



# EXTENDED ABSTRACT



**InViCCAD 2025**  
1<sup>ST</sup> INTERNATIONAL VIRTUAL COMPETITION OF CREATIVE  
ARTS & INNOVATIVE DESIGN IN TEACHING & LEARNING



# Design Innovation Academic Show 2025



Organized by



Fakulti  
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Cawangan Kedah



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Collaboration with



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**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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**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**





## CREPE TOON | TASTE THE JOY, TASTE THE PIXEL

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### ABSTRACT

Crepe Toon is a delightful blend of food and art, turning ordinary pancakes into joyful masterpieces with playful, pixel-style cartoon designs. Drawing inspiration from the nostalgic charm of 8-bit video games and our shared love for sweet treats, Crepe Toon offers a unique culinary adventure where each pancake transforms into a colorful canvas filled with fun and character. With a vibrant visual identity rooted in playful designs, bold shapes, and lively colors, our pancakes are sure to captivate children, families, and anyone who appreciates a dash of creativity. Our tagline, "Taste the Joy, Taste the Pixel," perfectly captures the spirit of our brand: a delightful mix of scrumptious flavors and visually stunning edible art. Each pancake is lovingly crafted with cartoon-inspired imprints—from cheerful characters to pixelated icons that bring smiles even before the first bite. More than just a meal, Crepe Toon redefines breakfast and snacks with interactive, shareable, and Instagram-worthy designs. But Crepe Toon is about more than just looks; we prioritize quality ingredients, kid-friendly flavors, and a fun customer experience. Whether enjoyed at events, cafes, or through pop-up booths, each pancake radiates a joyful energy that resonates with both kids and the young at heart. By merging digital nostalgia with edible joy, Crepe Toon aims to shine as a creative brand that brings together the worlds of food, art, and play. Crepe Toon invites you to savor happiness in every pixel where flavor meets fun, and imagination turns into something delicious.

**Keywords:** Pancake, Pixel Art, Cartoon, Fun, Joy



## INTRODUCTION

Crepe Toon is an imaginative graphic design project that beautifully merges the realms of food and visual storytelling through delightful pixel-inspired pancake art. Born out of a graphic design course, this initiative dives into how design can shape user experiences, brand identities, and consumer interactions in a playful and innovative manner. By turning ordinary pancakes into whimsical pixel cartoon characters, Crepe Toon offers a fresh and artistic twist on food presentation, mixing a sense of nostalgia with contemporary visual trends. The project emphasizes crafting a strong visual identity through character design, color theory, layout, and branding elements, all revolving around the catchy concept of "Taste the Joy, Taste the Pixel." This tagline not only embodies the essence of the brand but also highlights the aim of making food more engaging through thoughtful design. Crepe Toon seeks to captivate children, families, and pop-culture fans by providing both a visual feast and a sensory delight. Throughout this assignment, various design processes like conceptual sketching, digital illustration, mock-up creation, and packaging design are explored to create a cohesive and market-ready product identity. The project also weaves in elements of storytelling and interactivity, positioning Crepe Toon as more than just a product—it's a joyful, design-driven experience.

## DESIGN AND DEVELOPMENT OF CREPE TOON

The design and development phase of Crepe Toon centers on building a cohesive and visually engaging brand that brings pixel-style pancake art to life. The design direction focuses on playful, nostalgic pixel graphics fused with vibrant cartoon characters to create an identity that is both charming and memorable. Packaging design features compact, eco-friendly boxes with bold, colorful illustrations of the pancakes and characters, making them attractive on shelves and ideal for takeaways or gifting. Merchandise items such as character-themed t-shirts, enamel pins, keychains, and aprons extend the brand into lifestyle products, reinforcing brand recognition while appealing to younger audiences and collectors. The advertising strategy combines digital and print media, using bright visuals, catchy taglines like "Taste the Joy, Taste the Pixel," and character-based storytelling to create emotional connections with the audience. A short, animated promo and motion posters are also developed to enhance engagement. The Social Media Toolkit (SMT) includes pre-

made templates for Instagram posts, stories, stickers, highlight covers, and branded hashtags to maintain visual consistency across platforms. It also features interactive content such as polls, games, and behind-the-scenes design sketches to build community engagement. Overall, the project merges playful design with strategic branding to create an immersive, fun-filled visual and product experience that makes Crepe Toon not just a pancake but a joyful, shareable moment.



Figure 1.1 Logo design and Packaging Design

Crepe Toon is a fun and imaginative print design project that mixes visual creativity with food culture, featuring pixel-art pancake characters as the brand's centerpiece. Born out of a print-based design course, this project dives into how traditional print media can craft a strong, memorable visual identity across various physical touchpoints. From packaging to promotional materials, Crepe Toon taps into the nostalgic charm of 8-bit pixel art and vibrant cartoon elements to connect with a young, family-friendly audience. The project showcases visually striking packaging designs that highlight the pixel pancake characters in colorful, themed layouts. Each package is crafted to be eye-catching, functional, and in tune with the brand's joyful and playful spirit. Additional print materials include menu designs, sticker sheets, collectible cards, and flyers—all infused with a consistent design language and character-driven

storytelling. To broaden the brand's appeal, Crepe Toon also offers merchandise like posters, printed tote bags, and recipe cards that encourage brand engagement and consumer interaction. Typography, color palettes, grid layouts, and character positioning are all carefully considered throughout the design elements to ensure clarity, harmony, and impact. As a print design project, Crepe Toon illustrates how branding, character design, and packaging can unite through print to create a cohesive, engaging, and delightful user experience where every printed piece embodies the tagline: "Taste the Joy, Taste the Pixel."



