





-Create Without Limits-

ABSTRACT BOOK





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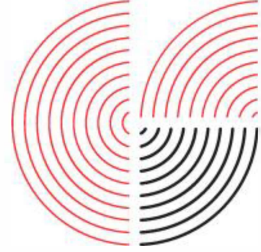
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(Industrial Design)

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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





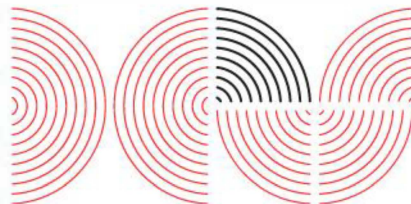
Head of College's Message

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.

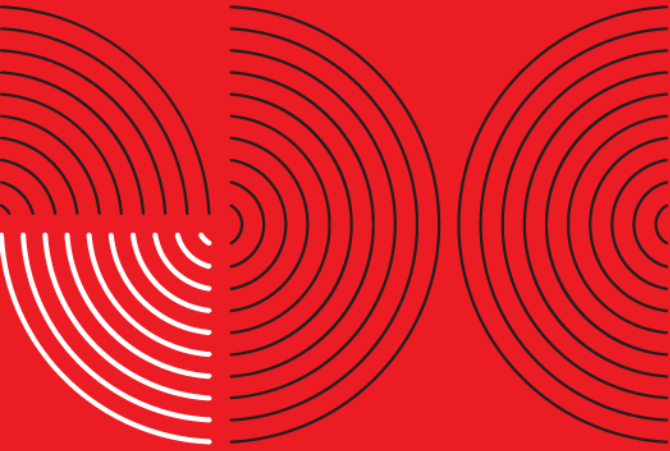
I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you 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 AIMAN BIN HASMIZI
 DIPLOMA IN ART & DESIGN
 (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title	Pretzel Twist	Tagline	Spretzel Your Days
Project Description	Pretzel		

DESIGN ADVISOR:

Mr. Abdullah Kula Ismail, Ms. Syahrini Shawalludin, Mr. Nizar Nazrin

ABSTRACT

Rebranding the pretzel product sold by Ahmad Suhaimie's expanding internet company, "SweetyMunch," is the main subject of this study. Since its founding in 2023, SweetyMunch has focused on offering a wide range of pretzels to suit a variety of palates. Even with its appetising products, the brand hasn't gotten the kind of publicity and marketing it needs to reach its full potential. The most well-liked flavours in its wide product line are matcha, chocolate, and strawberry pretzels, all of which have devoted fan bases. But with little marketing effort and little brand awareness, SweetyMunch's potential to reach a wider audience is still unrealized. The goal of this rebranding campaign is to improve the brand's identity and have a stronger presence in the marketplace in order to overcome these obstacles. Thus, after various brainstorming sessions, a new logo and tagline emerged. Introducing the new name Pretzel Twist, the logo is a visual representation of the brand's identity, combining the iconic pretzel shape with playful and approachable design elements





The centrepiece of the logo is a stylised pretzel, symbolising the product's signature twisted shape and evoking a sense of authenticity and tradition. The typography is rounded and soft, reflecting a friendly and cheerful tone that aligns with the brand's mission to bring joy and creativity to everyday snacking. The colour palette consists of warm tones: dark brown for the pretzel outline and border, representing the baked richness of pretzels, light brown for the text, symbolising sweetness and comfort, and creamy white, which adds balance and freshness to the design. These colours harmonise to create a welcoming and appetising aesthetic that resonates with the food theme of the brand.



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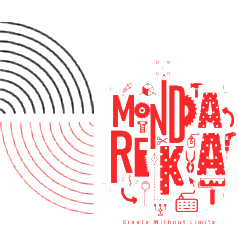
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