



EXTENDED ABSTRACT



InViCCAD 2025
1ST 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



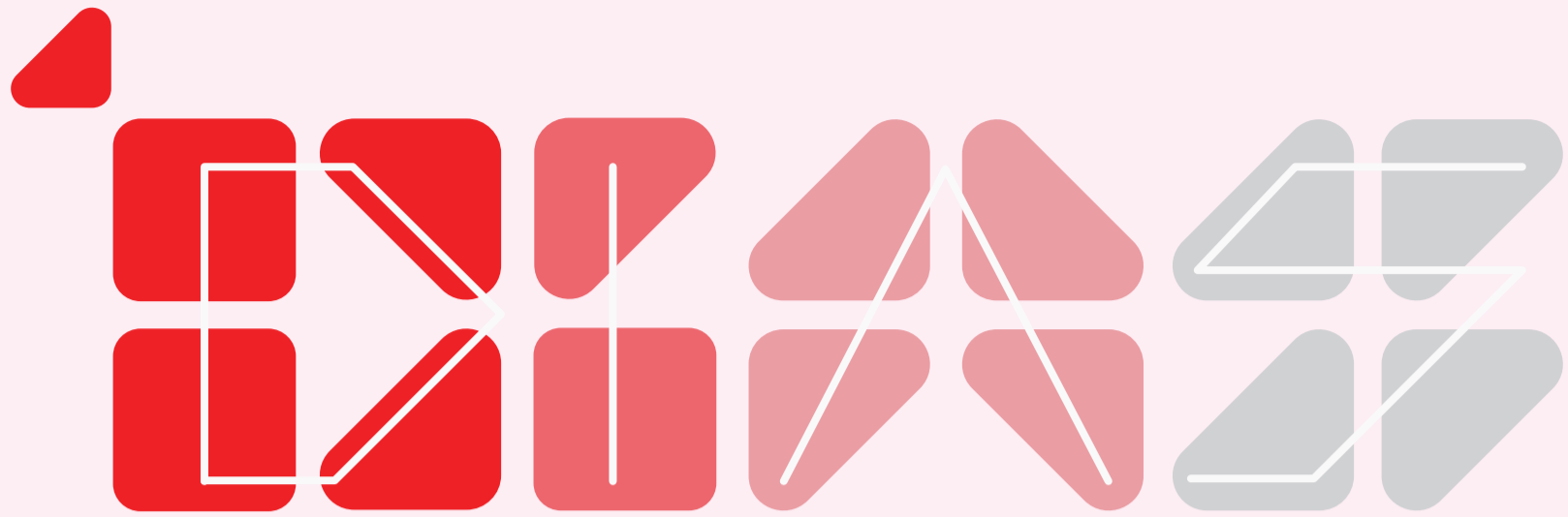
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ABSTRACT**

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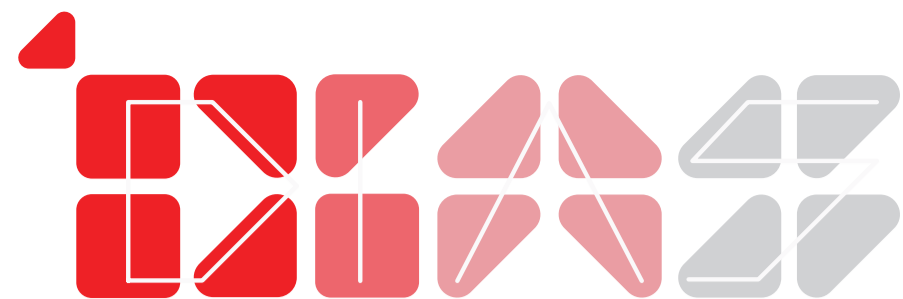
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Design
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Prof. Dr. Roshima Haji Said
Acting Rector
UiTM Kedah Branch

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**





SERI BANGKIT | RASA MEMIKAT, BANGKITKAN KENANGAN

¹Khairunnisa'Razman, ²Nizar Nazrin, ³Shafilla Subri,

⁴Qatrunnisa Shariff, ⁵Nazirul Mubin Awang Besar

Department of Graphic Design and Digital Media

Faculty of Arts and Design

Universiti Teknologi MARA (UiTM)

Khairunnisarazman18@gmail.com

ABSTRACT

Seri Bangkit is a premium traditional cookie brand that proudly showcases Malaysia's rich cultural heritage through one of its most beloved festive treats, *kuih bangkit*. Crafted from a cherished family recipe passed down through generations, *Seri Bangkit* brings together authenticity, nostalgia, and quality in every delightful bite. Rooted in the warmth of traditional craftsmanship, our cookies are lovingly shaped, melt-in-your-mouth delicious, and made from carefully chosen ingredients to preserve the original flavors and textures that generations have adored. The tagline "Rasa Memikat, Bangkitkan Kenangan" (Irresistible Flavours, Evoking Memories) reflects the brand's core objective of captivating consumers through distinctive taste experiences. It aims to create a strong sensory appeal that engages both palate and memory.

