



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



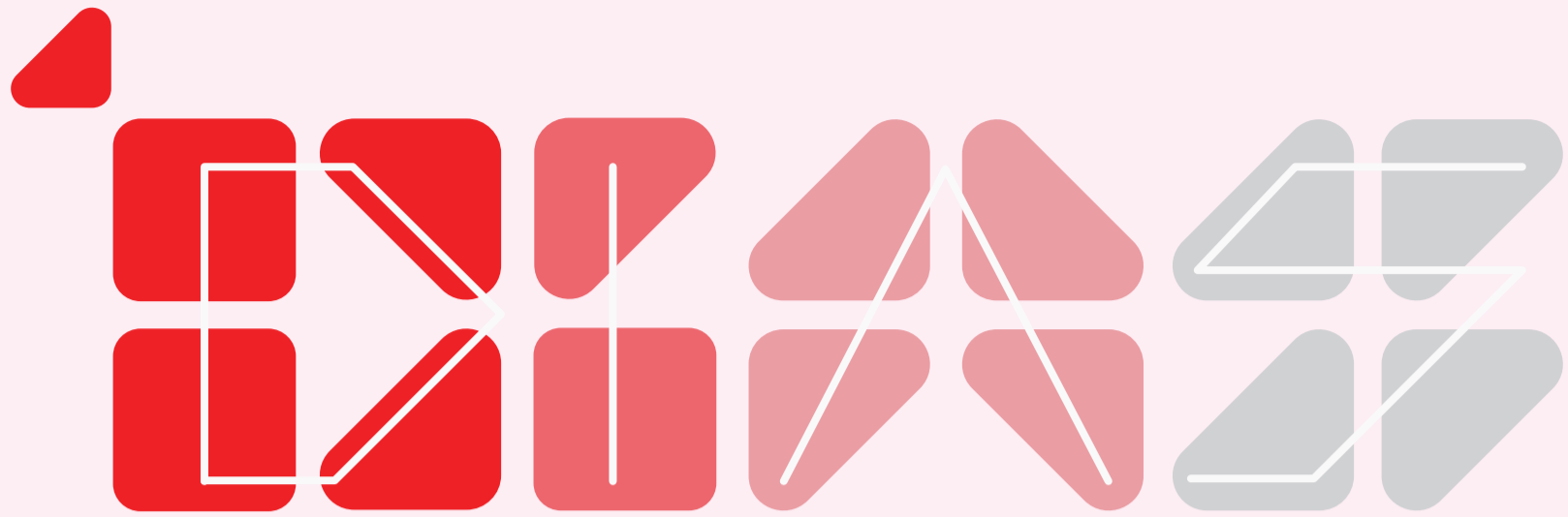
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ABSTRACT**

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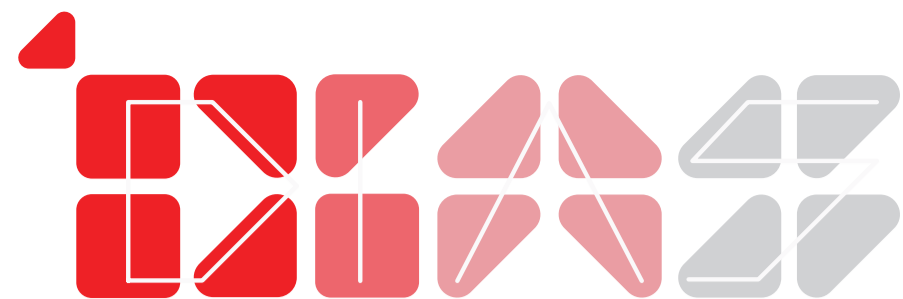
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Design
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Prof. Dr. Roshima Haji Said
Acting Rector
UiTM Kedah Branch

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**





TINYCOVE | HOW ABOUT A LITTLE SPACE TO CHILL?

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ABSTRACT

Tinycove is a delightful homestay retreat thoughtfully introduced by the family-owned brand Dusun Tok Din, making its debut in November 2023. Tucked away within a lush orchard, this charming hideaway offers a serene escape for individuals, couples, and small groups in search of comfort, privacy, and affordability. Carrying the inviting tagline “How About A Little Space to Chill?”, Tinycove reimagines the staycation experience by merging the minimalist charm of tiny living with the tranquil rhythm of a traditional dusun. The compact yet beautifully designed tiny house sits surrounded by vibrant greenery, creating the perfect setting for restful getaways. Guests are welcomed into a space that includes thoughtful amenities such as a barbecue area, a cosy swimming pool, and a nearby hangout spot ideal for lazy afternoons or evening chats under the stars. What truly sets Tinycove apart is its immersive connection to nature. Visitors are encouraged to embrace local orchard life by picking fresh rambutans and durians during fruiting seasons or interacting with friendly goats, turning a simple stay into a wholesome countryside adventure. These personal touches reflect a lifestyle rooted in simplicity, warmth, and meaningful experiences. This project highlights the rising appeal of eco-conscious, small-scale lodging within the local tourism scene. It answers the growing demand for minimalist getaways that prioritise authenticity and sustainability over excess. The branding and visual redesign of Tinycove aim to strengthen its identity, clearly communicate its unique character, and attract a wider audience seeking a short yet unforgettable retreat. Tinycove offers more than a place to sleep. It is a lovingly crafted sanctuary where guests can pause, breathe, and rediscover the beauty of nature in the simplest of moments.