Figure 1.2 Overall items print design for Crepe Toon



## CREPE TOON: A DIGITAL DESIGN PROJECT

Crepe Toon is an exciting and interactive digital design project that brings pixel pancake art to life across various digital platforms. It aims to merge the nostalgic visuals of classic video games with contemporary digital storytelling, demonstrating how a strong visual identity can evolve into motion, screen-based, and interactive experiences. The project includes the creation of essential digital touchpoints such as exhibit design, a TV commercial (TVC), a logo animatic, and a responsive website, all tied together with the cheerful brand message: "Taste the Joy, Taste the Pixel."

The exhibit design is all about crafting an immersive, family-friendly pop-up booth concept for events or festivals. It features large-scale pixelated characters, interactive display panels, animated backdrops, and digital kiosks where visitors can create their own pancake avatars or snap photos with life-size Crepe Toon mascots. The goal is to create a playful environment where design and food come together in a fun way.

The TVC (television commercial) is a lively 30-second animated spot that introduces Crepe Toon's characters and products through a fast-paced, colorful storyline. With catchy music, dynamic motion graphics, and a playful voiceover, the ad captures the brand's energy and resonates emotionally with children and families.

The logo animatic adds movement and sound to the static brand mark, enhancing its identity across social media, video intros, and content. It brings the pancake-inspired pixel "O" to life with bounces, flips, and syrup drips, reinforcing the brand's personality.

Finally, the website is designed to be responsive and interactive, showcasing menu items, character profiles, merchandise, and online ordering. It features fun micro-animations, vibrant UI elements, and easy navigation to ensure a joyful digital experience that aligns with the physical brand presence. Together, these digital elements create a rich, multi-sensory brand experience, connecting audiences across screens, spaces, and their imaginations.



Figure 1.3 Exhibit Design



Figure 1.4 Official Website

## FINDINGS AND RESULTS OF THE CREPE TOON PROJECT

The Crepe Toon project really showcased how a strong and consistent visual identity can boost brand perception and engage users across both print and digital platforms. By blending pixel-style character design, playful branding, and interactive media, the project garnered positive feedback for its originality, cohesive look, and market appeal, especially among kids, families, and pop-culture fans. The print materials, like packaging and merchandise, effectively conveyed the brand's personality and shelf appeal, while the digital elements, including the TV commercial, logo animation, and website, helped expand the brand's online presence. The exhibit design concept added an experiential touch, creating a memorable and immersive space for audience interaction. All in all, the project successfully merged food, art, and storytelling into a unified brand experience, demonstrating that design can transform something



as simple as pancakes into a fun, shareable, and marketable idea. It also underscored the significance of maintaining consistency across platforms, fostering emotional connections through character design, and employing strategic visual communication in today's branding landscape.

## CONCLUSION AND RECOMMENDATION

To wrap things up, Crepe Toon brilliantly demonstrates how imaginative design can turn an ordinary product into a delightful and engaging brand experience. By blending pixel art, cartoon-inspired visuals, and lively storytelling, this project seamlessly combines food, entertainment, and design across both print and digital mediums. The brand identity shines through in its packaging, merchandise, motion graphics, and an interactive website, creating a unified, joyful, and marketable concept that resonates with a broad audience, especially kids and families. This project really showcases the impact of character-driven branding and the significance of visual consistency in forging emotional connections with users. Looking ahead, it would be great to dive deeper into interactivity, perhaps through mobile apps or AR filters, giving users a more personal way to connect with the Crepe Toon characters. Partnering with influencers or creators in the children's content space could also boost brand visibility. Plus, expanding the product line with seasonal designs or collectible pancake characters might spark repeat interest and foster customer loyalty. All in all, Crepe Toon has fantastic potential to evolve into a distinctive and memorable brand in the food and entertainment scene through ongoing creative innovation and audience engagement.

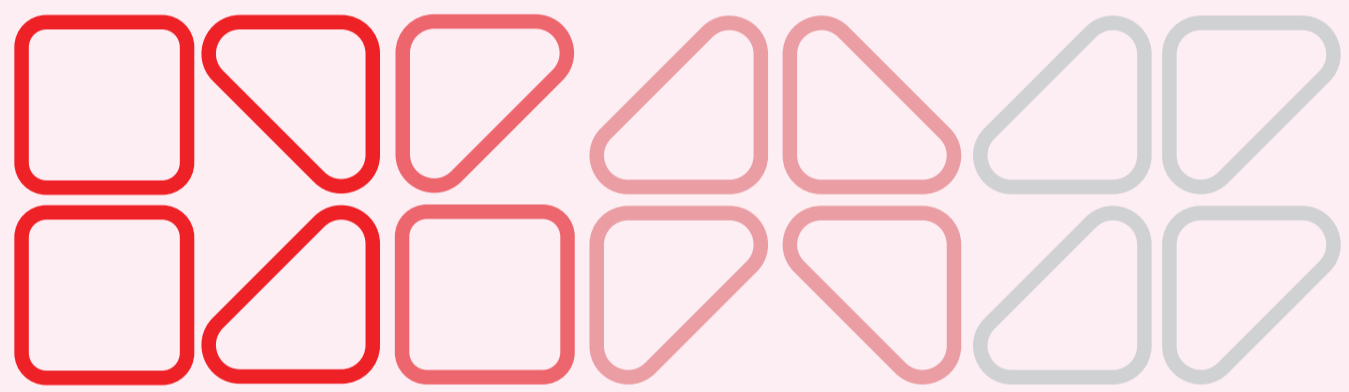
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# DMS



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