



- Create Without Limits -



DESIGN SHOW 2025

College of Creative Arts
UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH

ABSTRACT BOOK



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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

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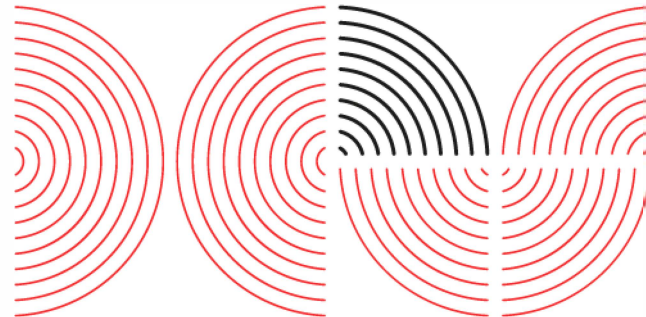




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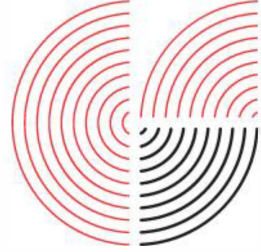
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Foreword Rector's Message

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.

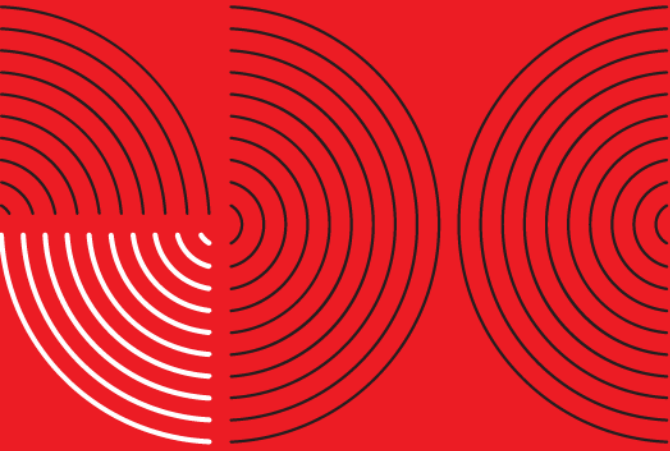
I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you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





- Create Without Limits -



GRAPHIC DESIGN & DIGITAL MEDIA



SYAFIQAH BINTI SHAMSUL BAHRIN
DIPLOMA IN ART & DESIGN
(GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title
Re-Style

Tagline
Rock 'Em up

Project Description Second-hand clothes

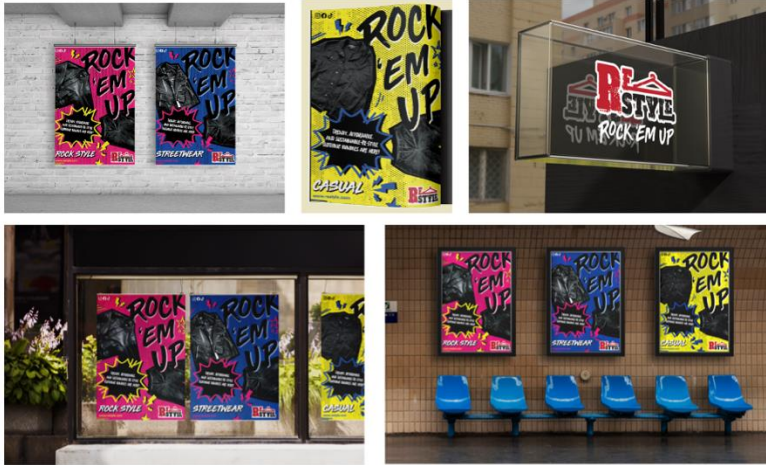
DESIGN ADVISOR:

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

ABSTRACT

This project proposes a rebranding approach for Mmf Bundle, a second-hand store founded by Muhammad Ariff Fakhry Bin Othman in August 2022. It is based in Alor Setar, Kedah, Malaysia, where the store primarily caters to adults who want access to quality goods of second-hand clothes and accessories. With the tagline, "Rock 'Em Up", encourages people to thrifting since some of the carry items are from past decades, which can evoke nostalgia and allow people to reconnect with styles or items they remember from their youth. Some of the items also carry high-quality, well-made items, sometimes even designer brands at a fraction of their original cost.