Keywords: Tinyhouse, Staycation, Nature, Dusun, Escape

INTRODUCTION

This project centres on capturing the essence of Tinycove, a charming homestay nestled within Dusun Tok Din, a family-run retreat that first welcomed guests in November 2023. More than just a branding exercise, this endeavour explores how thoughtful design can elevate a real-world destination in the growing local tourism and homestay market. With its nature-inspired setting and warm, minimalist charm, Tinycove offers a cozy escape reflected beautifully in its inviting tagline, “How About A Little Space to Chill?” The aim of this project is to develop a striking visual identity that communicates this promise through compelling design. Throughout the creative process, we explore core elements such as logo development, colour palettes, typography, layout systems, and visual storytelling. Each component plays a vital role in showcasing Tinycove's unique appeal and drawing attention to its serene, orchard-side setting. The outcome is a cohesive collection of branding and promotional materials designed to help the client attract a broader audience of travellers seeking restful, meaningful getaways. This project also serves as a valuable platform for applying branding strategy, user-centred design thinking, and creative direction, which are fundamental skills for any aspiring graphic designer aiming to make a meaningful impact in the industry. Tinycove becomes more than just a design brief; it is a real-world opportunity to shape how people see and connect with a space created for relaxation, simplicity, and a return to nature.

DESIGN AND DEVELOPMENT OF TINYCOVE

The design and development phase of the Tinycove branding project focuses on creating a cohesive visual identity through a suite of engaging promotional materials. The poster design embraces a nature-inspired aesthetic, featuring earthy tones, clean typography, and imagery that captures the charm of the tiny house nestled within its serene orchard setting. To extend the brand experience, a thoughtfully designed merchandise item such as a stylish tote bag or soft towel carries the Tinycove logo in calming neutral hues. This piece not only reinforces the homestay's warm and nature-focused personality but also serves as a functional and memorable keepsake

for guests. For digital promotion, an advertisement layout was crafted specifically for social media and website banners. The design remains true to the brand's colour palette and tone while being optimised for mobile viewing. With striking visuals and clear calls to action, it invites potential guests to explore more with just a glance. As part of the print collateral, a compact brochure was developed to highlight everything Tinycove offers. It features information on amenities, location, booking details, and seasonal experiences such as fruit picking and goat feeding. Designed with the same visual language as the other materials, the brochure is ideal for tourism counters or as a takeaway for prospective guests. Together, these design elements form a well-rounded and consistent brand presence that helps Tinycove stand out across both digital and physical platforms, capturing the essence of a peaceful retreat in every detail.



Figure 1.1 Logo design of Tinycove

TINYCOVE: A PRINT DESIGN PROJECT

This print design project brings to life the branding and promotional materials for Tinycove, a cosy homestay that celebrates the quiet charm of nature and the joy of simple living. Tucked away within Dusun Tok Din's newly unveiled staycation space, Tinycove offers an intimate escape with sweeping orchard views and a warm local atmosphere that captures the spirit of the dusun. The primary objective of this creative venture is to craft a cohesive visual identity that reflects the essence of Tinycove through beautifully designed print pieces. Among the key deliverables are a visually engaging poster, an informative and inviting brochure, a branded merchandise item, and a collection of supporting marketing tools. Each of these components is unified by the inviting tagline "How About A Little Space to Chill?" which perfectly encapsulates the homestay's laid-back and restful nature.

The design approach centres on earthy colour palettes, clean modern typography, and soft illustrations drawn from nature. These elements work together to mirror the

peaceful and rustic experience that awaits visitors. Attention to detail is evident in every piece, with layouts that balance visual appeal and functionality. From the clarity of the brochure content to the charm of the merchandise, each item is made to leave a lasting impression while serving a practical purpose.

More than just a visual identity, this project demonstrates how thoughtful print design can amplify a brand's personality and storytelling. By grounding the visual narrative in the natural beauty and simplicity that define Tinycove, the result is a brand experience that feels both personal and memorable. This design journey not only enhances Tinycove's presence but also reinforces the emotional connection between the space and its guests.





Figure 1.2 Overall items print design for Tinycove

TINYCOVE: A DIGITAL DESIGN PROJECT

This digital design project explores the branding and promotion of Tinycove, a delightful homestay tucked within the lush surroundings of Dusun Tok Din, through a range of interactive and multimedia platforms. Guided by the inviting tagline “How About A Little Space to Chill?”, the project sets out to capture and communicate Tinycove's tranquil and nature-infused charm across today's most engaging digital spaces. At the heart of the project is an immersive exhibit concept that reimagines the homestay experience in a three-dimensional environment. The booth design uses large-scale visuals, organic textures, and interactive features to transport visitors into the world of Tinycove, evoking the calm and coziness that define its atmosphere. A short commercial was produced to highlight key attractions including the signature tiny house, a refreshing swimming pool, orchard-side activities, and moments of animal interaction. Warm cinematic visuals and concise captions guide viewers through the experience, forming a visual story that is both heartfelt and informative. The animated logo builds on this narrative by gently revealing core elements of the brand such as the house structure, window, tree, and parasol. Each motion is carefully choreographed to

reflect Tincove's peaceful rhythm and welcoming personality, making the animation a perfect introduction across digital platforms. Completing the experience is a thoughtfully designed website that serves as a seamless gateway for potential guests. With clean lines and an intuitive structure, the website presents booking information, highlights of the stay, image galleries, and contact details, all carefully tailored to reflect the brand's serene aesthetic. This digital project showcases how cohesive storytelling, paired with thoughtful motion and interactive features, can enhance user engagement and elevate the overall brand experience. Tincove is more than just a homestay. It offers a gentle invitation to slow down, reconnect with nature, and rediscover the beauty of simple living, now thoughtfully brought to life through a refined digital platform.



Figure 1.3 Exhibit Design



Figure 1.4 Official Website



FINDINGS AND RESULTS OF THE TINYCOVE

In shaping the branding and promotional materials for Tynecove, we found that a strong and consistent visual identity plays a key role in boosting audience engagement and building recognition, especially for small businesses like homestays. Through a well-balanced blend of both print and digital media, we brought Tynecove's personality to life in a way that feels authentic and memorable. The creative journey included everything from logo development, poster and brochure design, and branded merchandise to a video commercial, animated logo, and fully structured website. Each element worked together to express Tynecove's core message: a peaceful, nature-filled retreat that is both affordable and welcoming. Throughout the process, feedback from mock presentations and early user testing was incredibly valuable. The responses revealed that the branding conveyed a sense of friendliness, calm, and visual warmth with all qualities that reflect the essence of the homestay experience. This alignment between design and identity helped reinforce Tynecove's unique positioning in the hospitality space. Beyond just building a brand personality, the deliverables provided practical assets for real-world marketing and guest engagement. From print materials that can be handed out at local fairs to a responsive website that supports direct bookings, each design served a strategic function. This project ultimately shows how thoughtful and unified design can do more than catch the eye which is it can create lasting emotional connections and support the growth of a meaningful brand like Tynecove. For us, it was a reminder that good design is not only seen but felt, and that feeling is what guests will remember long after their stay.

CONCLUSION AND RECOMMENDATION

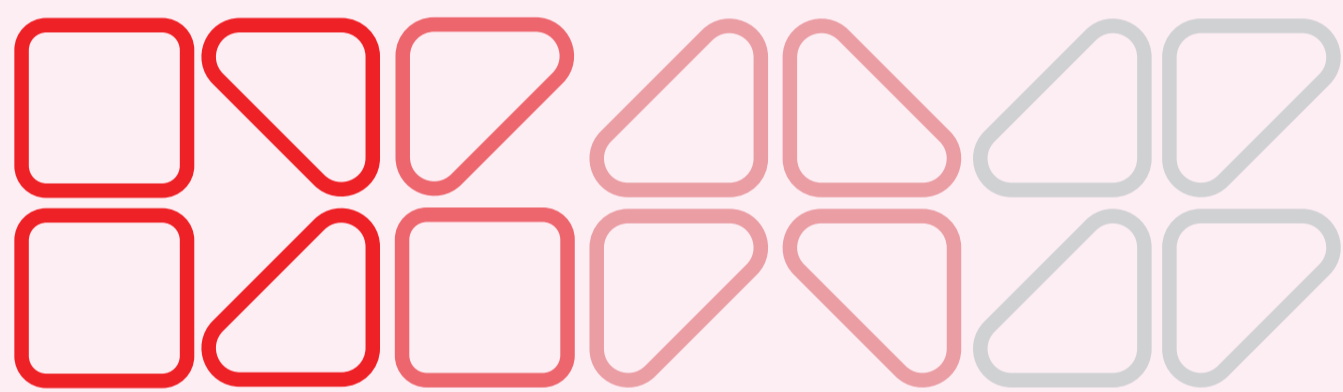
As we worked on developing the Tynecove branding and promotional materials, we discovered that having a strong and consistent visual identity really boosts audience engagement and brand recognition, particularly for small businesses like homestays. By blending print and digital design elements such as creating a logo, designing posters and brochures, developing merchandise, producing a video commercial, animating the logo, and laying out the website—we effectively showcased Tynecove's unique selling point: a cozy, nature-filled getaway that won't break the bank. Feedback from mock presentations and user testing showed that the branding came across as friendly, calming, and visually attractive, which aligns perfectly with the homestay's values. These designs not only helped shape the brand's



personality but also provided practical tools for real-world marketing. All in all, this project highlights how impactful design can elevate a growing business and create a lasting impression for potential guests.

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