



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



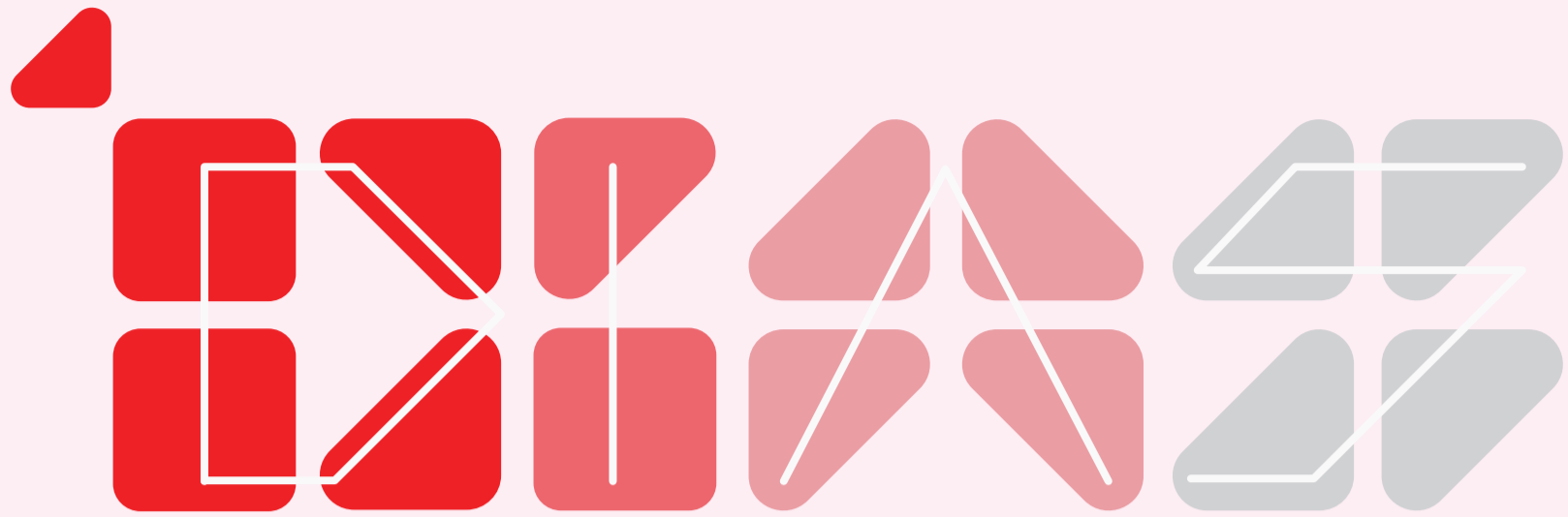
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ABSTRACT**

**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.



Publisher

Universiti Teknologi MARA Kedah Branch,
Sungai Petani Campus,
08400 Merbok,
Sungai Petani,
Kedah,
Malaysia.

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Perpustakaan Negara Malaysia
Cataloguing – in- Publication Data

Editor : Syahrini Shawalludin, Juaini Jamaludin, Normaziana Hassan, Fadila Mohd Yusof

Co-Editor : Shafilla Subri, Mohd Syazrul Hafizi Husin, Abu Hanifa Ab Hamid, Norarifah Ali, Zaidi Yusoff, Mohd Taufik Zulkefli, Mohd Hamidi Adha Mohd Amin, Ahmad Fazlan Ahmad Zamri, Abdullah Kula Ismail, , Suhaiza Hanim Suroya, Mohamad Hazmi Shoroin, Mohd Zamri Azizan, Mohamat Najib Mat Noor, Asrol Hasan, Azhari Md Hashim, Azmir Mamat Nawawi, Dinah Rakhim, Hasnul Azwan Azizan@ Mahdzir, Nazri Abu Bakar, Muhammad Aiman Afiq Mohd Noor, Nizar Nazrin, Nazirul Mubin Awang Besar, Qatrunnisa Shariff, Mohd Rozman Mohd Nasir, Wan Noor Faaizah Wan Omar

Design & Layout Editor: Syahrini Shawalludin, Nazirul Mubin Awang Besar, Mohd Rozman Mohd Nasir & Qatrunnisa Shariff

