer, including "Position", "Scale", "Rotation", "Audio", and "Waveform".
- Preview Panel:** On the far right, it shows the "Preview" window with a "Character" dropdown set to "Regular" and a "Brushes" panel.

The interface also includes a top menu bar with options like "File", "Edit", "Composition", "Layer", "Effect", "Animation", "View", "Window", and "Help". The bottom status bar shows the system clock as "9:07 PM" and the language as "ENG".

 DEVELOPMENT 2004 DCC 2004 Corporate Identity Singapore 2004	Logo Design - Research 	Logo direction 		Komariah cake house 	Kayala Home 
logo identity Mok Yah 	Mok Yah 				LOGO RATIONALE 
Business card 	cover letter for franchise 		3.3 Flyer 		3.3 Poster 
		cup & apron 	note book, pen & cup 	Notice board of 	Boxed sign bag 
mini van 	Some of the goods and toy 	TV box 			



3.1.5 CRITERIA WHEN PERFORMING THE TASK

STRENGTHS (S)	WEAKNESS (W)
- Easy to understand the task given - Comfortable learning place(at home)	- The owner don't give a lot of information - No corporate experience
OPPORTUNITIES (O)	THREATS (T)
- Can do more accurate analysis - Can focus more on the task given - sufficient time to complete the task	- Less on field experience in real working place - Less information materials from the company

I have been assigned to do a rebranding project for Kamariah Cake House, So the task given and the project is related to what I'm studying so I can easily understand what the company wants and need. It all good my boss give me a cooperate in discussing

And always reply my whatapps after 30min to 1 hour, Comfortable learning place

(at home) I can more focus and good time to do the work from home.

Beside that, The owner don't give a lot of information, because the owner don't have idea about any think about design and it all depends on me to fine information , visi and misi all the information required

3.1.6 RECOMMENDATIONS

I would like to recommend that we have to make online meeting with the owner company face to face in zoom for get all the information like company history and all information that we must know to make some research and study , the information that she give insufficient information to conduct a project.

4.0 CONCLUSIONS

4.1.1 LESSON LEARNED

Firstly, this internship showed me how personal works in the industry. I learned how to adapt to do my internship by online. I learned how to serve my boss while my work, some time I must redo and make new design because it does not follow the taste of the boss, next is time is important to make sure the work is done by the time, solve design problems by finding reference sources such as videos from YouTube

4.1.2 KNOWLEDGE GAINED

Knowledge that I gained in this period of online internship, I learn how to work in real live while people, I also learn how to handle some problem from the company about the owner change the design more than 3 time and change the company name more than 3 time, I give some explanation what is design about , what must designer do before make a design so that he does not willingly change other designs and concepts if he has already made a choice