



- Create Without Limits -



# DESIGN SHOW 2025

College of Creative Arts  
UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH

## ABSTRACT BOOK



UTM KUALA LUMPUR **اوتما كوالالمبور**

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## *Foreword Rector's Message*

Assalamualaikum and warm greetings,

It is with great excitement that I welcome you to MINDAREKA 2025, a celebration of creativity, innovation, and the power of ideas. This year's theme, "Create Without Limits," is a call to embrace imagination, push beyond boundaries, and explore new possibilities in every field. Creativity is at the heart of transformation, whether in science, technology, the arts, or social innovation. In a world that is constantly evolving, the ability to think differently, challenge norms, and break new ground has never been more important. MINDAREKA - Create Without Limits provides a platform for visionaries, problem-solvers, and dreamers to showcase their ideas, collaborate, and spark meaningful change. As educators and lifelong learners, we must cultivate an environment where curiosity thrives, unconventional ideas are welcomed, and challenges become stepping stones to progress. This event reflects our collective commitment to pushing the boundaries of knowledge and fostering an interdisciplinary culture of learning. When creativity meets determination, there are no limits to what we can achieve. I extend my heartfelt appreciation to all participants, mentors, and organizers who have brought MINDAREKA - Create Without Limits to life. Your passion and dedication embody the true spirit of innovation that drives our institution forward.

Let's embrace the "Create Without Limits" mindset, inspiring each other to think boldly and make an impact. May this event ignite fresh ideas, lasting collaborations, and groundbreaking discoveries.

Wishing everyone a fulfilling and inspiring experience.

PROF DR ROSHIMA SAID  
ACTING RECTOR  
UNIVERSITI TEKNOLOGI MARA  
KEDAH BRANCH





## *Head of College's Message*

It fills me with immense joy to witness the extraordinary dedication of both the organizing team and students in ensuring the resounding success of this event. Our concern for the future of our students, particularly in navigating the complexities of the new normal, drives us to create a more vibrant and promising world for them. Thus, the significance of MINDAREKA - Create Without Limits, orchestrated by our College of Creative Arts, UITM Kedah Branch, cannot be overstated as it epitomizes our noble aspiration.

A heartfelt expression of gratitude is owed to our tireless organizing committee whose unwavering commitment, boundless energy, and meticulous attention to detail have been instrumental in realizing the objectives of this event. MINDAREKA - Create Without Limits serves as a pivotal platform for all students, particularly those in their final year, to showcase their talents and skills. This platform not only fosters self-expression but also lays the groundwork for students to navigate their professional paths in the future.

I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you embark on this new chapter in life, I wish you the very best. May you embrace the opportunities that lie ahead with courage and determination. Best of luck to each of you.

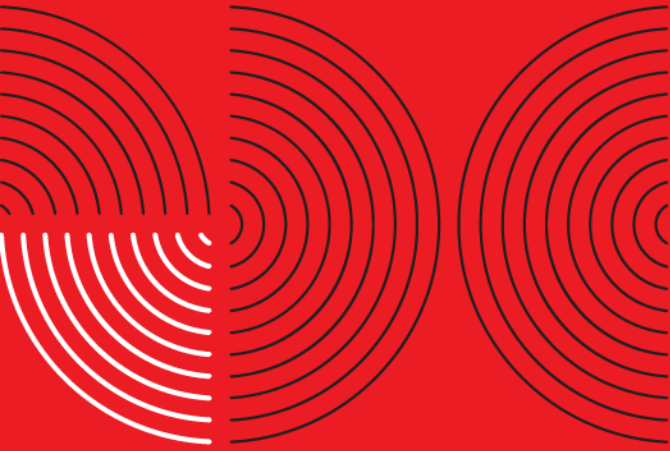
Dr. Nurul 'Ayn Ahmad Sayuti  
Head of College of Creative Arts,  
UITM Kedah Branch





- Create Without Limits -





# GRAPHIC DESIGN & DIGITAL MEDIA



**MUHAMMAD FAIZ HAZIM BIN HASBULLAH**  
 DIPLOMA IN ART & DESIGN  
 (GRAPHIC DESIGN & DIGITAL MEDIA)



**Project Title**

Safari Juice

**Project Description**

**Tagline**

Magical Of Rainforest Taste

Tropicana Fruity Juice

**DESIGN ADVISOR:**

Dr. Shafilla Subri, Ms. Syahrini Shawalludin, Mr. Nizar Nazrin,  
 Mrs. Suhaiza Hanim Suraya & Mr. Nazirul Mubin Awang Besar

