





Publisher

College of Creative Arts,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok Kedah, Malaysia.
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Perpustakaan Negara Malaysia
Cataloguing - in- Publication Data

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Printed By :
Perpustakaan Sultan Badlishah,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok, Kedah, Malaysia.

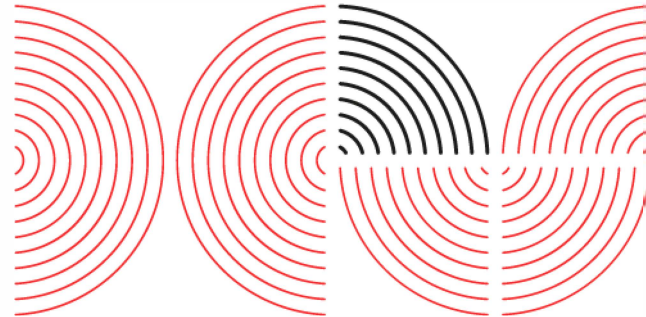




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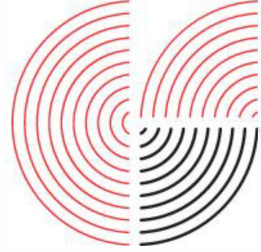
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Foreword Rector's Message



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

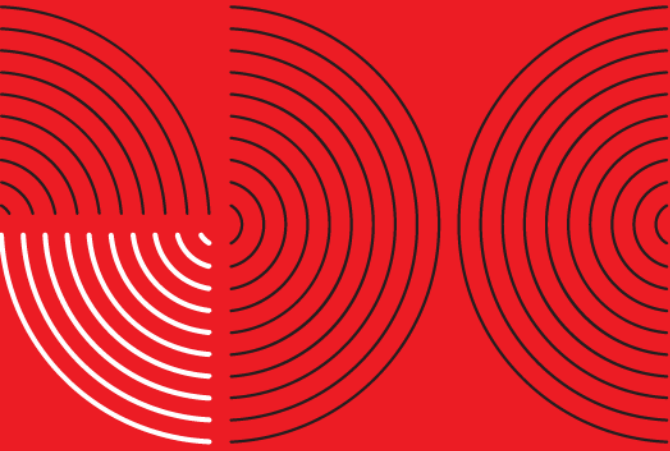
It fills me with immense joy to witness the extraordinary dedication of both the organizing team and students in ensuring the resounding success of this event. Our concern for the future of our students, particularly in navigating the complexities of the new normal, drives us to create a more vibrant 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





GRAPHIC DESIGN & DIGITAL MEDIA



NURUL LIYANA BINTI NOOR SALMIN
 DIPLOMA IN ART & DESIGN
 (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title

Lilin Kueh

Project Description

Tagline

Infuse Space with Tradition Essence

Scented Candles

DESIGN ADVISOR:

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

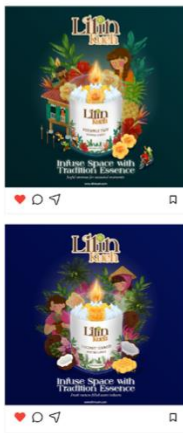
ABSTRACT

Lilin Dessert is a unique handcrafted brand that specialised in making scented candles. It was founded in February 2024 and has its headquarters in Kota Emerald West, Rawang. This company is identified by its creative approach to candlemaking, producing goods in the guise of delicious desserts. Lilin Dessert introduces Lilin Kueh, a new collection aimed at preserving creativity and cultural heritage. Inspired by the long history of local products, this rebranding project creates a remarkable line of fragrant candles by fusing modern aesthetics with nostalgic tastes. Through its thoughtfully chosen fragrances, Lilin Kueh highlights the cultural essence of Malaysian Kuih Raya. The scented candles are known as Pineapple Tart Scented Candle, Pandan Cookies Scented Candle, and Coconut Cookies Scented Candle. These goods create memories of treasured treats and joyous times by recreating famous and valued scents. The phrase "Infused Space with Tradition Essence" perfectly captures the idea of uniting modern living with the nostalgic and cultural richness of traditions.





