

# Social Media Poster Design

OOI HUI YI



# **Maklumat Diri**

- **NAMA:** Ooi Hui Yi
- **FAKULTI:** School of Computing
- **SEMESTER:** 6



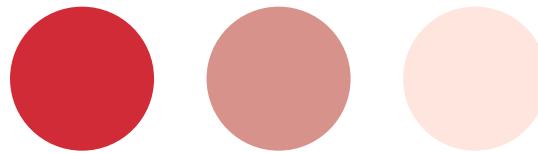
# Project Name:

Client name/ Brand: Fruity Cool

Date Start: 4/6/2024

Date Submitted: 7/6/2024

# Color & Concept Rationale:



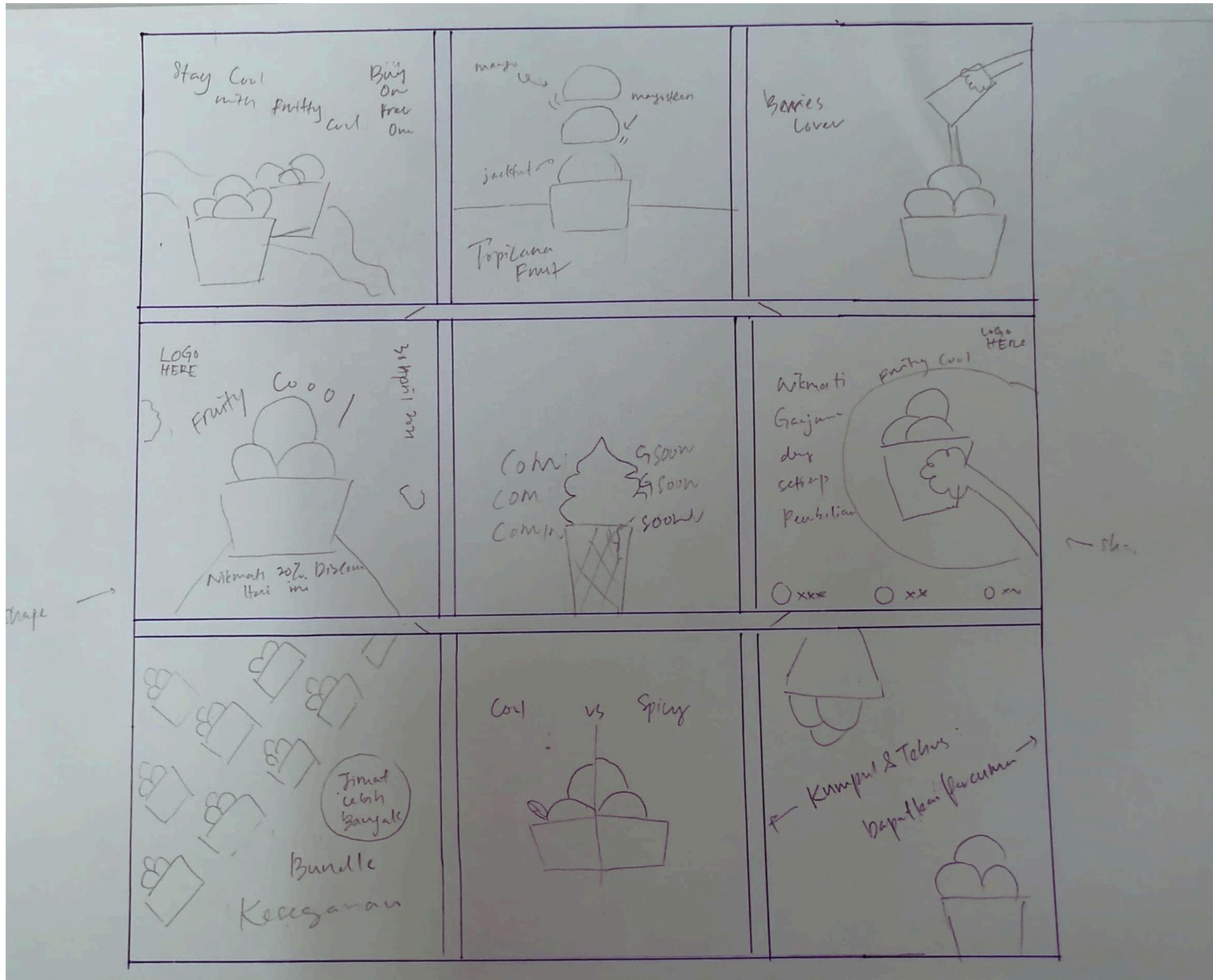
## Color Rationale:

In the context of desserts and ice cream, red is often associated with sweet and flavorful fruits, such as strawberries and cherries, which can subliminally suggest the delicious taste of our product.

