



- Create Without Limits -



DESIGN SHOW 2025

College of Creative Arts
UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH

ABSTRACT BOOK



UMKM Kedah

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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.

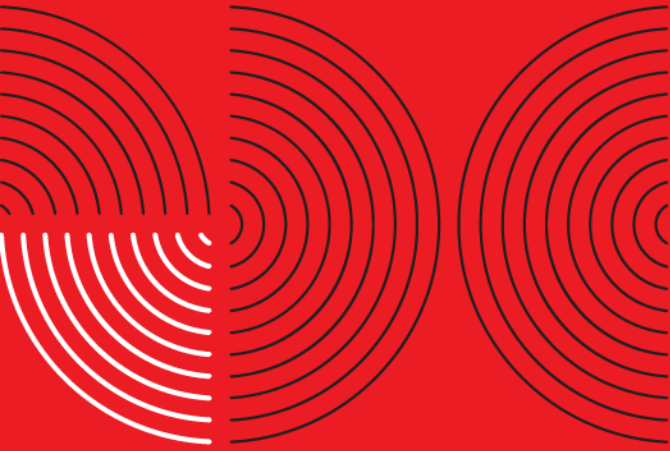
I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you 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



NUR AZREEN NAJIHAH BINTI ROSLAN
DIPLOMA IN ART & DESIGN
(GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title
JELLY OH'PAH

Tagline
COLOURFUL BITES, TIMELESS TASTE

Project Description DRIED AGAR-AGAR IN VARIETY OF FLAVOURS

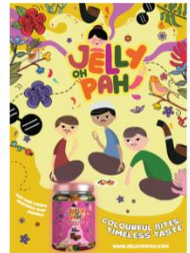
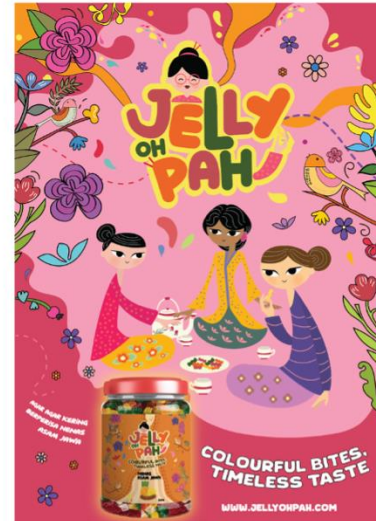
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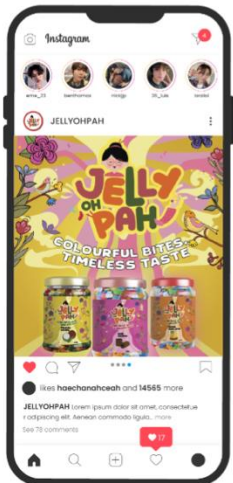
Dr. Shafilla Subri, Ms. Syahrini Shawalludin, Mr. Nizar Nazrin,
Mrs. Suhaiza Hanim Suraya & Mr. Nazirul Mubin Awang Besar

ABSTRACT

Jello Omma is an independent dried agar-agar kering business that serves Malaysia's nostalgic delicacy, each crafted with love. It is owned by Nurul Jasmin Idris. Despite being a small home-based business, Jello Omma manages to maintain its relevance amongst other competitors especially during festive season. This business has a good potential to grow more and compete with leading business. The main product of this company is dried agar-agar jelly in a variety of flavors. Dried agar-agar jelly or locally known as 'Agar-agar kering' is a traditional, dried, jelly-like dessert made with agar. It's crunchy on the outside, soft on the inside, and comes in a variety of colours. Jello Omma was rebranded as Jelly Oh'Pah and came out with a dried agar-agar in unique flavours like Pandan Kelapa, Nenas Asam Jawa and Gula Melaka. These flavours were carefully crafted in order to cater the interest of all ages. The product logo combines tradition and playfulness. "Oh Pah" adds a nostalgic Malaysian touch while vibrant colours symbolize freshness and joy. Playful typography appeals

GRAPHIC DESIGN & DIGITAL MEDIA





to people of all ages, seamlessly combining cultural roots with modern charm to create a truly memorable and distinct identity. Whether you're celebrating a special occasion or simply enjoying a quiet moment, this product is an ideal companion because it can be enjoyed at any time and from any location. Its versatility makes it appropriate for all ages, ensuring that it brings joy to every member of the family or group. It's not only a great choice for parties, but it also makes a delicious snack. With its sweet and delicious flavour, it is sure to satisfy your sweet tooth and leave you wanting more. Whether you're treating yourself, sharing with loved ones, or giving it to someone special, this product delivers experience that is both satisfying and heartwarming. Its irresistible charm and taste make it a timeless treat that transcends generations.





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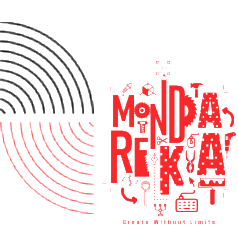
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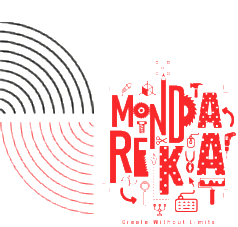
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