Pineapple Tart scented candle captured the warm flavour of Hari Raya Aidilfitri, also known as Eid al-Fitr celebrations. It adds a delightful sense of home to your area, making it ideal for warm evenings or joyous celebrations. The Pandan Cookies scented candle has an earthy, vanilla-like aroma from pandan leaves that fills your room. Ideal for relaxation or family gatherings, recalling the warmth of tradition and the sweetness of nostalgic moments. The Coconut Cookies scented candle radiates the tropical richness of coconut, creating memories of nature environments. It is ideal for brightening your day or creating a calming atmosphere in the evenings. The suggested design, based on an exciting idea, unites stall designs, websites, product items, TV commercials, advertisements, and product designs. Finally, I think Lilin Kueh's rebranded scented candles will draw customers to use them by introducing an exciting scent.





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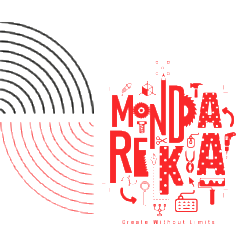
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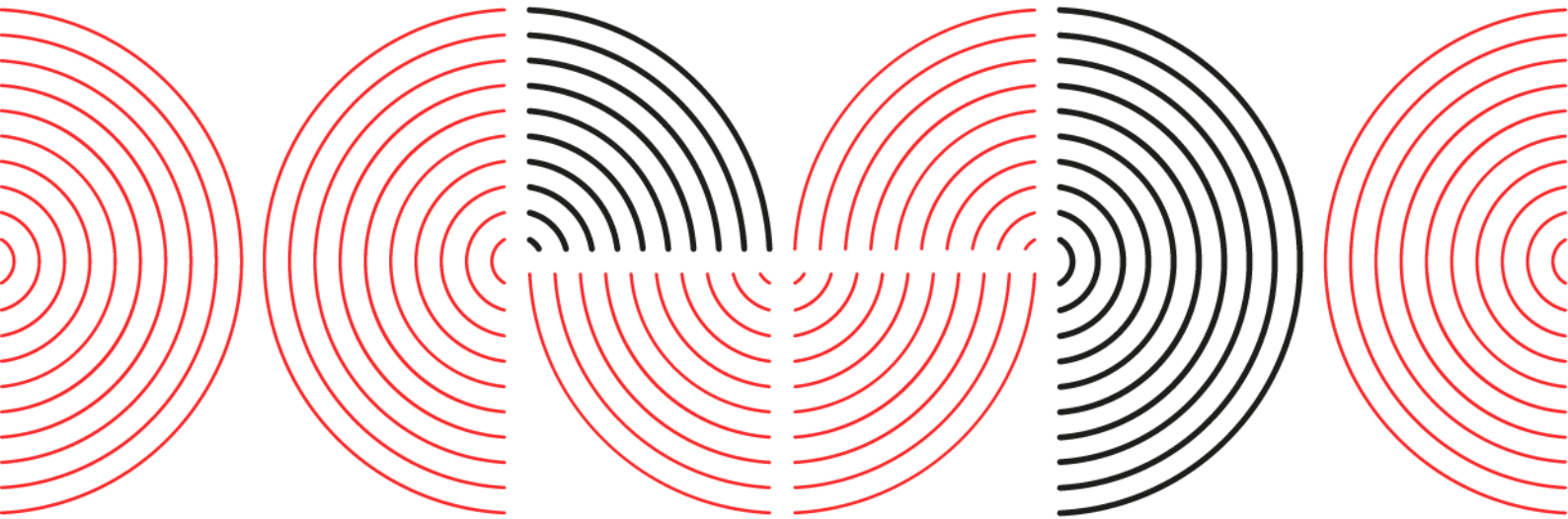
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DESIGN SHOW 2025

College of Creative Arts
UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH