



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.



Publisher

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

Copyright 2025 Faculty of Arts and Design,
Universiti Teknologi MARA Kedah Branch.

Copyright © is held by the owners/authors. The extended abstract is published in all rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form of any means electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher or author.

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.





CONTENTS

Rector's Message
Head of College's Message

EXTENDED ABSTRACT

Diploma in Art & Design
(Graphic Design & Digital Media)

Page

1 - 174

Diploma in Art & Design
(Industrial Design)

175 - 575

Bachelor in Art & Design
(Industrial Design)

576 - 760

Design
Innovation
Academic
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**





LUNARA | BEAUTY THAT BLOOMS WITH THE MOON

¹Sharliza Nisha Binti Fauzi, ²Nizar Nazrin, ³Shafilla Subri,
⁴Nazirul Mubin Awang Besar ⁵Qatrunnisa Binti Shariff

Department of Graphic Design and Digital Media
Faculty of Arts and Design
Universiti Teknologi MARA (UiTM)

asyarzak13@gmail.com

ABSTRACT

Lunara is the latest gem in the Bloom Collection by Aztie Beauty House & Spa, a luxurious range of scented serums crafted to elevate each moment of your day. Inspired by the serene strength of the moon and the timeless beauty of nature, Lunara transforms skincare into a mindful, sensory ritual through three enchanting scents designed for different times of day: calming Lavender for a refreshing morning start, elegant Rose to brighten your day, and soothing Jasmine to ease you into the night. Each Lunara serum is meticulously formulated to nourish, hydrate, and revitalise the skin. Its lightweight texture absorbs quickly without leaving residue, while a potent blend of botanical extracts, hyaluronic acid, and skin-loving nutrients delivers balanced moisture, softens fine lines, and enhances the skin's natural glow. "Beauty That Blooms With the Moon" is more than a tagline. It embodies a philosophy of holistic, time-conscious self-care that supports your well-being from dawn to dusk. Whether beginning your day with Lavender's gentle clarity, embracing Rose's confident elegance, or unwinding with Jasmine's tranquil warmth, Lunara transforms your skincare routine into a moment of personal reconnection. Designed for individuals who value self-care, balance, and sophistication, Lunara invites you to slow down, reconnect, and reveal radiant, healthy skin that flourishes through all stages of life. Embrace the rhythm of the day and the gentle power of the moon with Lunara.

Keywords: Scented Serum, Calming Lavender, Elegant Rose, Soothing Jasmine, Day To Night.



INTRODUCTION

This project delves into the creation of Lunara, an exciting new range of scented serum skincare products from the Bloom Collection by Aztie Beauty House & Spa. With the evocative tagline “Beauty That Blooms With the Moon,” Lunara offers a holistic skincare experience inspired by the phases of the day and the calming power of nature. The collection unveils three exquisite scents; Lavender to awaken your senses each morning, Rose to add a radiant touch to your daytime glow, and Jasmine to gently ease you into the serenity of night. More than just fragrances, each serum is thoughtfully crafted to nourish the skin while indulging the soul in a daily ritual of beauty and well-being. The primary objective of this project is to develop a cohesive and attractive visual identity that reflects Lunara's core values: elegance, self-care, and natural beauty. This assignment focuses on the conceptualisation and design of various branding elements, including logo creation, packaging design, marketing materials, and visual content that conveys the product's luxurious yet approachable essence. Special attention is given to the integration of scent cues into visual design, ensuring that every element resonates with the target audience and aligns with the overarching brand ethos of Aztie Beauty House & Spa. This introduction sets the stage for exploring the creative strategy, design process, and final outcomes that shape Lunara's identity as a standout offering in the Bloom Collection, a product line that encourages customers to embrace mindful self-care rituals and allow their beauty to flourish in harmony with the natural rhythms of day and night.

DESIGN AND DEVELOPMENT OF LUNARA

The creation of Lunara, a standout star in the Bloom Collection by Aztie Beauty House & Spa, is a masterclass in design that seamlessly blends luxury, nature, and purpose. From concept to execution, every detail is thoughtfully curated to evoke a sense of calm sophistication and sensorial delight. At the heart of Lunara's identity lies its elegantly constructed packaging—a harmony of form and function. The packaging structure is carefully crafted to ensure ease of use while presenting a sleek, premium appearance that commands attention on the shelf. Crafted with sustainable materials and ergonomic contours, each component reflects a conscious approach to beauty. Delicate botanical illustrations and soothing colour palettes—each echoing the signature scents of Lavender, Rose, and Jasmine—come together with refined

typography that encapsulates the collection's mantra: "Beauty That Blooms With The Moon."

Beyond the packaging, Lunara's brand universe unfolds through thoughtfully curated corporate touchpoints, including sleek minimalist business cards, elegantly tailored uniforms, and livery inspired by the gentle rhythm of the moon's phases. Each element works in harmony to uphold a cohesive and visually compelling brand identity. The experience continues with merchandise that speaks the language of self-care, featuring luxe candles, reed diffusers, mugs, spa robes, pin badges, and thoughtfully curated gift sets. Each item is adorned with Lunara's signature motifs, designed to evoke moments of everyday indulgence and deepen the emotional connection with the brand. In both print and digital campaigns, the brand narrative comes to life through rich visual storytelling. Core ingredients, mood-enhancing imagery, and emotive copy reflect the tranquil elegance of Aztie's spa heritage, inviting the audience into a world of beauty and serenity. To maintain a strong presence across platforms, custom-designed Social Media Templates offer a flexible and visually harmonious toolkit for ongoing campaigns, complete with editable elements and a cohesive aesthetic tailored to each season. Together, these elements elevate Lunara beyond the realm of skincare, transforming it into an immersive lifestyle experience defined by intentional design, emotional resonance, and a consistently refined brand voice.



Figure 1.1 Logo & Product design of Lunara



LUNARA: A PRINT DESIGN PROJECT

Lunara is a beautifully scented serum skincare line created as part of the Bloom Collection by Aztie Beauty House and Spa. The collection includes three distinct variants: Lavender for the morning, Rose for the day, and Jasmine for the evening. This print design project set out to capture Lunara's calming and elegant presence through a complete suite of printed materials that reflect its time-based skincare ritual.

From product packaging and dielines to promotional posters, flyers, and spa brochures, every element was carefully crafted to express the essence of the brand. The central message, "Beauty That Blooms with the Moon," is brought to life through soft, floral colour palettes and clean, refined layouts. The use of minimalist design allows the products to breathe visually while reinforcing a sense of quiet luxury.

Typography plays a vital role in this visual language, striking a balance between sophistication and calm. Custom illustrations and subtle moon-phase imagery add depth to the narrative, reinforcing the idea of skincare that flows in harmony with natural rhythms. Special attention was given to material selection, print finishes, and tactile qualities, ensuring that the physical feel of each piece aligns with Lunara's spa-level quality.

More than just a visual identity, this project sought to build an emotional bond between the brand and its audience. Through intentional design choices and elegant storytelling, Lunara presents a print experience that reflects a deeper commitment to holistic beauty and well-being.



Figure 1.2 Overall items print design for Lunara



LUNARA: A DIGITAL DESIGN PROJECT

Lunara is the latest addition to the Bloom Collection by Aztie Beauty House and Spa, offering a delightful range of scented serums. Lavender is designed to uplift your morning routine, Rose provides a burst of freshness for the day, and Jasmine helps you unwind as evening falls. This digital design project brings Lunara's brand essence to life through a captivating and cohesive experience across multiple digital platforms.

The exhibit design translates Lunara's soothing and nature-inspired character into an immersive three-dimensional space. Whether presented virtually or in person, the display features elegant backdrops, moon phase visuals, and scent-themed zones that guide visitors through the story of the collection. