



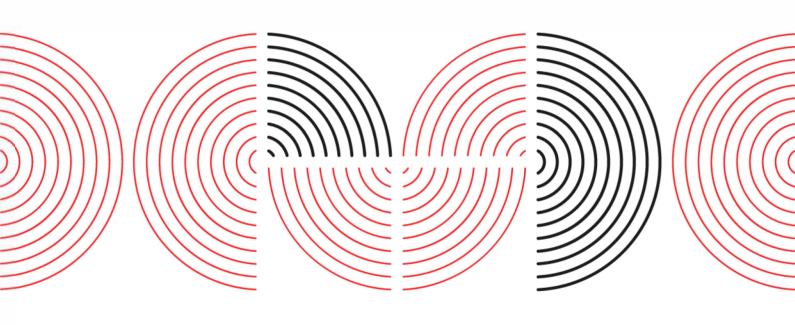
# DESIGN SHOW 2025 College of Creative Arts



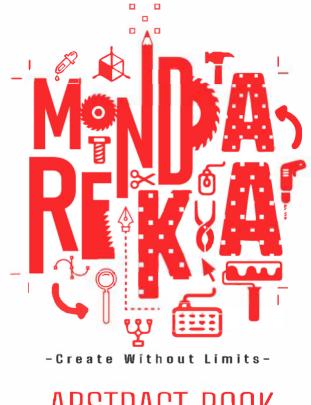
# ABSTRACT BOOK



-Create Without Limits-







ABSTRACT BOOK





College of Creative Arts, Universiti Teknologi MARA Kedah Branch, 08400 Merbok Kedah, Malaysia. Copyright 2025 College of Creative Arts, Universiti Teknologi MARA Kedah Branch.

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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 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.

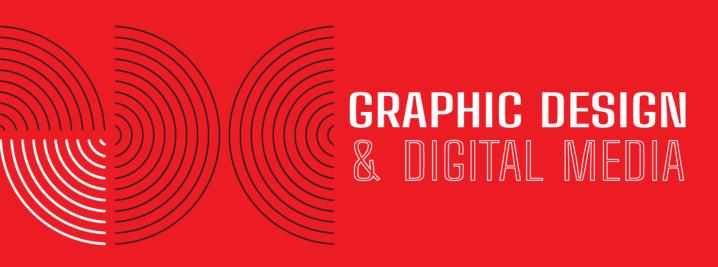
Dr. Nurul 'Ayn Ahmad Sayuti Head of College of Creative Arts, UiTM Kedah Branch







-Create Without Limits-



### **GRAPHIC DESIGN & DIGITAL MEDIA**





DINIEY ALLEYA ADRIANNA BINTI JEFFRIE DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



**Project Title** Kesatria

### **Tagline**

Pahlawan Nusantara Bangsa Malaya

**Project Description** 

2D Animation

### **DESIGN ADVISOR:**

Mohd Syazrul Hafizi Husin, Mr. Nizar Nazrin, & Mr. Nazirul Mubin Awang Besar

### **ABSTRACT**

This project proposes a rebranding for Cerita Ijap Brunei, a 2D animation founded in 2022 by Aldrin Jalong Baring Anak Melayu in Brunei Darussalam, is a rising star in horror animation. Specializing in engaging horror shorts for the 18+ demographic, particularly young adults, it weaves local folklore with modern storytelling. Primarily hosted on YouTube, the platform captivates audiences with its unique and thrilling narratives, enriching the regional horror genre. Thus, I propose a new direction title Kesatria, Tengku Asmarloka, a revered leader of the Malayan nation, dreams of reforming his divided society. The nation is split into four elemental classes: Sea (elite), Wind (neutral), Fire (wealthy yet marginalized), and Soil (oppressed and impoverished). A colonizer invasion seeking to seize the mystical keris ancient weapons embodying elemental power throws the nation into chaos, deepening social divides and sparking a fierce power struggle.





### **GRAPHIC DESIGN & DIGITAL MEDIA**





Four warriors rise to defend their homeland: Tengku Asmarloka (Sea), Nuluh Tavan (Wind), Lie Yan Zhan (Fire), and Bhumi Pravitha (Soil). However, their differences and prejudices hinder collaboration. They are guided by Adiratna Alina, the stepdaughter of the Permaisuri, a cunning queen who betrays her nation by aiding the colonizers to gain power. Adiratna, opposing her stepmother's corruption, inspires the warriors to embrace unity and mutual respect. Under Tengku Asmarloka's leadership, the warriors confront the colonizers and the Permaisuri's schemes. By overcoming their divisions and working together, they reclaim the keris and restore peace to the nation. Their triumph demonstrates that unity, respect, and courage can conquer even the greatest challenges, leaving a legacy of hope and harmony.











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En. Nizar Nazrin (Grafik)

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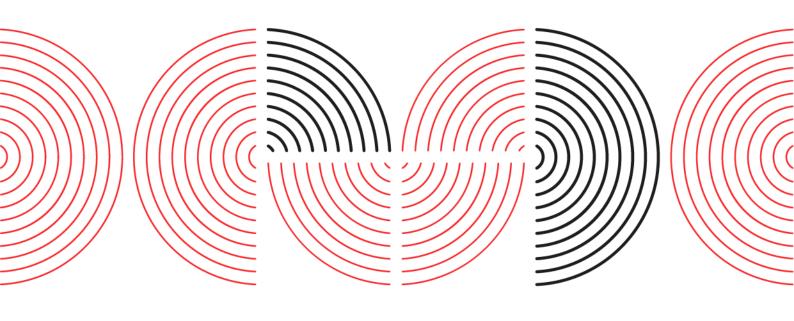
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