

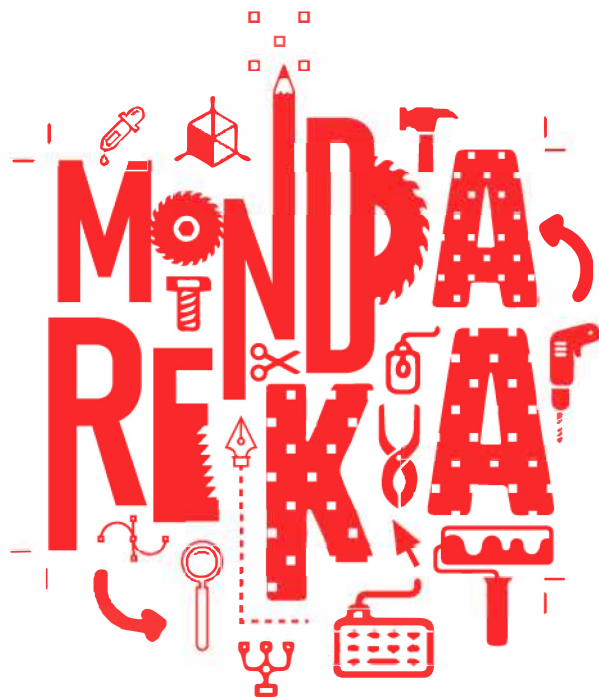


ABSTRACT BOOK



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- Create Without Limits -

ABSTRACT BOOK



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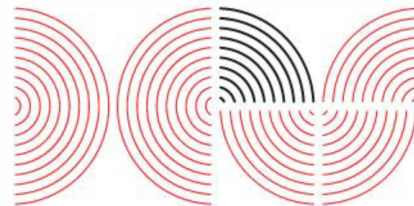
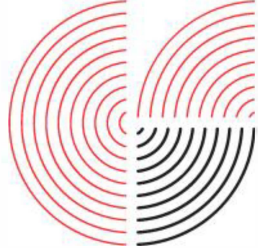
Assalamualaikum and warm greetings,

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 selfexpression 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



MURSYIDAH BINTI AZMANUDDIN
DIPLOMA IN ART & DESIGN
(GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title
Lunar Treasure

Tagline
Mooncake Mastery in Every Bite

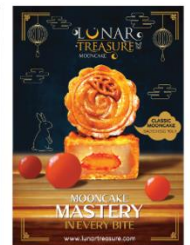
Project Description Mooncake

DESIGN ADVISOR:

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

ABSTRACT

Mis Dilla Kitchen is an online shop selling various desserts like mooncakes, brownies, and more. This brand provides a delightful assortment of homemade treats that combine traditional flavours with innovative ideas. Mis Dilla Kitchen (mooncake) is made using premium, locally sourced ingredients, guaranteeing a genuine and fresh flavor. The kitchen takes pride in utilising family recipes refined through generations to provide a warm and nostalgic experience with each mouthful. Talented artisans craft the genuine family recipe mooncake with diverse flavours. Individuals aged 25 to 40 years are the target audience. Lunar Treasure is the new brand name; Lunar symbolises the moon, and Treasure signifies the cherished traditional dessert of the Mid-Autumn Festival. Lunar Treasure (mooncake) represents the height of opulence, merging tradition to craft an extraordinary experience. Drawing inspiration from the allure of the moon and the grace of the Mid-Autumn Festival, every mooncake is a masterpiece made with top-quality ingredients. Lunar Treasure symbolises a celebration of culture elevated to a premium standard. Every mooncake attracts the enthusiast to relish the balance of contemporary luxury and age-old artistry. Ideal for presents or personal delight, it elevates the basic act of giving mooncakes into a remarkable display of elegance and luxury, turning it into a gem deserving of the season's most beloved memories.



Carrier Box



Container Box



Our range of products includes three delicate varieties of mooncakes. For enthusiasts of chocolate, the Snowskin Chocolate Mooncake is an unbeatable selection. Wrapped in a silky smooth snowskin, this mooncake contains a rich chocolate filling that dissolves on our tongue. It's a contemporary take on tradition, ideal for those wanting a sugary treat. Next, the classic Red Bean Mooncake honours one of the most cherished tastes in Chinese cuisine. Surrounded in delicate layers of pastry, the velvety red bean filling provides a pleasing combination of essential sweetness and luxurious texture. The classic egg yolk mooncake represents the spirit of the Mid-Autumn Festival. Its golden and brown exterior surrounds a deliciously sweet lotus seed filling enhanced by the creamy, salted egg yolk core to represent the full moon. This mooncake evokes memories of festive moments, making it an essential part of every celebration.

contemporary luxury and age-old artistry. Ideal for presents or personal delight, it elevates the basic act of giving mooncakes into a remarkable display of elegance and luxury, turning it into a gem deserving of the season's most beloved memories. Our tagline, "Mooncake Mastery in Every Bite," reflects a genuine family recipe and the skilled craftsmanship of mooncakes. Every mooncake undergoes meticulous craftsmanship, demonstrating the artisans' skill. The expression evokes feelings of heritage, craftsmanship, and premium quality, with each mouthful offering an ideal harmony of taste, texture, and genuineness. It attracts customers desiring a high-quality, fulfilling experience that respects the heritage and cultural importance of mooncakes. The mooncakes take pride in employing family recipes refined over generations, providing a warm and nostalgic experience in every bite.





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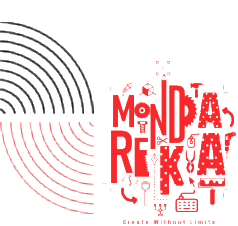
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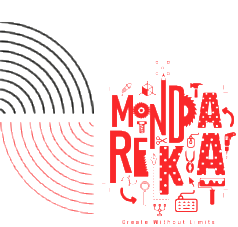
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Dr. Hasnul Azwan Azizan@ Mahdzir

Dibantu Bahagian Fasiliti – En. Nasri







DESIGN SHOW 2025

College of Creative Arts
UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH