



KOLEJ IACT SDN BHD

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Unboxed ideas on boxes and more

IACET College students best out their designing skills on packaging feats

As part of their final project in Packaging Design, fourth semester IACET College students of Diploma in Graphic Design mustered all their strength to put on a mind-blowing exhibition at IACET College's Gallery on February 28, from 10am to 2pm. There was a full display of tangible packaging designs for a plethora of items often found in restaurants.

Nine students had been toiling for a month to conceptualise their own restaurants' logos, corporate identities and packaging designs that are practical and have their own touch in styles.

Lecturers of IACET College were present to evaluate each booth; they queried each student and scrutinised every detail of the items on exhibit as well as the overall presentation. Students were also expected to know their close competitors in the real world scenario for their targeted market and how their outcomes would surpass their competitors' packaging designs.

“All the designs are the student's original proposals. This exhibition aims to provide students with the first-hand experience in presenting the items they have created on their own as well as explaining the rationale behind their own designs,” shared Queenie Yaw, senior lecturer of IACET College. Unlike other colleges that require students to design only one item, IACET College students are expected to produce a full range of packaging designs for a restaurant.

“This is the first time I managed a project that has such a huge coverage on a single theme,” said Lim Ee Wen, 19, a Graphic Design student. She shared about the challenges with all the nitty-gritty details but also the enjoyment in solving problems that surfaced. “The most important lesson for me is to prepare well from the start.”



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As *the* specialist college in creative communication, IACT College is founded, endorsed and taught by the Association of Accredited Advertising Agents Malaysia (4As) and the Malaysian Advertisers Association (MAA). IACT College is also the *only* college in Malaysia to be accredited by the International Advertising Association (IAA), New York, the worldwide organisation that represents the common interests of advertisers, agencies and the media.

Other than Diploma in Graphic Design, IACT College also offers Foundation in Media Studies, Certificate in Communication Studies, and the following Diploma programmes: Mass Communication, Advertising/Marketing Communications, Creative Multimedia and Broadcasting. IACT College graduates may further their studies for one to two years overseas – with its affiliate universities in the UK, Australia, New Zealand and the US.



IAC College fourth semester student Lim Ee Wen (*far right*) gained much experience in material selection and cost management for her packaging design project. Here, she demonstrates her prowess to her lecturers Queenie Yaw (*middle*) and Brian Chuah (*far left*) as they examine her works.



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