



UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF CREATIVE INDUSTRIES

MPU 34072 Art, Craft & Design Project

PROJECT PROPOSAL

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17/20

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Objectives of carrying out the project using a business model

Based on the requirement of this assignment, we will need to produce three different kinds of classic products which we need to sell in the market. We also need to teach and assign one of the producing tasks to a targeted community, which is the Orang Asli community.

After some discussion with the group members, the three products that we are going to produce are bracelets, earphones pouches, and tote bags. The tote bags will be assigned to the Orang Asli community to produce, while the bracelets and the earphones pouches will be produced by us.

The event for this project is called International Culture Day. The main theme of this project is "Classic". We will be having a booth to sell our product in front of Multipurpose Hall, UTAR Sungai Long Campus from 2 p.m. until 9 p.m. There will be some performances done by UTAR students on that day.

Students can learn various soft skills by participating in this project. The objectives of this project are:

1. To differentiate various kind of artwork, craft and design.
2. To inspire the creativity of students to make artwork, craft and design.
3. To learn good communicating skills, critical thinking, creative thinking and problem-solving skills and apply it on teaching others how to produce art, craft and design.
4. To enhance communication and entrepreneurship skills during the event by selling the products to the customers.
5. To involve and get to know the culture of Orang Asli.

This project does not only require us to create handicrafts and sell it to customers, but it will also help us to become a better people in terms of doing business and also being a part of society.

Descriptions of the chosen products

1. Earphone Pouch

One of our chosen products is earphone pouch. Our concept of this product is to enable people carry their earphones while the earphone pouch can also be a keychain. As requested, the product should be designed with the classic theme. Therefore, we have decided to use Japanese classic animation characters as the design of the earphone pouch, which includes Doraemon, Totoro, and Pokemon Ball. Furthermore, we also have planned to produce another design of the earphone pouch to conform to customer's different preferences, which is the flower embroidery that is more classic as well.

To produce the earphone pouch, we have used a few materials, which are felts, threads, UHU gum, and key rings. We have chosen the colour of the felts that are suitable and alike the anime character's original colour. The target audiences of the products are more towards girls, but there is also Pokemon Ball-designed earphone pouch that may attract boy's attention.

2. Bracelet

The second product we have chosen to produce is bracelet. Recently, there was a hype surrounding the famous paracord bracelet among the young generation. We can find it easily on social media or even the shopping mall. So, we decided to produce handmade bracelets. The handmade bracelet that we have produce represents kindness and blessing to someone.

In order to match the classic theme, we used different techniques of knots to tie it up. Therefore, it will show the traditional hand craft concept. Besides that, we have chosen the rope with different colours to match such as black, yellow, red and white colour. The reason of using different colours is to make the product more personal and attractive. Hence, the customer can buy the bracelet based on their liking and personality.

The material used to produce the bracelet is different colours of ropes. The product is unisex so it is suitable for both boys and girls.

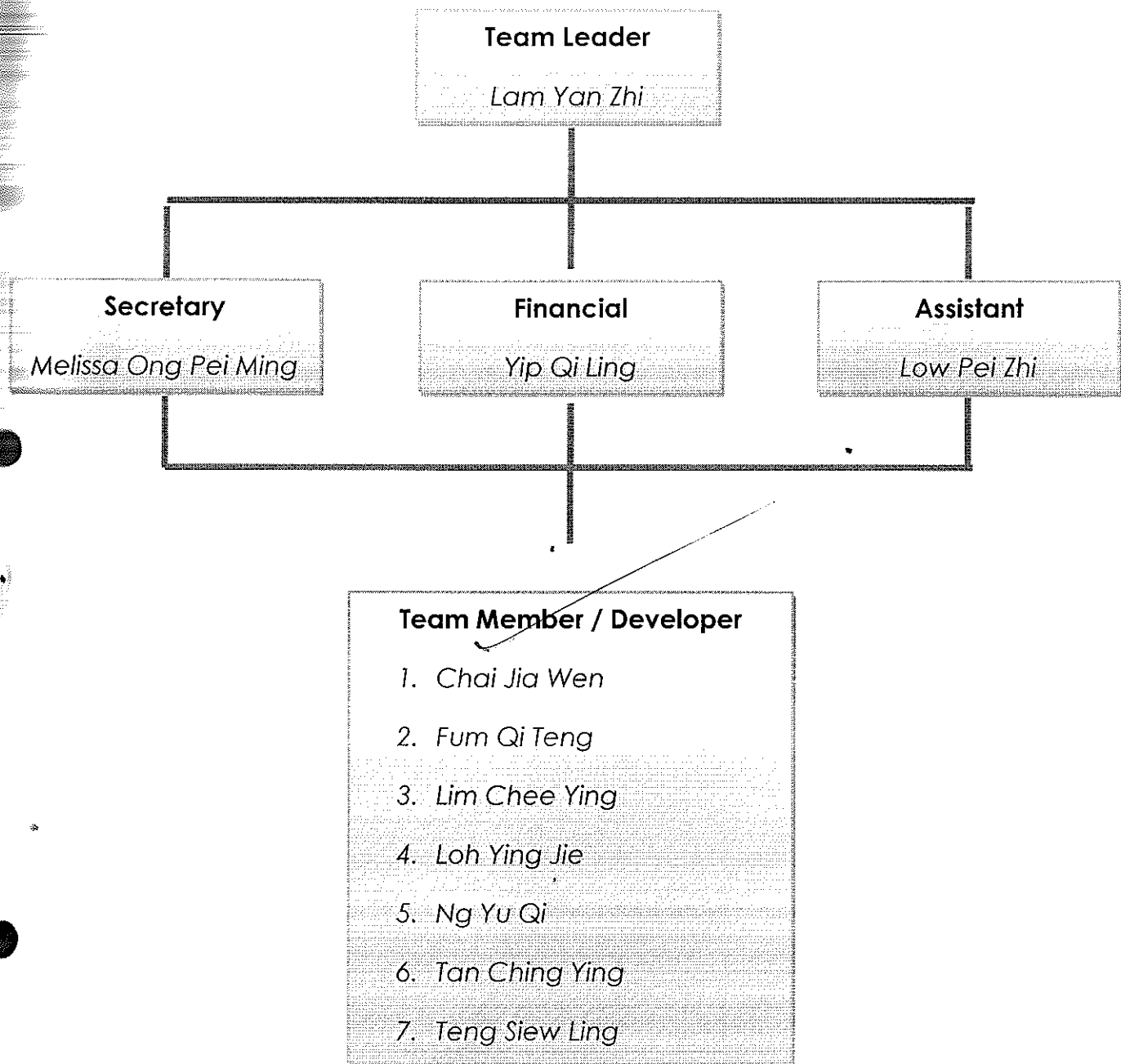
3. Tote Bag

The last proposed product is tote bags. Tote bags have become a universal alternative to plastic and paper shopping bags. Apart of the reason is that bags do not cause environmental harm like plastic bags do. This can also be called reusable bag because they're environmental friendly. The

tote bags are thicker than those plastic bags, which makes them strong enough to be used again and again.

In addition, the design of the tote bags is related to the theme 'classic'. Fabric is the main material for tote bag. We used hand sewing and sewing machine because sewing machine can save time and produce more bags. Hand sewing includes two basic sewing method such as 'Jahitan Jelujur Halus' and back stitches, they can be replaced by the sewing machine. There are two additional pockets on the outer layer of the bag to use the space efficiently. For example, the pockets can be used to put handphones, tissue packs and any small item. Our tote bag is not only used for shopping; however, they make an attractive tote bag for carrying a variety of everyday items such as books, A4 size paper and files. Moreover, it can be folded into a small piece when it is not in use and it is very convenient to keep inside a handbag. When going out to shop, the rugged and stylish tote bags can also be fashion accessories that can make one stand out.

Organizational chart & team members' roles



Gantt Chart (timeline of project plan)

No.	Activities	Timeline (Starting from 16 October 2017)					
		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
1	Group formation						
2	Discussion - Classic products						
3	Product Survey						
4	Discussion - Materials, cost						
5	Create prototype						
6	Purchase needed materials						
7	Visit to orang asli village						
8	Produce products						
9	Project proposal						
10	Product sales						
11	Post mortem report						
12	Post mortem presentation						

Marketing plan for the product

Students live in a world where the use of ICT is commonplace in both the images they see and even in the creation of the physical objects they use. If we are to truly reflect the real world in our learning and item production, then it is to be expected that integrated ICT presence is needed in our project.

In our project, we planned to create a social media profile or fan page account through Facebook to direct our items to the public. Links and posts will be created with content that specifies the items' features and price. Through the use of Facebook, the platform can help to target the intended market and showcase the photographs of handmade items. Besides, we can also opt to build a Facebook page for the business to display our catalogue of products on the page so that followers and customers can order through a trusted medium. Ultimately, with Facebook, each member may as well promote the products and encourage feedback on various social media platforms from current and potential customers.

On top of online platform, booths will also be set up to market our items during week 6 in UTAR, Sungai Long. Marketing through physical booth will then require personal and touch-point selling techniques, where customer can have direct interaction with our members and product try-out. This marketing plan shall cover a wide range of public reach and publicity.

Discuss contingencies

Throughout the course of this project, we anticipate several possible contingencies that might add risk and hinder our project progression. Firstly, ensuring consistent and quality stitches is challenging among the group members. For instance, during lecture class, Ms. Farahin taught us about the basic hand stitches, half of our group members are not familiar with hand stitching techniques as it is their first try. This may cause the progress of our project to not be effective and go smoothly.

Secondly, there is a risk that the native people will not be able to learn the skills taught by us during our visits, and fail to produce the proposed items on time. The number of the native peoples' attendance during our visit will significantly affect the progression and result of the project.

Thirdly, budget can be a restricting factor to our project too. The initial expenses must first be incurred by members in order to produce batches of prototypes. Besides, our proposed classic items require purchases of some cloths and fabrics of good quality and design, which incur high costs.

Description of project

In our community project, we proposed three products that are infused with and reflect the theme of "classic". These products are tote bag, bracelet and earphone pouch. These three products are to be designed, crafted and marketed by our group consisting of 11 members. The rationale of choosing these three types of products is based on both the flexibility and modifiable characters of the products itself, and the market preference derived from our survey.

The project explores and establishes creativity, craftsmanship and entrepreneurial effort among our group members, as an introduction to further development of Art, Craft and Design in the current trends. Given this core discipline, we have decided to produce tote bags, bracelets and earphone pouch for the following reasons.

First, the tote bags itself is a product that complements a student's university life and working individual's daily necessities. The size of the tote bag gives room to fit varieties of personal items; once loaded, can be both hand-carried and shoulder-carried. Furthermore, the surface and appearance of the tote bag allows a great extent of flexibility in its designs, such as embroidery, pockets add-ons, and zipper closure. With such design flexibility, the tote bag can be made into any appearance that reflects the elements of "classic" theme.

Second, the bracelet acts an accessory and is often the second or third item to be noticed in a person's outfit. Bracelets serve many functions, such as being an item of jewellery. Bracelets used as jewellery may have a supportive function, such as holding other items of jewellery such as religious symbols or charms. The bracelets can be manufactured from metal, leather, cloth, plastic or other materials and jewellery bracelets sometimes contain jewels, rocks, wood, shells, crystals, metal, or plastic hoops, pearls and many more materials. Given such accessorising functions and design flexibility, bracelet is an ideal item to bring out the elements of "classic" too.

Third, the decision to choose earphone pouch as one of the items is because it is convenient and compact that fits easily in a pocket, and has a durable and supple-textured finish that keeps the earphone from getting crushed and tangled. Driven also by the market preference, the earphone pouch will serve a wider group of consumers who are attached to earphone usage to complement their gadgets, hence, a touch of "classic" elements on the earphone pouch can result in a unique and attractive product.

In the course of this project, we will also be visiting to Orang Asli residences villages, which are Kampung Bukit Bakong's and Kampung Sungai Melut with the purposes of equipping the Orang Asli with handcraft skills, English & IT knowledge, and E-commerce techniques. In the

meantime, we will also collaborate with the Orang Asli, whereby they will help manufacture the proposed items, and our group members will subsequently aid in the marketing of these products.

At the end of this project, we anticipate the outcome of our engagement with the native community and incorporate their efforts into modern entrepreneurial skills. On our experiences of learning in Art, Craft, Design, it introduces a real-world, practical and hands-on approach of infusing craftsmanship into business context. Alongside a paper-based and hands-on version, this project also suggests a move towards greater engagement with e-commerce that is emerging, especially in light of the learning arising IT and e-commerce platform in Malaysia.

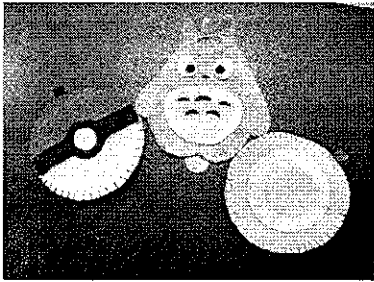

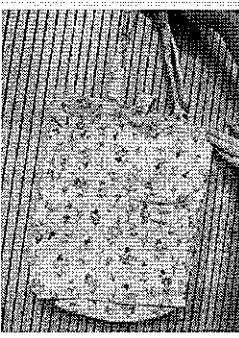

The tote bag, bracelet and earphone pouch are to be sold respectively at RM 15.00, RM 5.00 and RM 5.00. The profits anticipated for each item are RM 5.50 (tote bag), RM 2.50 (earphone pouch), and RM 2.00 (bracelet). Meanwhile, the Orang Asli that has assisted in the production of the tote bags will be given 35% of the tote bag's profits to them as pay.

Appendices

MPU 34072 Art, Craft & Design Project

1. Please choose (Tick /) 3 most preferably art craft which you might like to purchase:

Table 1: The Number of People that Support the Art Craft

Art Craft	Image	Number of People
Earphones Pouch		28
Bracelet		24
Tote Bag		20
Customize Phone Charger Holder	 DIY Phone Charger Holder	17

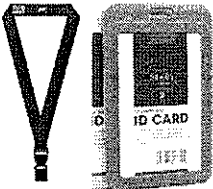

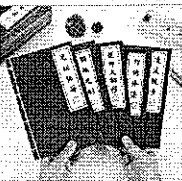
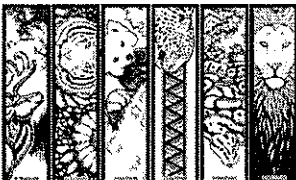
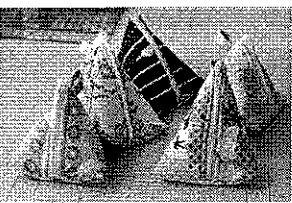
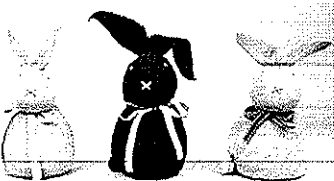
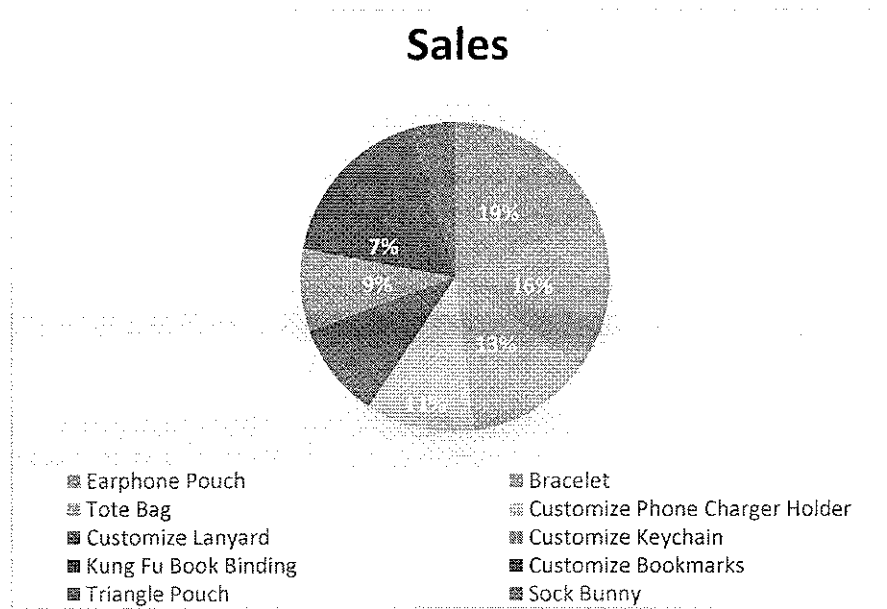
Customize Lanyard		15
Customize Keychain		13
Kung Fu Book Binding		11
Customize Bookmarks		8
Triangle Pouch		7
Sock Bunny		7

Chart 1: The Number of People that Support the Art Craft



I - 4
 C - 4
 O - 3
 M - 2
 F - 4

 17