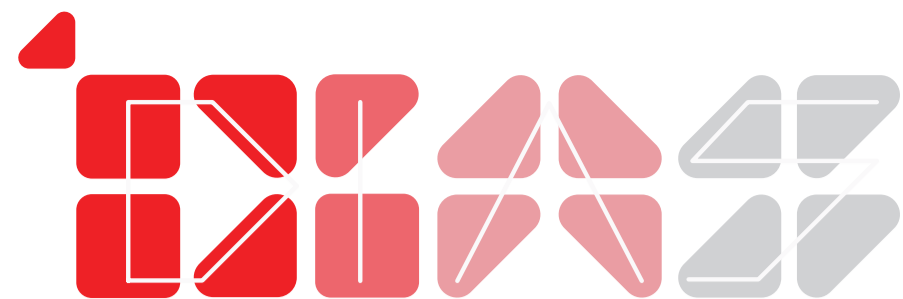
Language Editor : Normaziana Hassan & Juaini Jamaludin

DIAS 2025 : Extended Abstract

Perpustakaan Sultan Badlishah
e ISBN: 9 789 672 948 780

Printed By :
Universiti Teknologi MARA Kedah Branch,
Sungai Petani Campus,
08400 Merbok,
Sungai Petani,
Kedah,
Malaysia.





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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**





KOPOK GONCANG | GEGARAN RASA PADA SETIAP GIGITAN

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ABSTRACT

Kopok Goncang is shaking up the snack scene with a fresh take on the classic keropok! This contemporary brand brings a fun and flavorful twist that really speaks to today's consumers. Drawing inspiration from Malaysia's vibrant snacking culture, it features a cool "shake-and-mix" option, allowing snack lovers to blend crispy *keropok* with zesty seasoning sachets for a personalized flavor explosion. With the catchy tagline "*Gegaran Rasa Pada Setiap Gigitan*," *Kopok Goncang* guarantees a thrilling taste adventure in every bite, making snacking not just tasty but also an enjoyable experience. The brand offers three exciting flavors Cheezy Rich, Chili Kickz, and Tomato Splash. For each designed to satisfy a range of taste buds, from creamy and rich to spicy and tangy. Targeting a younger crowd that craves individuality, excitement, and the latest trends, *Kopok Goncang's* branding is all about vibrant designs, playful packaging, and messages that resonate with youth. This isn't just about munching on snacks; it's about expressing yourself, being creative, and sharing fun moments with friends, especially in the digital world. The brand also weaves in urban vibes and pop culture into its aesthetic, making it a true lifestyle choice. This overview supports a larger design initiative focused on brand identity, packaging, and promotional strategies, highlighting how innovative visual communication can transform a simple local snack into a memorable consumer experience. *Kopok Goncang* is more than just food, it's a celebration of flavor, fun, and modern culture!

Keywords: Keropok, Flavor, Packaging, Branding, Youthful



INTRODUCTION

Kopok Goncang is a fresh take on the classic Malaysian *keropok*, turning it into a snack that's not just tasty but also a whole lot of fun! With a modern twist, this innovative product invites you to shake your snack with a flavour sachet, creating a burst of deliciousness in every bite. This shake-and-mix approach adds a playful and personal flair to your snacking experience, letting you customize the flavour intensity just the way you like it. You can choose from three mouthwatering flavours Cheezy Rich, Chili Kickz, and Tomato Splash, each offering a unique taste journey from creamy and savoury to spicy and tangy. With the catchy tagline "*Gegaran Rasa Pada Setiap Gigitan,*" *Kopok Goncang* guarantees a thrilling explosion of flavour with every crunch, making it a standout in the bustling snack market. The eye-catching packaging, vibrant visuals, and youthful vibe are all crafted to appeal to Generation Z and young millennials who crave fun, flavourful, and shareable food experiences. More than just a snack, *Kopok Goncang* embodies a lifestyle that's bold, expressive, and proudly local. It encourages social sharing, engagement on social media, and interaction through creative marketing campaigns and promotional merchandise. This product is all about more than just taste; it's about the experience, creativity, and culture behind it. Whether you're at home, in school, or on the move, *Kopok Goncang* transforms a simple snack into a delightful moment of joy. It redefines what *keropok* can be fun, interactive, and bursting with personality, truly living up to its promise of "*Gegaran Rasa Pada Setiap Gigitan.*"

