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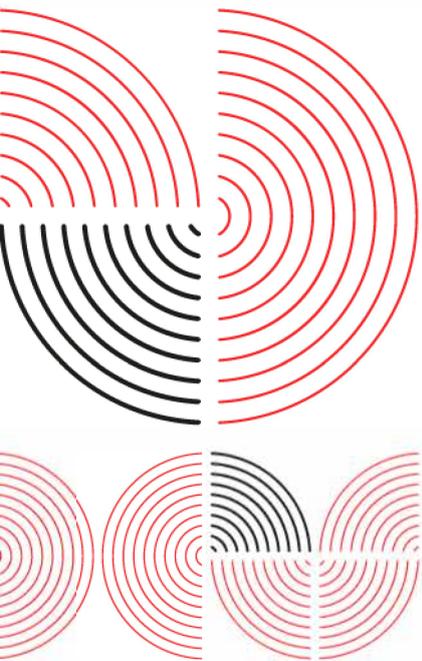


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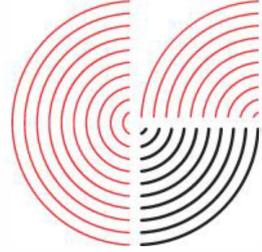
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Foreword Rector's Message

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



NURAIN NAJIHAH BINTI AZMAN
 DIPLOMA IN ART & DESIGN
 (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title

Brews & Hues

Tagline

Where Art Meets Aroma

Project Description

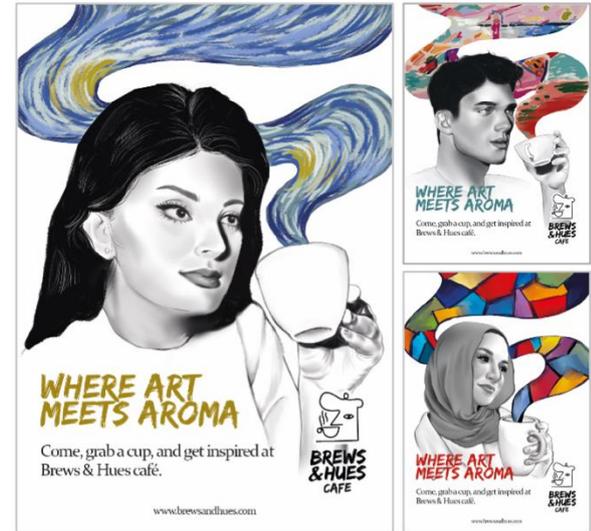
Coffee and art café

DESIGN ADVISOR:

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

ABSTRACT

The objective of this project is to rebrand the Co.Peaberry café. Located at SP Plaza, Sungai Petani, Kedah, this café offers a cozy space where customers can relax, enjoy delicious drinks, and explore art. The café has established itself as a welcoming hub for both coffee enthusiasts and art lovers, creating a warm and inspiring atmosphere that invites everyone to stay and explore. However, there are some shortcomings, despite its potential. For instance, inconsistent applications of the logo and corporate colours, which are yellow and black, make the overall branding feel asymmetrical. Additionally, the packaging applies the logo differently, potentially confusing customers. Furthermore, the art theme, which is supposed to be the key concept of the cafe, doesn't come across clearly in the interior and exterior design of the cafe. Despite these challenges, the café has outstanding potential. By improving its branding and adding more artistic elements, like displaying local art or creating interactive spaces, it could become a unique and welcoming place where people can enjoy both coffee and art.





Hence, a new name and tagline emerged after much thinking. Introducing Brews & Hues Café: the logo is a visual representation of the brand's identity, combining a one-line illustration of a person wearing a beret and a coffee cup. Brushstroke-like typography emphasises the art element. Moreover, the new tagline "Where Art Meets Aroma" suggests a place or experience that combines two sensory pleasures—art and aroma—where the senses come together to create an atmosphere that stimulates creativity and relaxation. In summary, the change of Co.Peaberry Café's name to Brews & Hues is a big step in improving its appeal and identity. Addressing its present issues and focusing on the fusion of coffee and art will help the café draw in more customers and cultivate a lively, artistic community. Both locals and tourists looking for inspiration, cosiness, and a genuinely unique experience may choose Brews & Hues because of its updated logo, original concept, and clear future goals.





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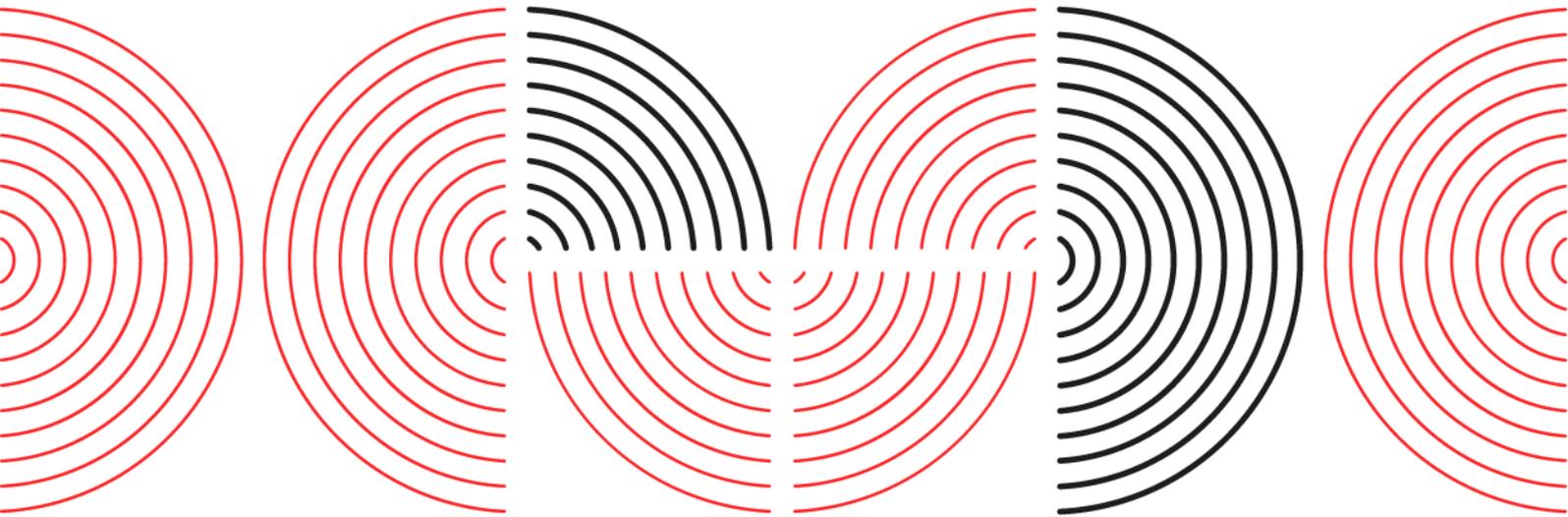
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DESIGN SHOW 2025

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