



EXTENDED ABSTRACT



InViCCAD 2025
1ST INTERNATIONAL VIRTUAL COMPETITION OF CREATIVE
ARTS & INNOVATIVE DESIGN IN TEACHING & LEARNING



Design Innovation Academic Show 2025



Organized by



Fakulti
Seni Lukis & Seni Reka
Cawangan Kedah



اوسها تقوى موليا

Collaboration with



#perubahanluarbiasa
#ADpilihanpertama



**EXTENDED
ABSTRACT**

**Design
Innovation
Academic
Show 2025**





DIAS 2025 (Design Innovation Academic Show) is all about "Transcending the Boundaries of Creativity: Innovation in Art & Design for 21st Century Education." This vibrant program shines a spotlight on how creativity and innovation are reshaping modern education.

It consists of three key components. First up is the Mindareka Design Show, an exhibition that showcases students' final year projects and creative designs, giving them a chance to connect with industry professionals and the wider community. Next, we have the Northern Innovation Academic Tour (NIAT), which takes participants on an academic adventure to select institutions and innovation centers in the northern region, aimed at promoting knowledge sharing and building strong academic and professional networks.

Finally, there's the 1st International Virtual Competition of Creative Arts & Innovative Design in Teaching & Learning (InViCCAID), a global competition that recognizes outstanding practices in teaching and learning by blending art, technology, and innovative design. But DIAS 2025 is more than just a talent showcase; it's a powerful platform for empowering both students and educators, while also strengthening collaborations between universities, creative industries, and global communities. With its inclusive and interdisciplinary approach, this initiative strives to spark relevant, competitive, and impactful ideas and innovations that truly benefit society and push the future of education forward.



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Design
Innovation
Academic
Show 2025



Prof. Dr. Roshima Haji Said
Acting Rector
UiTM Kedah Branch

Rector's Message

I am delighted to extend my heartfelt congratulations to the College of Creative Arts, UiTM Kedah Branch, for bringing MINDAREKA 2024 - Unleashing Your Visual Creativity to fruition. The triumphs of past MINDAREKA editions undoubtedly fueled the organization of this year's event, making MINDAREKA 2024 a reality.

MINDAREKA 2024 - Unleashing Your Visual Creativity stands as a testament to the dedication of students at the College of Creative Arts, UiTM Kedah Branch, providing them with a platform to showcase their final art projects. Beyond serving as a space for the exploration of fresh, innovative, and entrepreneurial concepts, this exhibition is poised to connect aspiring talents with potential clients and employers.

I extend my sincere gratitude to all participants whose enthusiasm and support have contributed to the success of MINDAREKA 2024 - Unleashing Your Visual Creativity. Their unwavering belief and commitment have truly brought this event to life, marking it as a resounding triumph!





Head of Faculty Message

It is an honour to introduce DIAS 2025 – Design Innovation Academic Show, held under the theme “Transcending the Boundaries of Creativity: Innovation in Art & Design for 21st-Century Education.” This significant event reflects the faculty’s ongoing commitment to fostering a culture of innovation, critical thinking, and creative exploration among our students and academic community. As we navigate the complexities of the 21st century, it becomes increasingly clear that education must go beyond traditional boundaries to embrace multidisciplinary approaches that are both relevant and future-forward.

The three core components of DIAS 2025, Mindareka Design Show, Northern Innovation Academic Tour (NIAT), and the 1st International Virtual Competition of Creative Arts & Innovative Design in Teaching & Learning (InViCCAID) which is serve as vital platforms to highlight the convergence of design, technology, and pedagogy. These initiatives not only empower our students to showcase their talents and ideas, but also create opportunities for engagement with industry leaders, academic peers, and global collaborators. The Mindareka Design Show celebrates student creativity and innovation through compelling final year projects. NIAT fosters knowledge sharing and institutional partnerships through academic visits and exchanges, while InViCCAID offers international recognition for excellence in integrating art and design into teaching and learning.

I would like to express my deepest appreciation to the organising committee, faculty members, students, and strategic partners who have worked tirelessly to bring this programme to life. Your dedication and collaborative spirit have made DIAS 2025 a reality and a reflection of our shared vision for transformative education. It is my hope that this platform will continue to inspire meaningful dialogue, cultivate groundbreaking ideas, and spark a new wave of innovation that enriches both education and society.



Mohamat Najib Mat Noor
Head of Faculty
Faculty of Arts & Design
UiTM Kedah Branch





**Graphic Design
& Digital Media**





KASSIOPEIA MUSIC FEST | MALAM INI KITA PUNYA

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ABSTRACT

On the night of November 15, 2025, under the shimmering constellation of Cassiopeia, a sea of people will come together to celebrate sound, spirit, and indie culture. The Kassiopeia Music Fest is here, ringing out with the powerful message: Malam Ini Kita Punya Tonight Is Ours. Named after the five-star formation that brightens the northern sky in November, Kassiopeia is so much more than just a music festival. It's a gathering of voices, guitars, and hearts all beating in sync. With a focus solely on the indie genre, the festival boasts an exciting lineup of great talents and boundary-pushing acts, from dreamy shoegaze artists and lo-fi poets to energetic garage bands and alt-pop storytellers. Kassiopeia strips away the glitz and glamour, shining the spotlight back on what truly matters: the music, the message, and the magic of the moment. Here, beneath the vast sky, fans and artists share the same space, united by chords, lyrics, and deep emotions. Whether it's your first live show or your fiftieth, Kassiopeia guarantees a night that stays with you. A night where strangers become friends, where songs resonate on a personal level, and where every moment feels tailor-made just for you. This isn't about the mainstream buzz or flashy commercialism. It's about embracing the night together, with talents that dare to be unique, and audiences that genuinely listen. *Malam ini bukan milik satu orang, malam ini kita punya.* Let the stars bear witness.

Keywords: Kassiopeia, Indie, Stars, November, Malam Ini Kita Punya



INTRODUCTION

This project showcases the branding and visual identity design for the Kassiopeia Music Fest 2025, an indie music festival that celebrates youth culture, creative freedom, and emotional connections. Created as part of the Graphic Design Project course, this assignment dives into how design can influence perception, enhance experiences, and forge a memorable identity for a cultural event. Kassiopeia Music Fest is an exclusive indie music festival scheduled for November 15, 2025, set under the stars of the Cassiopeia constellation, which not only inspires the festival's name but also its celestial visual theme. With the tagline "Malam Ini Kita Punya" ("Tonight Is Ours"), the festival promotes unity, self-expression, and shared experiences, particularly among younger audiences who resonate with independent music. This project aims to develop a cohesive visual direction that embodies the festival's core values and vibe. It encompasses logo creation, typography selection, color palettes, poster and merchandise design, along with both digital and print applications. A key focus is on how design elements convey emotion, energy, and identity while being functional and adaptable across different platforms. To capture the raw, expressive essence of indie music and the freedom it embodies, the visual strategy embraces an experimental art style. This approach features unconventional layouts, abstract motifs, hand-drawn textures, and layered, non-linear compositions. The aesthetic intentionally breaks away from traditional design norms to reflect the festival's nonconformist spirit. Through this assignment, the goal is not just to create a visually striking design system, but also to illustrate how graphic design can significantly contribute to storytelling, cultural influence, and brand authenticity.

DESIGN AND DEVELOPMENT OF KASSIOPEIA MUSIC FEST

The design and development phase of the Kassiopeia Music Fest project is all about crafting a striking and emotionally resonant visual identity that truly reflects the festival's indie music roots and its core theme, "Malam Ini Kita Punya." This visual system spans a range of brand touchpoints, starting with the creation of custom stationery items like business cards, file folders, envelopes, and letterhead. These materials embrace the event's experimental art style, ensuring visual consistency while also meeting practical needs. A collection of merchandise including T-shirts, lanyards, tote bags, guitar picks, phone cases, and stickers, further extends the brand identity into

wearable and collectible items, serving as both promotional tools and cherished keepsakes for festival attendees. To complement these, a variety of advertising materials, such as print posters and mockups displayed throughout the city, are also created. From a wallscape billboard to hanging mobiles in community spaces and subway transit posters, these materials utilize eye-catching compositions, vibrant color palettes, and abstract designs to grab attention and convey the festival's raw energy. To bolster the festival's online presence, a series of Instagram posts are developed as well. These posts are crafted to deliver flexible yet visually cohesive announcements, schedules, countdowns, and engagement opportunities. Altogether, these components create a comprehensive visual system that effectively communicates the festival's identity in a clear and creative way across both physical and digital platforms.



Figure 1.1 Logo design of Kassiopeia Music Fest

KASSIOPEIA MUSIC FEST: A PRINT DESIGN PROJECT

Kassiopeia Music Fest is an exciting project that revolves around an indie music festival happening under the beautiful stars of the Cassiopeia constellation on November 15, 2025. The event embraces the unifying tagline "Malam Ini Kita Punya" ("Tonight Is Ours"), celebrating freedom, emotional expression, and the vibrant spirit of youth through the lens of independent music. This project delves into how print design can craft a powerful, immersive brand experience by employing an experimental art style, featuring striking compositions, abstract elements, and layered visual textures that break away from the usual festival look. The visual system is applied across a variety of printed materials, including stationery, merchandise, event ads, and supporting marketing tools (SMT) like flyers, mockups, and Instagram visuals. Each piece is designed to feel personal, expressive, and unforgettable, creating a cohesive identity that truly captures the essence of the event. This project showcases the emotions it evokes. The visual direction takes on an experimental art style, featuring layered textures, striking layouts, and abstract visuals that capture the rebellious spirit of the indie music scene.

This identity shines through in various printed materials, including stationery, merchandise, advertisements, and Supporting Marketing Tools (SMT) like flyers, mockups, and Instagram layouts in print form. Together, these elements create a unified and expressive system that conveys the energy and emotion of the event, showing that print is not just thriving, but also a powerful medium for telling contemporary stories



Figure 1.2 Overall items print design for Kassiopia Music fest

KASSIOPEIA MUSIC FEST: A DIGITAL DESIGN PROJECT

The Kassiopia Music Fest digital design project explores a raw and experimental brand identity through four main components: exhibit design, a television commercial (TVC), a logo animatic, and a website. Each element embraces a messy, hand-drawn visual language that reflects the unfiltered creativity and energy of the festival.



The exhibit design centers around a concert space featuring two opposing stages, designed to host a live band battle experience. This setup creates an energetic, competitive atmosphere where bands perform alternately or simultaneously, engaging the audience from both sides. The dual-stage format is enhanced with synchronized lighting, reactive visuals, and spatial sound design that elevate the intensity of each performance. The layout encourages a dynamic flow of attention across the venue, aligning with Kassiopeia's immersive and expressive identity.

The television commercial (TVC) makes a bold statement with its striking graphics and lively text animations, delivering a message that's both clear and visually captivating. Rather than sticking to polished footage, it opts for an experimental design vibe. Think rough textures, hand-drawn elements, and a bit of chaotic movement that perfectly captures the festival's raw energy. The pacing is sharp and purposeful, ensuring that the essential details pop while still keeping an artistic flair. This TVC embodies the festival's spirit without getting bogged down in explanations, it's loud, raw, and unapologetically creative.

The website acts as the primary digital hub for Kassiopeia Music Fest, echoing the same raw, experimental style seen throughout the project. With its hand-drawn visuals, layered textures, and intentionally chaotic layouts, the site feels more like an art zine than a typical corporate site. Key sections include the Main Page, About Us, Line-ups, Tickets, and Contact Page, all crafted with expressive typography, animated transitions, and unconventional grids. Even with its deliberately messy aesthetic, the site remains user-friendly and easy to navigate, striking a balance between artistic expression and practicality that reflects the festival's identity.

The logo animatic is a brief yet impactful 7-second sequence that encapsulates the essence of Kassiopeia's identity in motion. It kicks off with a single star at the center, which then bursts into five distinct stars, each revealing a different musical instrument inside, symbolizing the festival's diversity and energy. At the peak of the animation, the Kassiopeia logo emerges, surrounded by animated, hand-drawn elements that feel raw, spontaneous, and vibrant. The movement is quick, chaotic, and full of energy, perfectly mirroring the visual style used throughout the project while reinforcing the festival's creative and unrefined character.