DESIGN AND DEVELOPMENT OF KOPOK GONCANG

The design and development of *Kopok Goncang* is all about creating a strong, engaging brand identity that really resonates with a young, trend-savvy audience. The packaging is bold, vibrant, and interactive, perfectly showcasing the unique shake-and-mix concept that makes this product stand out. Each flavor Cheezy Rich, Chili Kickz, and Tomato Splash has its own eye-catching color scheme and graphic elements to boost flavor recognition and grab attention on the shelves. Plus, the packaging features dynamic illustrations and playful typography that convey energy and fun, while keeping the information clear and easy to navigate. To extend the brand into everyday life, merchandise like T-shirts, tote bags, lanyard, tissue box and chopstick are created, allowing fans to show off their love for the product beyond just snacking. These items

incorporate the brand's logo, the catchy tagline “Gegaran Rasa Pada Setiap Gigitan,” and fun character elements to foster emotional connections and make the brand memorable. For advertising, a blend of print and digital media is utilized, including posters, social media ads, and product photoshoots, all designed with a consistent visual theme think vibrant colors, bold fonts, and striking layouts to ensure a strong brand presence. Supporting Marketing Tools (SMT) like billboard, bus stop station, subway escalator, and livery setups are also crafted to enhance promotional events and retail spaces. These tools are designed to draw in consumers while providing an immersive brand experience. Overall, the design strategy emphasizes visual consistency, creativity, and cultural relevance to elevate *Kopok Goncang* as not just a product, but a lifestyle brand for the youth.



Figure 1.1 Logo design and packaging design of Kopok Goncang

KOPOK GONCANG: A PRINT DESIGN PROJECT

Kopok Goncang is an exciting and interactive snack brand that emerged from a Print Design Project aimed at exploring how visual communication plays a role in branding and marketing. This project showcases the evolution of a traditional Malaysian snack, *keropok* into a modern, youth-focused product through innovative and eye-catching print design. With the catchy tagline “Gegaran Rasa Pada Setiap Gigitan,” the brand presents itself as

vibrant, full of flavor, and culturally relevant. The project revolves around creating a variety of print materials, including packaging, posters, bunting, advertisements, flyers, and promotional items that effectively express the brand's identity. Each piece features lively color schemes, dynamic typography, and illustrative graphics that reflect the bold flavors and playful spirit of the product. The print materials maintain a consistent visual theme to ensure strong brand recognition at every consumer touchpoint. Each flavor—Cheezy Rich, Chili Kickz, and Tomato Splash—boasts its own distinct color palette and vibe, providing variety while still feeling cohesive under the main brand umbrella. This print design project goes beyond just looking good; it also prioritizes functionality, print-ready layouts, visual hierarchy, and engaging the audience. Aimed primarily at younger consumers, the design language is fun, urban, and trendy, perfectly matching the personality of its target audience. Through this project, *Kopok Gancang* comes to life as a captivating brand that illustrates how powerful print design can shape perceptions, enhance market presence, and leave a lasting impression. It ultimately shows that traditional products can be refreshed with the right creative vision.



Figure 1.2 Overall items print design for Kopok Gancang



KOPOK GONCANG: A DIGITAL DESIGN PROJECT

Kopok Goncang is a snack brand driven by the energy of youth, designed to create interactive experiences, vibrant branding, and engaging digital storytelling. As part of a broader Digital Design Project, this brand is showcased across various digital platforms to boost visibility, engage consumers, and strengthen its identity. The heart of *Kopok Goncang* lies in its unique take on a traditional *keropok* snack, adding a modern “shake and mix” twist. This concept is brought to life through four key digital design elements: exhibit design, a television commercial (TVC), a logo animatic, and website development. Together, these elements transform the product into a lifestyle brand that's fun, contemporary, and bursting with personality.

The exhibit design takes inspiration from a container-style pop-up booth. This space features interactive zones where visitors can shake the snack, sample different flavors, snap photos, and dive into the brand's story. With bright colors, large visuals, and digital displays featuring looping animations, the space radiates energy, perfectly reflecting the brand's vibe. It acts as both a promotional area and an experiential hub, connecting the brand with its audience in real time.

The TVC is designed to capture the essence of *Kopok Goncang* through lively motion and sound. It includes quick cuts, a traditional Malay song, and dynamic scenes of various characters enjoying the product, each highlighting how the shaking process adds excitement and flavor. The commercial wraps up with the catchy tagline “*Gegaran Rasa Pada Setiap Gigitan,*” reinforcing the brand's core message. The logo animatic breathes life into the brand's static logo through vibrant motion graphics. Picture this: a stylized fish leaps out of animated waves, flips gracefully through the air, and splashes back down, morphing into the *Kopok Goncang* logo. This fun and lively animation captures the brand's spirit and its connection to the ocean-inspired snacks. It's perfect for digital ads, video intros, and social media, helping to boost brand recognition and visual identity.

A fully responsive website serves as the brand's digital hub. With a focus on user-friendly navigation and a mobile-first design, the site showcases product details, flavor highlights, promotional videos, and merchandise previews. It also features interactive elements like a

“shake your flavour” mini-game, embedded TV commercials, and links to social media. This website not only fulfills practical needs but also strengthens the brand, acting as a key touchpoint for potential customers and a platform to amplify marketing efforts.

In conclusion, the digital design project for Kopok Gancang demonstrates how a traditional product can be re-imagined through creativity, storytelling, and multimedia design. By blending physical exhibits, motion graphics, web technology, and advertising, this project crafts a comprehensive and engaging brand experience. Each digital component enhances the others, creating a bold, youthful, and culturally relevant identity. With the motto “Gegaran Rasa Pada Setiap Gigitan,” *Kopok Gancang* evolves into more than just a snack, it transforms into a digital lifestyle brand that aims to excite, engage, and inspire.



Figure 1.3 Exhibit Design



Figure 1.4 Official Website



FINDINGS AND RESULTS OF THE KOPOK GONCANG PRODUCT

During the design journey, we discovered that having a consistent visual identity across various platforms really boosts brand engagement and helps customers remember the brand. By using bold colors, unique flavor distinctions, and engaging multimedia promotions, *Kopok Goncang* transformed from just a product into a memorable experience. Feedback from surveys revealed that people responded positively to the logo, flavor representations, and digital content. This project showcases how well-integrated design strategies can truly capture a product's essence, resulting in a stronger market presence and heightened consumer interest.

CONCLUSION AND RECOMMENDATION

To wrap things up, the *Kopok Goncang* project really shows how graphic design can take a traditional product and give it a modern twist through smart branding. Everything from the packaging to the promotional materials comes together to create a cohesive story. Looking ahead, it would be great to see the brand dive into social media, team up with influencers, and introduce seasonal packaging to keep things fresh and relevant in the market. Keeping the design innovative will ensure the brand stays exciting and competitive in the snack industry.

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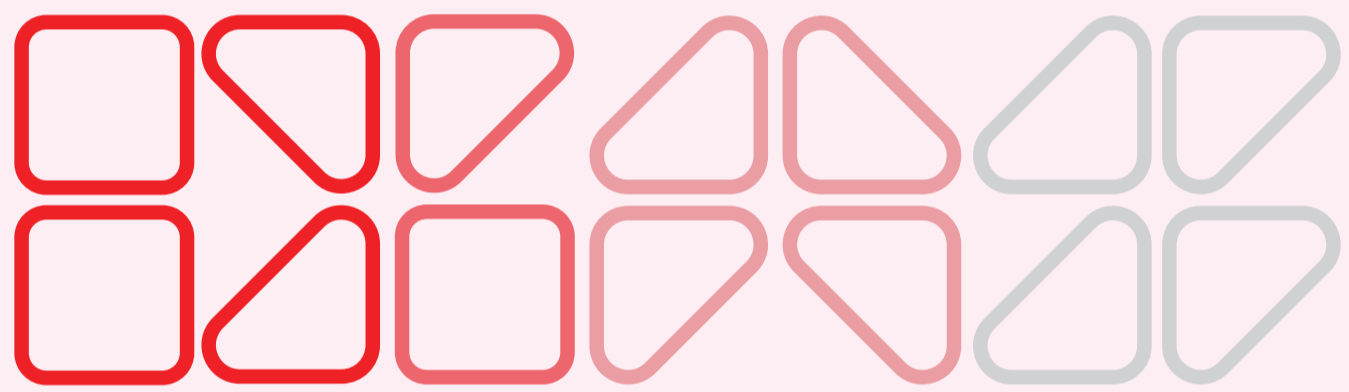
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