The message is designed to evoke nostalgic recollections of cherished moments, including family gatherings and festive Hari Raya celebrations. The familiar aroma of traditional *kuih* baking reinforces emotional resonance and strengthens cultural connection. Each cookie tells a story of heritage and togetherness, making *Seri Bangkit* not just a treat, but an emotional journey back to one's roots. We take pride in our small-batch production, which helps us maintain consistency and that homemade touch, ensuring that every pack is filled with both freshness and soul. While we honor tradition, *Seri Bangkit* is also beautifully packaged to appeal to modern tastes, making it perfect for gifting, sharing, or enjoying with a cup of tea. Whether savored during



festive seasons or as a daily indulgence, *Seri Bangkit* is more than just a cookie. It's a heartfelt connection to heritage, emotion, and the timeless flavors of Malaysia.

Keywords: Traditional, Heritage, Nostalgia, Authentic, Homemade

INTRODUCTION

This project dives into the branding and visual storytelling of *Seri Bangkit*, a traditional Malaysian cookie brand dedicated to preserving cultural heritage while connecting with a modern audience. Inspired by kuih bangkit, a cherished festive treat known for its soft, melt-in-your-mouth texture, *Seri Bangkit* embodies the emotional essence of tradition, family, and celebration. Through thoughtful design, the brand weaves nostalgia and warmth into a contemporary narrative.

The goal of this graphic design endeavor is to craft a unified brand identity that encompasses logo design, packaging, promotional materials, and social media content. The selected design approach highlights elegance, authenticity, and an emotional bond, all while showcasing *Seri Bangkit*'s tagline, "*Rasa Memikat, Bangkitkan Kenangan.*" This phrase beautifully captures the brand's mission to offer flavors that not only delight the palate but also evoke treasured memories of togetherness during festive occasions.

By blending traditional elements with modern design techniques, the project seeks to position *Seri Bangkit* as a standout product in today's competitive landscape, all while honoring its roots. The color palette, typography, and graphic elements are thoughtfully chosen to reflect the brand's timeless charm, artisanal quality, and cultural importance. This project serves as a testament to how impactful design can shape consumer perceptions and enrich a brand's narrative, while also emphasizing the vital role of graphic design in preserving cultural identity through product presentation and emotional branding.

DESIGN AND DEVELOPMENT OF SERI BANGKIT

The design and development phase of the *Seri Bangkit* brand is all about crafting a vibrant visual identity that beautifully marries tradition with a modern twist. When it comes to the product, the design highlights the genuine essence of homemade *kuih bangkit*, featuring classic patterns and traditional decorative elements that evoke feelings of warmth and nostalgia. The packaging draws inspiration from traditional Malay motifs, paired with a sleek, contemporary layout that not only catches the eye on the shelf but also honors cultural significance.

Merchandise like bags, mugs, and aprons are designed using the brand's signature colors and motifs, blending practicality with promotional flair. These items help to broaden the brand's visibility beyond just the product, creating a lifestyle around *Seri Bangkit*. For advertising, visual campaigns are crafted for both print and digital platforms. Posters, banners, and flyers showcase inviting images of the cookies, family moments, and cultural elements that stir up a sense of tradition and joy. The goal of these advertisements is to grab attention while also sharing the brand's story with consumers.

Social media teaser content features short videos, motion graphics, and product reveal posts to build excitement and engage younger audiences. Platforms like Instagram and TikTok are utilized to showcase behind-the-scenes glimpses, ensuring that *Seri Bangkit* stays memorable, marketable, and emotionally connected across all touchpoints.



Figure 1.1 Logo design and packaging design of *Seri Bangkit*



SERI BANGKIT: A PRINT DESIGN PROJECT

The *Seri Bangkit* print design project is an exciting visual branding journey that beautifully weaves together cultural heritage, storytelling, and contemporary graphic design. Its main goal? To shine a spotlight on a beloved traditional Malaysian cookie that's rich in emotional and festive significance. This project dives into how print media can be a powerful tool for crafting a brand identity, boosting marketing efforts, and forging meaningful connections with the audience. The design approach artfully combines elements of Malay tradition—think floral batik patterns, charming *kampung*-inspired illustrations, and cozy family scenes—with sleek, modern layouts that resonate with both older generations and younger consumers who crave a touch of nostalgia in their stylish products. The project covers a wide range of print design elements, including packaging design, product labels, posters, flyers, merchandise tags, and even collector's edition gift sets. The packaging design stands out as a key visual feature, adorned with intricate motifs, gold accents, and heartwarming illustrations of family moments, all reflecting the theme “*Rasa Memikat, Bangkitkan Kenangan.*” Posters and printed ads burst with vibrant compositions and joyful scenes that celebrate togetherness, perfectly aligning with the emotional essence of the brand. Flyers and brochures act as informative and promotional resources, sharing the brand story, product ingredients, and visual identity with customers, stockists, and potential partners. Additionally, merchandise labels and limited-edition prints enhance the tactile and collectible nature of the brand, making it a perfect choice for festive gifting. Every piece of print material is crafted with high-resolution visuals, thoughtful typography, and a consistent theme to ensure brand recognition at every touchpoint. This project showcases how print design is not just about looking good; it also enriches the emotional and cultural significance of a traditional product in today's marketplace.



Figure 1.2 Overall items print design Seri Bangkit

SERI BANGKIT : A DIGITAL DESIGN PROJECT

Seri Bangkit is a digital design project that beautifully blends tradition with modern media, featuring four key elements: exhibit design, television commercial (TVC), logo animatic, and a website. The exhibit design offers a fresh perspective on traditional Malaysian aesthetics, incorporating floral motifs, warm lighting, and coconut trees—each symbolizing the essential ingredient of *kuih bangkit*, which is coconut milk. Visitors step into an interactive space that highlights the product, brand values, and rich cultural heritage. The TVC captures touching moments of family togetherness and festive celebrations, using stunning visuals and heartfelt storytelling to showcase the significant role of *Seri Bangkit* in Malaysian culture. The logo animatic breathes life into the brand identity with gentle movements, elegant flourishes, and sound effects that make it memorable across digital platforms. Lastly, the website acts as the main hub for brand interaction, providing a smooth experience for users to dive into the product story, check out packaging visuals, and make online purchases. With a cohesive visual style and easy navigation, the website strengthens the brand's identity and connects tradition with digital innovation. Altogether, these digital elements enhance *Seri Bangkit's* visibility across various media channels and create a memorable, culturally rich experience for consumers.



Figure 1.3 Exhibit Design

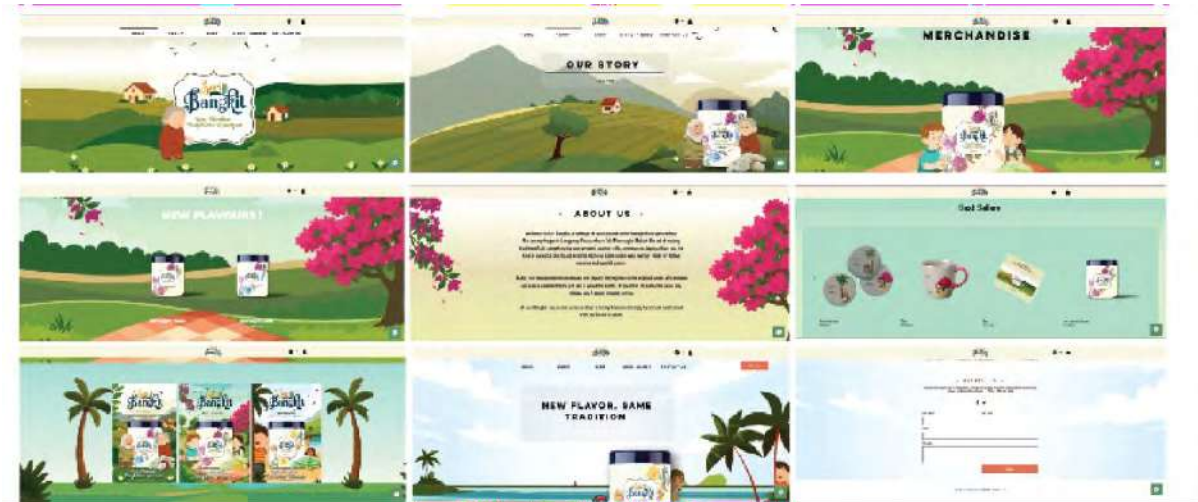


Figure 1.4 Official Website

FINDINGS AND RESULTS OF THE SERI BANGKIT PROJECT

The *Seri Bangkit* project has done an amazing job of blending tradition with modern design to create a brand that's both strong and memorable. With thoughtful research and design execution, it shows that cultural identity can shine through visual elements in both print and digital formats. The packaging and printed materials have been well-received, thanks to their incorporation of traditional patterns, storytelling, and clear branding. The exhibit design drew people in with its warm, nostalgic vibe, allowing the audience to connect more deeply with the product's roots and values. Digital elements like the TV commercial, logo animation, and website really brought the brand to life, adding movement, sound, and interactivity that particularly resonated with younger viewers. All in all, the blend of visual storytelling, a consistent design language, and cultural significance has led to a project that not only conveys the brand message, "Rasa Memikat, Bangkitkan Kenangan," but also reinforces *Seri Bangkit's* identity in a competitive landscape. The results emphasize that a solid concept, grounded in culture and executed with care, can create a lasting impact and foster an emotional connection with the audience.



CONCLUSION AND RECOMMENDATION

To wrap things up, the Seri Bangkit project has really shown how we can beautifully merge cultural heritage with modern design to create a brand that's both captivating and meaningful. By blending print and digital design elements—like packaging, promotional materials, exhibit design, TV commercials, logo animations, and websites of the project has managed to capture the nostalgic essence of *kuih bangkit* while giving it a fresh, market-ready twist. The consistent visual identity, emotional storytelling, and cultural references all worked together to convey the brand's message, "*Rasa Memikat, Bangkitkan Kenangan,*" which struck a chord with both traditional and younger audiences alike. All in all, the project not only achieved its design goals but also underscored the significance of preserving local identity through creative media.

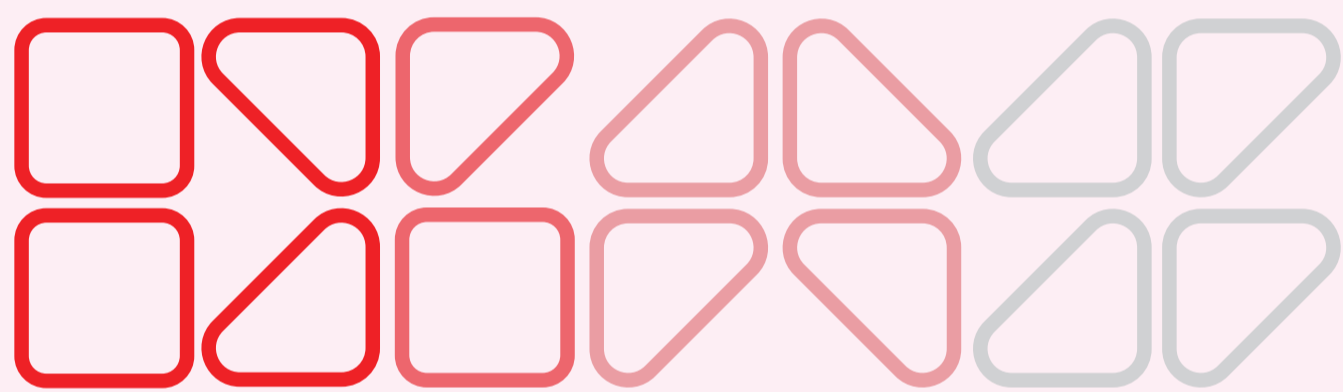
Looking ahead, it would be great to see future developments expand the product line with new flavors or seasonal editions, backed by updated campaign visuals and social media strategies. Adding more interactive features to the website—like recipe videos, customer reviews, or virtual exhibits—could really enhance user engagement. For long-term growth, partnering with cultural institutions or local artisans could boost the brand's authenticity and reach. Plus, incorporating sustainable packaging design would appeal to eco-conscious consumers. With a continued emphasis on storytelling, visual consistency, and innovation, Seri Bangkit has a fantastic opportunity to flourish as a national heritage brand both locally and internationally.

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