



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
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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**





MOH PERAK | MOH KE PERAK!

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ABSTRACT

The Moh Perak Diary Travel Book is more than a typical travel guide. It is a vibrant and interactive companion that ignites curiosity, preserves memories, and deepens the connection between travelers and the culturally rich state of Perak. Featuring the inviting tagline “Moh Ke Perak,” which means “Let’s go to Perak” in the local dialect, this diary is crafted to inspire both first-time visitors and seasoned explorers to rediscover the state with fresh eyes. This unique travel book serves as a personal storyteller. It merges the joy of journaling with cultural exploration through thoughtfully designed spaces for reflection, traditional sayings, local artwork, and creative prompts. These elements invite users to sketch, write, and collect keepsakes, all while engaging with the heritage of Perak in an authentic and creative way. Designed with a perfect balance of contemporary style and cultural charm, the diary is both a functional travel companion and a keepsake to treasure. Whether wandering through heritage towns, admiring natural landscapes, or uncovering hidden gems, users are encouraged to document their adventures with sincerity and joy. Ideal for travelers, students, and cultural enthusiasts alike, the Moh Perak Diary is more than a notebook. It transforms each journey into a personal story. With every page turned, it celebrates identity, experience, and the enduring spirit of Perak’s vibrant heritage.

Keywords: Exploration, Nature, Food, Interesting Place, Heritage



INTRODUCTION

The Moh Perak Diary Travel Book is a vibrant graphic design project that fosters cultural engagement and personal storytelling through visual exploration. This creative initiative seamlessly brings together editorial design, branding, and a user-focused approach to produce an interactive and visually rich travel diary that celebrates the unique identity of Perak, Malaysia. With the lively tagline “Moh Ke Perak,” meaning “Let’s go to Perak” in the local dialect, the diary invites users to embark on a journey through the state while documenting their experiences with writing, sketches, and treasured keepsakes. More than a tool for recording travel memories, it serves as a creative platform that captures the charm of local traditions, striking patterns, and the evolving aesthetics of Perak’s cultural landscape. The design aims to enhance the user experience by thoughtfully integrating layout composition, expressive typography, vibrant colour palettes, and detailed illustrations. Each page is carefully designed with prompts and visual elements to encourage creativity while allowing for personal interpretation. The diary also features iconic imagery drawn from Perak’s heritage, including symbols such as the Labu Sayong, the Leaning Tower of Teluk Intan, and traditional fabric motifs, forming a strong visual identity that reflects the essence of the state. Ultimately, the Moh Perak Diary Travel Book is more than a beautifully crafted publication. It offers a meaningful bridge between contemporary design and cultural storytelling. By inviting users to engage with identity, heritage, and creativity, it transforms a simple travel experience into an emotional and artistic journey of self-discovery and cultural appreciation.

DESIGN AND DEVELOPMENT OF MOH PERAK

The Moh Perak Diary Travel Book is more than just a travel diary. It is a thoughtful and creative design project that combines visual storytelling, cultural identity, and personal engagement into one immersive experience. At its heart, this diary celebrates the heritage of Perak through distinctive illustrations that bring the state’s spirit to life. Hand-drawn and digitally rendered visuals of the Labu Sayong, the Leaning Tower of Teluk Intan, and traditional batik motifs fill its pages, creating a compelling visual journey for every traveler.

More than a keepsake, the diary becomes a portal to discovery. Each page is an invitation to engage with the state’s heritage in a meaningful and tactile way. From

journaling adventures to sketching impressions, users are guided by design elements that honour tradition while embracing a modern, youthful aesthetic. Packaging plays an equally important role in this experience. Designed to be both protective and beautiful, the diary comes in eco-conscious materials that reflect Perak's artisanal charm. Whether nestled in a sleeve or housed in a sturdy box, the packaging is adorned with cultural patterns and motifs that give a strong first impression and a lasting sense of value. To further extend the brand's presence, a curated collection of merchandise has been developed. Items such as tote bags, bookmarks, postcards, and stickers echo the diary's themes and artistic direction. These thoughtful additions serve as souvenirs and promotional pieces, keeping the "Moh Ke Perak" message alive long after the journey ends. The project also features a striking visual identity across promotional materials. Posters, flyers, and teaser videos showcase bold colours and clear messaging designed to captivate tourists and young adventurers alike. Whether viewed in print or online, the campaign radiates energy and cultural pride. To support outreach and engagement, a Social Media Toolkit was created to maintain consistency across digital channels. This set includes ready-to-use Instagram stories, curated feed posts, promotional video clips, and branded hashtag suggestions. It not only enhances the brand's online visibility but also invites users to take part in the creative process by sharing their own content and travel stories.

