



- Create Without Limits -



DESIGN SHOW 2025

College of Creative Arts
UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH

ABSTRACT BOOK



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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

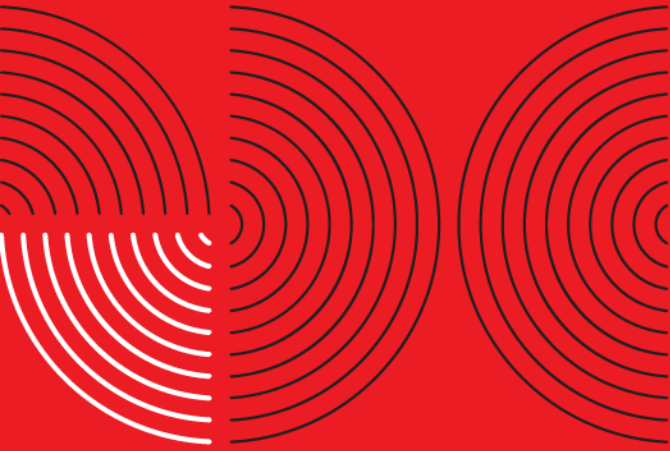
It fills me with immense joy to witness the extraordinary dedication of both the organizing team and students in ensuring the resounding success of this event. Our concern for the future of our students, particularly in navigating the complexities of the new normal, drives us to create a more vibrant 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



MUHAMMAD ALIFF AFHAM BIN MOHD ASWAN
 DIPLOMA IN ART & DESIGN
 (GRAPHIC DESIGN & DIGITAL MEDIA)

Project Title
 LOKAL AH!

Tagline
 Taste Like Never Before

Project Description Sparkling Juice With Local Fruit Flavour

DESIGN ADVISOR:

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

ABSTRACT

Lokal Ah! is an innovative beverage brand founded by Ainul Ikhwan in 2024 and based in Perlis, Malaysia. The company is dedicated to delivering a unique drinking experience through its creative reimagining of classic beverages using local Malaysian fruits. Originally inspired by mojito style drinks, Lokal Ah! has rebranded its offerings as sparkling juice to enhance commercial appeal and accessibility. Packaged in sleek glass bottles, the product is designed for both local enjoyment and seamless export worldwide. The name Lokal Ah! carries a deep purpose. The use of "Lokal" instead of "Local" is a deliberate choice to promote Bahasa Melayu internationally. When customers abroad see the word "Lokal," they will recognize it as a nod to the Malaysian language and culture, immediately associating the product with its Malaysian origins. This branding reinforces the product's authenticity while showcasing Malaysia to the world. The "Ah!" in the name represents the refreshing satisfaction felt after taking a sip of the drink.



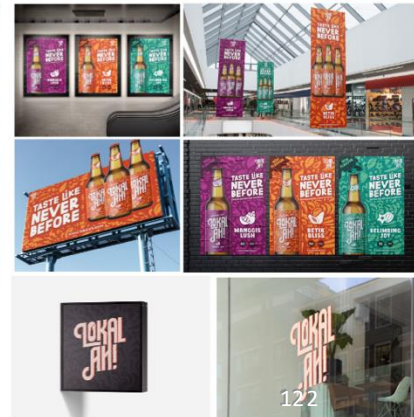
Manggis lush

Betik Bliss

Belimbing Joy



Currently, the brand offers three exotic flavors: Manggis Lush (mangosteen), Betik Bliss (papaya), and Belimbing Joy (starfruit). These beverages highlight Malaysia's tropical fruits and offer a bold, refreshing taste like no other. Targeted at adventurous individuals and those eager to explore unique flavors, Lokah Ah! promises a drinking experience that's truly one of a kind. With the tagline "Taste Like Never Before," Lokah Ah! ensures its beverages deliver flavors unmatched by any other brand, even while rooted in the familiar mojito inspired style. By blending local pride, creative branding, and exceptional taste, Lokah Ah! is poised to captivate both domestic and international markets, making Malaysia proud.





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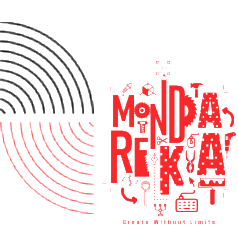
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