Starting with rock styles that is a bold aesthetic influenced by rock music. It combines with rough, edgy components to create a look that radiates confidence and a little attitude. Streetwear is about versatile, creativity and self-expression. It features eye-catching, yet comfortable fits and a mix of luxury and casual. Casual styles show functionality first while still looking put together. It provides countless opportunities for showing individual styles and is ideal for daily wear. Re-style promotes rock, streetwear and casual styles on social media, billboards, and advertisements to emphasize its boldness and vibrancy. This ensures that with thrifting, it can give the thrill of discovering unique, or one-of-a-kind pieces that can't be found in regular stores.





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(Research Advisor & Design Advisor)**

Senireka Grafik dan Media Digital

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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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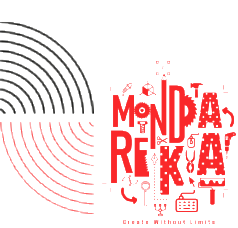
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En. Mohammad Ameerul bin Mohd Isa

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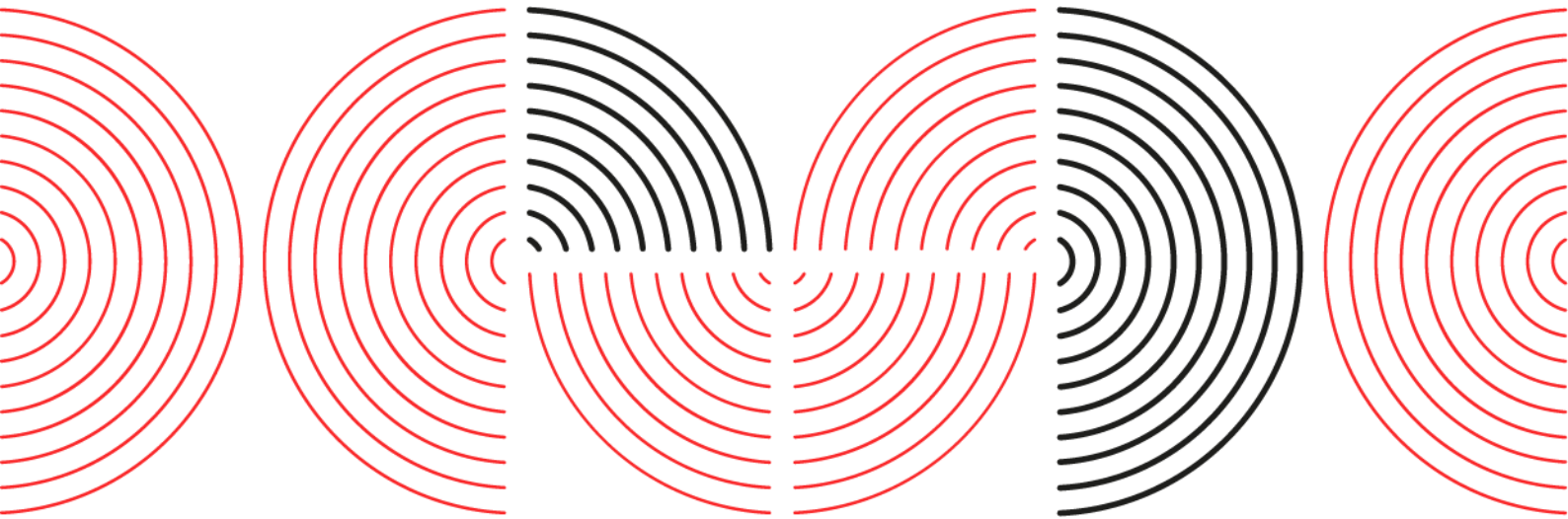
Jawatankuasa Logistik, Peralatan, Teknikal

En. Mohd Zamri Azizan

Dr. Hasnul Azwan Azizan@ Mahdzir

Dibantu Bahagian Fasiliti – En. Nasri







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