



- Create Without Limits -



DESIGN SHOW 2025

College of Creative Arts
UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH

ABSTRACT BOOK



UMKM Melayu
لومبا انكوي، ملبا

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Co-Editor : Nurul 'Ayn Ahmad Sayuti, Abu Hanifa Ab Hamid, Norarifah Ali, Zaidi Yusoff, Mohd Taufik Zulkefli, Mohd Hamidi Adha Mohd Amin, Mohamad Hazmi Shoroin, Mohd Zamri Azizan, Mohamat Najib Mat Noor, Asrol Hasan, Azhari Md Hashim, Azmir Mamat Naw, Dinah Rakhim, Hasnul Azwan Azizan @ Mahdzir, Nazri Abu Bakar & Mohd Rozman Mohd Nasir

Design & Layout Editor: Syahrini Shawalludin & Asrol Hasan.
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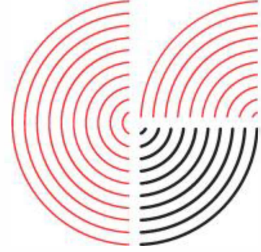
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Foreword Rector's Message



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.

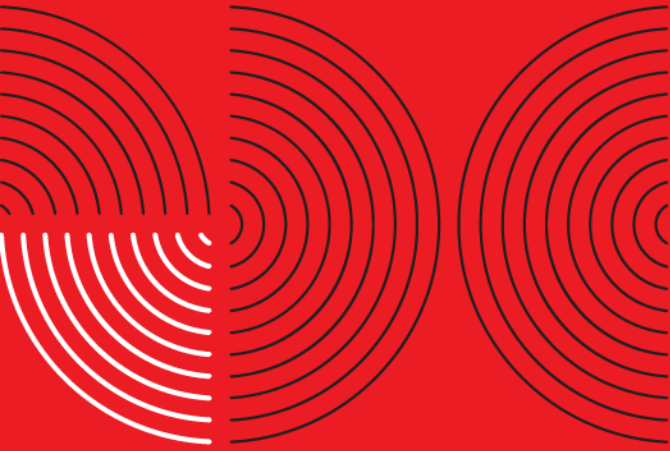
I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you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





- Create Without Limits -



GRAPHIC DESIGN & DIGITAL MEDIA



SITI NURNATASHA BINTI MOHAMAD HASNI
 DIPLOMA IN ART & DESIGN
 (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title

Laksa Dapoq Kayu

Tagline

Rasa Sama Turun Temurun

Project Description

Laksa

DESIGN ADVISOR:

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

ABSTRACT

The goal of this study is to propose a comprehensive redesign of a small laksa shop. The shop, located at Ambangan Height, Sungai Petani, is well-known for its authentic family recipe. The owner, Siti Fatimah Binti Daud, established it in 2024. The owner herself developed the family recipe for the laksa she sold, giving it a distinct taste. Introducing Laksa The owner's authentic recipe, passed down through generations, inspires Dapoq Kayu, a unique laksa brand. The names "Laksa," meaning the product itself, and "Dapoq Kayu" represent the old tradition of cooking on a stove that was used ages ago, which is a wooden stove. For the logo, I incorporated a combination mark that symbolizes the traditional wooden stove, thereby combining a traditional feel with a modern style. With the tagline I used for this brand, "Rasa Sama Turun Temurun," it gives a more authentic vibe for the branding and for the product name itself.





The wooden stove, filled with spilt broth and spices, creates a delectable impression on the icon. The flower icon represents the spices that are used in the laksa broth. Customers around the area continue to enjoy the tantalizing laksa taste, upholding the tradition. The laksa broth has a spicy flavor with all the spices and fish taste that represent the major key ingredients for each different kind of laksa. Additionally, the promotion of this brand includes a mix of advertising strategies, such as billboards, indoor and outdoor promotion ads, and active engagement on social media platforms like Instagram. The promotion is to share the target audience with the product of Laksa Dapoq Kayu promoted in their menu. Laksa Dapoq Kayu aims to satisfy those who crave authentic handmade laksa with their own unique taste, offering a variety of different kinds of laksa, including Laksa Johor, Laksa Sarawak, and Laksa Penang. Each one of the products has a different taste in the broth, which gives it the uniqueness of every different kind of laksa.



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Penasihat Program

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Pengerusi Program

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Pn Fadila binti Mohd Yusoff

En Ahmad Fazlan bin Ahmad Zamri

En Muhamad Aiman Afiq bin Mohd Noor

**Jawatankuasa Pameran Pelajar Tahun Akhir
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Senireka Grafik dan Media Digital

Dr. Shafila Subri

En. Abdullah Kula bin Ismail

Cik Syahrini binti Shawalludin

En. Syazrul Hafizi bin Husin

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En Nizar Nazrin

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Jawatankuasa Editor Buku dan e-ISBN Katalog

Cik Syahrini binti Shawalludin

Pn JuainiJamaludin

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**Jawatankuasa Jemputan & Protokol (VIP/ Rektor/ JKE/
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En. Zaidi Yusoff

Pn. Shuhaila MD Shahid

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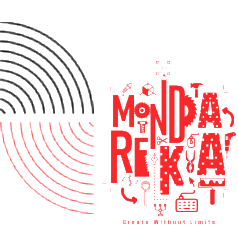
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En. Mohamad Hazmi Mohamad Shoroin

Dr. Hasnul Azwan Azizan

Staf Bengkel IDE

Jawatankuasa Logistik, Peralatan, Teknikal

En. Mohd Zamri Azizan

Dr. Hasnul Azwan Azizan@ Mahdzir

Dibantu Bahagian Fasiliti – En. Nasri







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