**ABSTRACT**

For this final project, I studied a product aimed at proposing a redesign of Norza Dlekir, which is famous in Seri Manjung, Perak. Muhammad Ikmal is the founder of this Norza Dlekir product in 2017. With the wide demand for bumiputera juice, he has made him to produce halal and quality juice. With this, I am happy to introduce the new name of Safari Juice which is more attractive, easy to remember, and suitable for all walks of life to know. The name is inspired by the beauty and wonder of Malaysia's rainforest, known for their wealth of natural resources, including a variety of unique and mesmerizing tropical fruits. Our rainforest is not only a symbol of our amazing biodiversity but also the inspiration for the taste and freshness we combine in every bottle of Safari Juice. With the spirit of appreciating nature, Safari Juice is more than just a drink, it is a taste experience that brings you closer to the beauty and bounty of the Malaysian rainforest.

**GRAPHIC DESIGN & DIGITAL MEDIA**

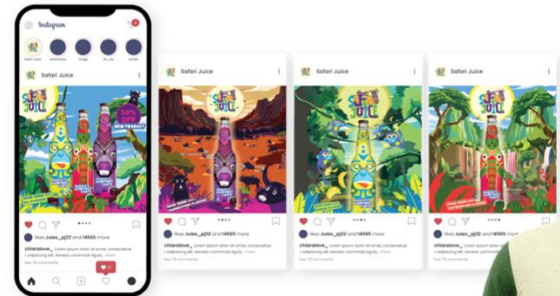
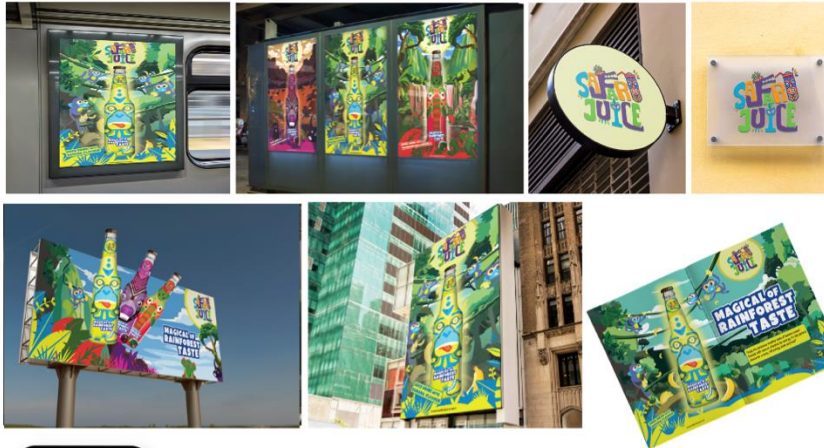


Mangosteen

Watermelon



Banana



This fruit juice highlights a unique character with each animal symbolizing the fruit that is often their choice. For example, monkeys who like to enjoy bananas, rich in natural nutrients; elephants who love sweet and refreshing melons; as well as wildebeests enjoying mangosteen, the queen of tropical fruits. These animals are not only icons of the wild life of the Malaysian rainforest but also symbols of species that are now on the verge of extinction. Safari Juice is not just a drink, it is a reminder of the beauty and importance of protecting these animals and keeping the tropical rainforest rich with freshness and tranquility of nature. Through Safari Juice, we are invited to appreciate Malaysia's nature. Safari Juice offers fresh, natural fruit juices that delight the palate while celebrating the beauty of Malaysia's tropical rainforest. Through effective strategies such as billboards, creative campaigns and active engagement on Instagram, we share the unique story of the rainforest and inspire appreciation for nature. Every sip of Safari Juice connects you with the authenticity of fresh fruit and the beauty of the rainforest, reminding us of its rich biodiversity and the importance of preserving it. With Safari Juice, the beauty of nature becomes part of your everyday life.





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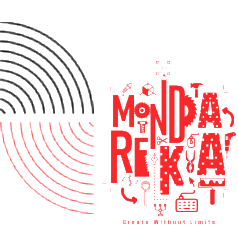
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