Through this thoughtful blend of design, culture, and communication, the Moh Perak Diary Travel Book evolves into more than just a product. It becomes a vibrant cultural experience that encourages exploration, celebrates identity, and connects people to the stories and symbols that define the heart of Perak.



Figure 1.1 Logo design design of Moh Perak

MOH PERAK: A PRINT DESIGN PROJECT

The Moh Perak print design project dives deep into the art of visual storytelling, blending traditional and modern print media to showcase the vibrant culture of Perak in a way that's both engaging and easy to connect with. This initiative is all about creating a range of printed materials think posters, brochures, postcards, travel diaries, and packaging that truly capture the essence of Perak through striking visuals and thoughtful design. With the catchy tagline “Moh Ke Perak!”, the designs weave in local elements like Labu Sayong, Menara Condong, and traditional patterns, all while featuring clean typography and lively color palettes to draw in a diverse audience. The project is committed to maintaining a consistent brand identity across all printed pieces, while also experimenting with textures, materials, paper quality, and finishing techniques to elevate the overall experience. It acts not just as a promotional tool but also as a cultural archive, showcasing how print media can effectively preserve, promote, and celebrate regional heritage in a contemporary and appealing way.

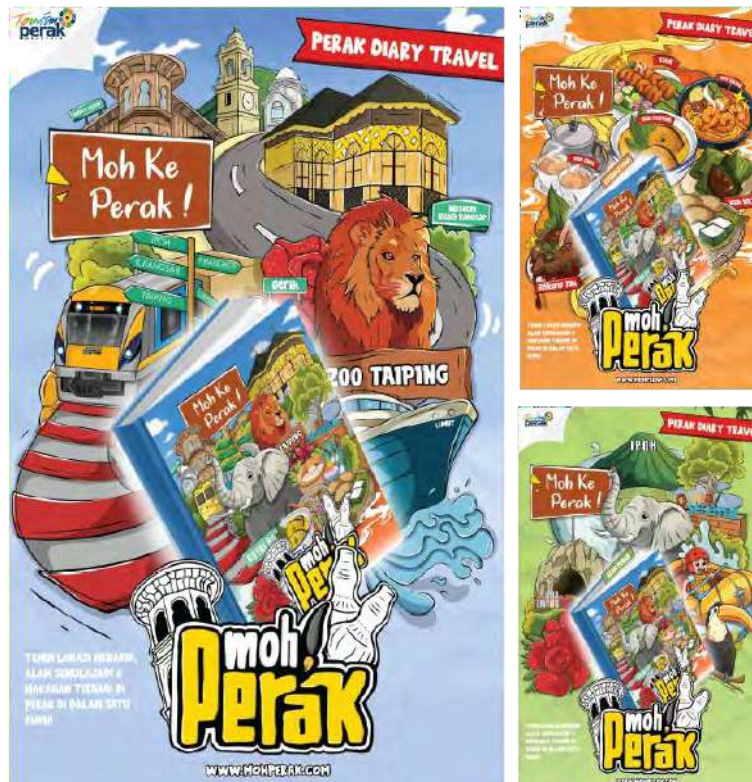




Figure 1.2 Overall items print design for Moh Perak

MOH PERAK: A Digital Design Project

The Moh Perak digital design project is an inspiring and multifaceted creative initiative that brings the vibrant identity of Perak into the digital era. By weaving together design, technology, and cultural storytelling, this project introduces modern audiences to the heritage of Perak through immersive and interactive experiences. At the heart of this digital journey is an exhibit concept that combines animated visuals, digital installations, and experiential storytelling. Created to engage visitors in tourism centres and gallery spaces, the exhibit draws viewers into the soul of the state through vibrant motion graphics and ambient digital displays that reflect the region's rich cultural tapestry. A signature highlight of the project is the dynamic television commercial that brings the “Moh Ke Perak” call to life. Through heartfelt narration, striking visuals, and an original soundtrack, the commercial captures the warmth, beauty, and human stories of Perak in a way that is both emotional and visually captivating. The brand's animated logo further enhances its digital identity. Carefully choreographed motion elements inspired by traditional motifs and symbols create a sense of fluidity and elegance, giving the brand a strong visual presence across all media formats. The animation not only builds recognition but also bridges cultural authenticity with contemporary appeal. Complementing these elements is a fully responsive website that serves as the central platform for user engagement. Designed with a clear focus on intuitive navigation and engaging content, the site offers access to travel resources, digital downloads, interactive travel diary tools, photo sharing galleries, and even virtual tour features. It becomes an essential space for planning, exploration, and storytelling.

Throughout the project, the focus remains on consistent branding, effective communication, and thoughtful user experience. Every touchpoint, from the smallest animation to the broader interactive journey, reflects the vision of connecting the traditions of Perak with the expectations of today's digital audience. In uniting culture with creativity, the Moh Perak digital design project successfully reimagines how heritage can be celebrated in the modern world. It is not just a showcase of design skill, but a vibrant invitation for audiences to discover, connect, and explore the spirit of Perak in entirely new ways.



Figure 1.3 Exhibit Design



Figure 1.4 Official Website

FINDINGS AND RESULTS OF THE MOH PERAK PROJECT

The Moh Perak project stands as a compelling example of how cultural identity and creative design can come together to form a powerful and engaging narrative. This vibrant initiative demonstrates that when design is rooted in authenticity, it has the power to inspire, educate, and emotionally connect with a broad audience. By thoughtfully integrating both print and digital platforms, the project reimagines the rich heritage of Perak through a modern lens. From diary pages filled with local illustrations to immersive digital experiences, every element celebrates the essence of the state while making it accessible and appealing to a new generation of travelers and culture seekers.

Throughout the development process, mockups, prototypes, and public presentations provided valuable feedback. Audiences responded enthusiastically to the diary's interactive features, the cohesive visual identity, and the deep emotional impact of the promotional content. The television commercial and logo animation were especially noted for their ability to evoke a sense of pride and belonging, bringing Perak's story to life with clarity and warmth. Equally impressive were the exhibit design and merchandise, which added a tangible layer of engagement. From thoughtfully designed displays to souvenirs like bookmarks and tote bags, each component reflected a strong commitment to cultural preservation and creative originality. These



pieces sparked curiosity, encouraged exploration, and served as lasting reminders of the journey through Perak.

The project's digital reach extended through a well-structured website and engaging social media presence. With dynamic content and a user-friendly experience, the online platforms proved to be essential in broadening the impact of the campaign and deepening user interaction. Ultimately, the Moh Perak project succeeded in creating a unified storytelling experience across multiple channels. It offers a fresh take on tourism branding, one that blends tradition with innovation and positions design as a bridge between culture and contemporary expression. Through this thoughtful and visually striking campaign, Moh Perak reminds us that design can do more than inform; it can inspire connection, pride, and meaningful discovery.

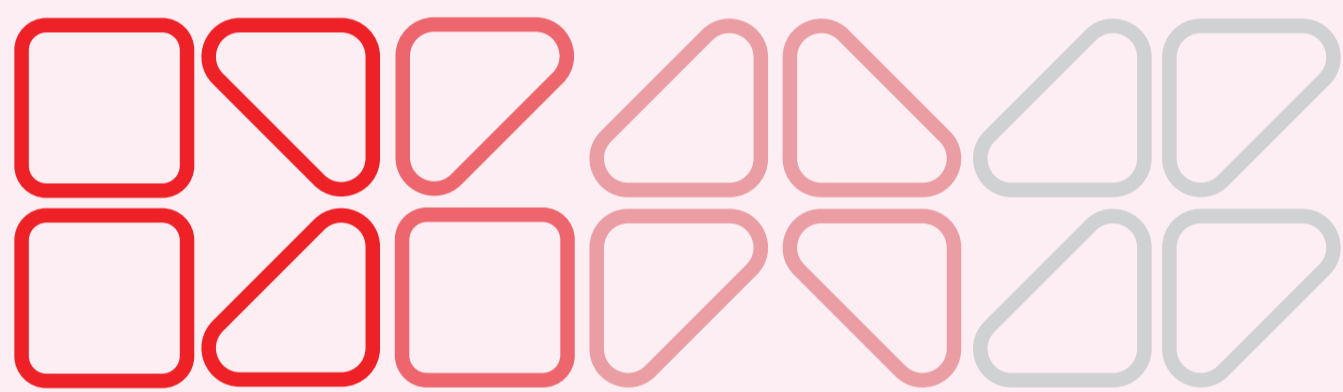
CONCLUSION AND RECOMMENDATION

To wrap things up, the Moh Perak project stands as a compelling example of how design can strengthen cultural identity and attract attention from both local and international travellers. By blending traditional elements with modern design across print and digital media, the project successfully creates a strong and memorable brand that appeals to a wide and diverse audience. Each component, including the travel diary, television commercial, logo animation, exhibit, and website, contributes to a cohesive visual identity that celebrates the unique character and charm of Perak. Looking forward, the project holds exciting potential for real-world implementation through partnerships with tourism bodies such as Tourism Perak or community-based cultural organisations. There are valuable opportunities for growth, such as adding more interactive features to the diary, offering translations in multiple languages to reach a broader audience, and enriching the website with booking tools or immersive experiences using augmented and virtual reality. Keeping social media platforms active and engaging will be vital in maintaining public interest and enhancing visibility for the brand. Altogether, the Moh Perak project presents a vibrant and visionary approach that has the potential to transform into a dynamic tourism and cultural branding campaign for the state of Perak.



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