Figure 1.3 Exhibit Design

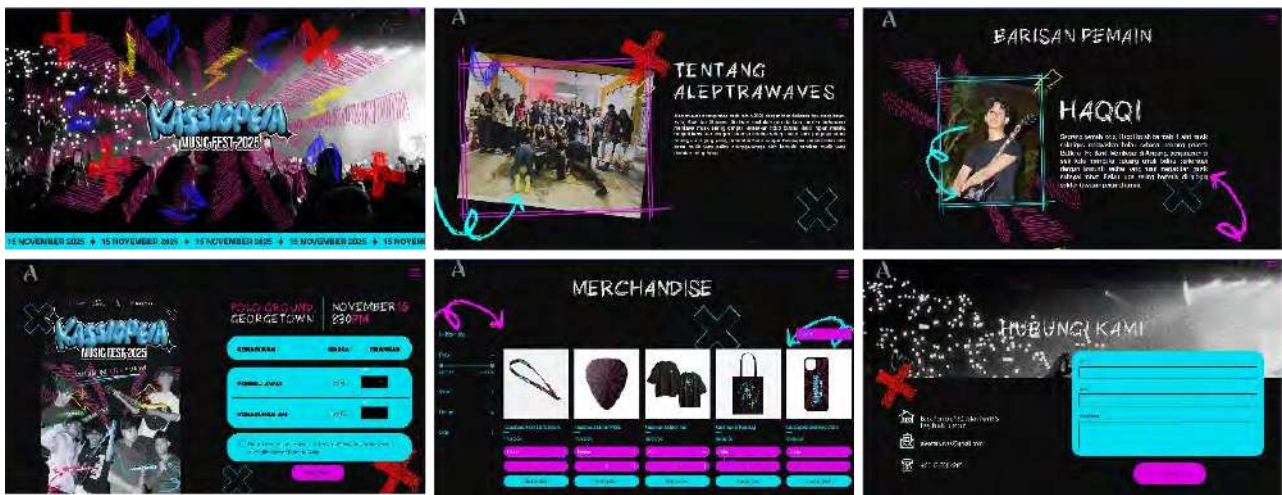


Figure 1.4 Official Website

FINDINGS AND RESULTS OF KASSIOPEIA MUSIC FEST PROJECT

The Kassiopieia Music Fest project took a deep dive into how graphic design can craft a captivating and cohesive experience for events. It wasn't just about the visuals; it was about creating an atmosphere, fostering interaction, and weaving a narrative. By designing across various platforms like exhibit spaces, TV commercials, logo animations, and websites, the project highlighted how crucial a strong, unified concept is for leaving a lasting impression of the festival. One of the standout discoveries was how effective it can be to blend experimental design techniques with clear communication. Even when using layered visuals, abstract compositions, and bold layouts, audiences still connected with the event's



core message. The design choices amplified the energy of the concept without drowning it out, proving that personality and clarity can coexist beautifully. The dual-stage band battle concept in the exhibit design was a hit, offering a fresh and interactive twist on the usual live music experience. It encouraged the audience to move, compete, and engage actively. The TV commercial and logo animation helped boost recognition, while the website served as a functional yet visually striking hub that tied everything together. Ultimately, the project showcased how a creative direction grounded in bold ideas and consistency across different mediums can breathe life into an event in a truly engaging and immersive way. The Kassiopeia Music Fest is a testament to how graphic design can transcend mere aesthetics as it has the power to influence how people feel, move, and connect with both a space and its story.

CONCLUSION AND RECOMMENDATION

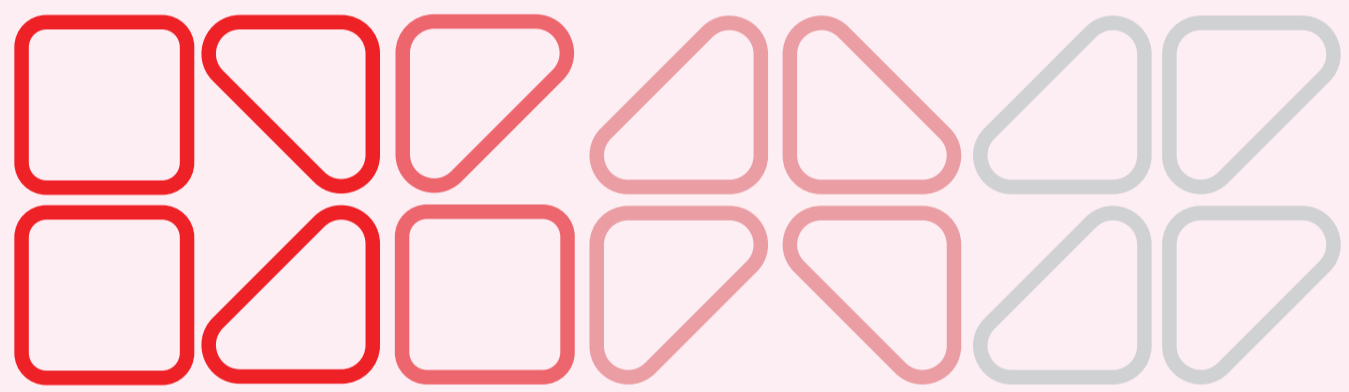
The Kassiopeia Music Fest project was an exciting journey into how graphic design can really shape and enhance the identity of a music festival through a unified, multi-platform strategy. By blending exhibit design, a TV commercial, a logo animation, and a website, the project created a festival atmosphere that felt raw, vibrant, and intentionally a bit rough around the edges hence capturing a spirit of experimentation and creative freedom. One of the most impressive features of the project was the dual-stage concert area, which transformed the usual live music setup into something much more engaging and interactive. Located at opposite ends of the venue, the two stages were crafted to host a nonstop band battle, allowing performers to interact rhythmically across the space, boosting the energy and pulling the audience right into the action. This layout encouraged movement, created visual tension, and offered a dynamic experience that blurred the lines between performance and environment. It not only added variety to the shows but also fostered a deeper connection, turning passive spectators into active participants in the experience. Ultimately, this project shows that graphic design goes beyond just aesthetics; it's about how it conveys an experience, tells a story, and invites people in. The Kassiopeia Music Fest is a celebration of sound, space, and visual creativity. It is an event shaped not only by music but also by bold ideas and thoughtful design. Finally, Kassiopeia Music Fest has the exciting potential to evolve from a mere idea into a vibrant cultural hub, one that supports underground artists, embraces experimental sounds, and explores alternative design concepts. With its striking visual identity and engaging event format, the festival could transform into a dynamic space where music, art, and performance come together in a



beautiful collision of creativity. The goal is for Kassiopeia to not only captivate audiences but also spark a fresh wave of event design that prioritizes genuine expression over flawless execution.

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