## Concept Rationale:

- Minimalist
- Center & Symmetry
- Contrast and Curiosity
- Depth of Perception

## Sketch:



## Designs:



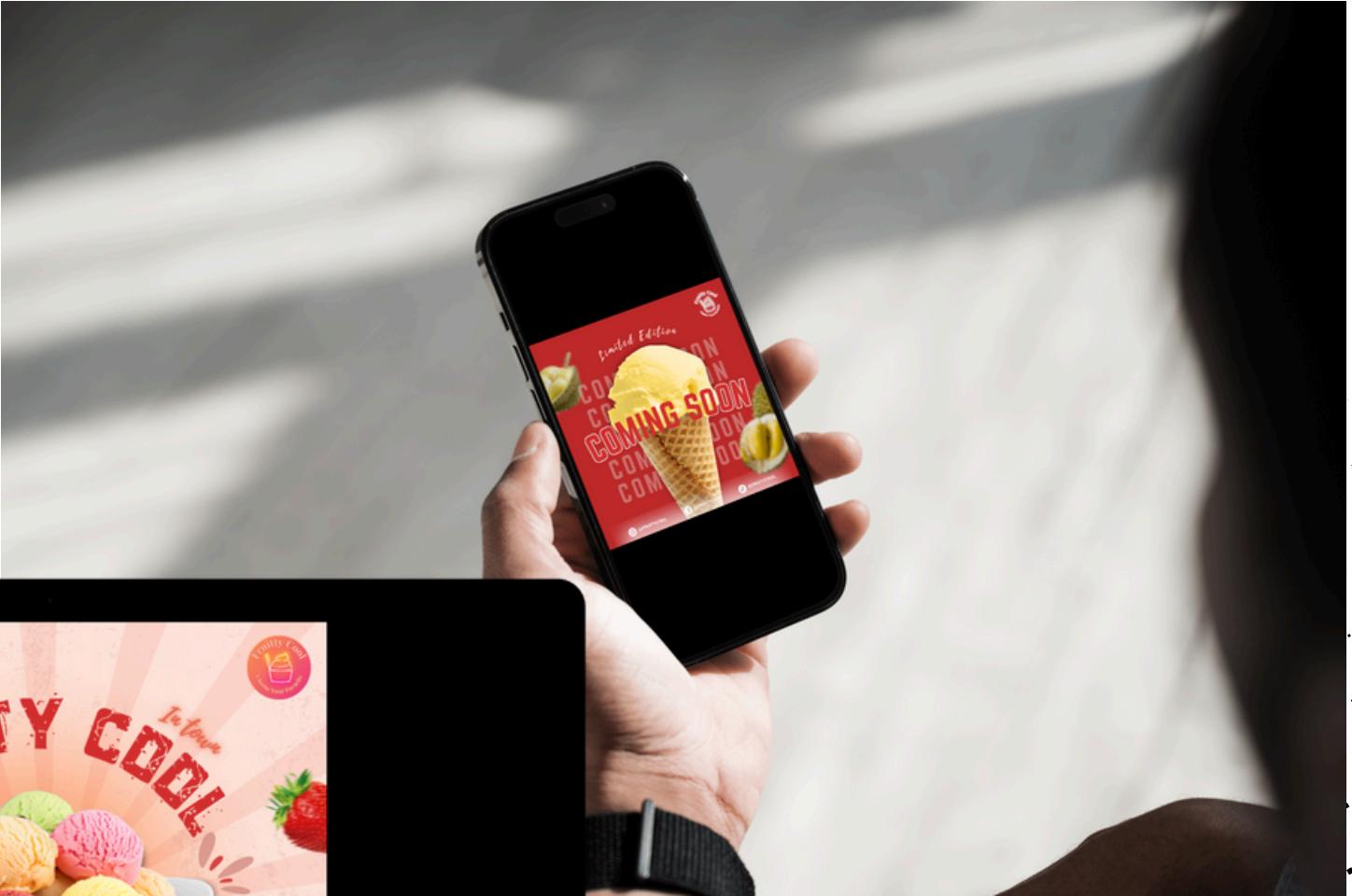
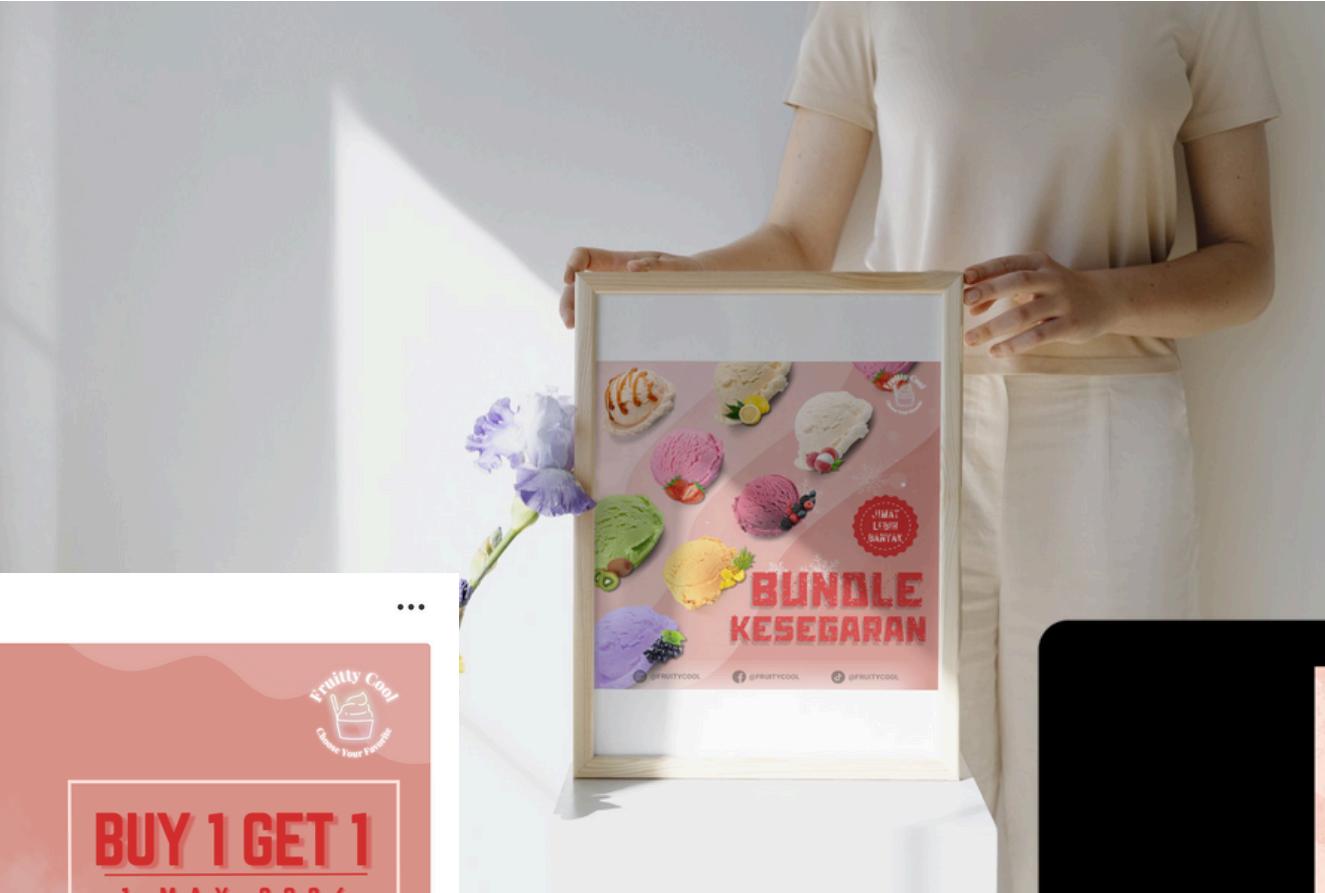




# HVG PROGRAMME

CREATIVE MEDIA

MDEC™  
GLOW



## Personal project: NICE 2023

Logo:



Poster:



## Personal project: NICE 2023

### Brochure:

**N.I.C.E. OBJECTIVES**

- To educate students about investment through active participation in simulations.
- To offer first-hand experience to students through sessions with investment industry professionals.
- To provide a networking platform for participants.
- To strengthen bonds between educational institutions in Malaysia.
- To inspire students to invest with the right attitude and knowledge at an early stage in life.

**More Info:**

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**N.I.C.E. 2023**

**National Investment Challenge Extravaganza**

5-7th Oct



Organized by:  
   
**B.Y.I.C. UUM**

**ABOUT**

**Bursa Young Investors Club - BYIC**

Established in 2016, the Bursa Young Investors Club (BYIC) is an initiative by Bursa Malaysia in collaboration with youth network Financial Youth Intelligence (FYI) to establish a platform for students to increase their investment awareness and knowledge through personal development programmes in the area of leadership, entrepreneurship and finance. With Bursa Malaysia's support, youths will be empowered through the club and sponsored funding to manage and sustain club activities and campaigns co-organized with Financial Youth Intelligence. Bursa Malaysia Berhad is the owner of the BYIC. There are 21 BYIC established in Malaysia's public and private universities.

**NATIONAL INVESTMENT CHALLENGE EXTRAVAGANZA [ N.I.C.E. ]**

N.I.C.E. is an annual investment competition organized by the Bursa Young Investor Club for university students. It offers critical stock research and analysis, stock simulation challenges, and talks by industry professionals to promote financial and investment knowledge, boost self-confidence, foster discussions on financial literacy, and connect students with industry leaders. It's a great platform for students to learn and apply their knowledge, develop analytical skills, gain insights into the industry, and network with professionals.



**HIGHLIGHTED EVENTS**

 <b>Titans Of The Exchange Arena</b>	 <b>The Investment Odyssey</b>	 <b>"Fomo" Investment Talks</b>	 <b>The Opportunity Avenue</b>
 <b>The Northern Lights</b>	 <b>Sky's The Limit</b>	 <b>Unrivalled Minds</b>	 <b>The Investment Odyssey</b>

# Personal project: JLCC MERCHANDISE 2023

Haori:

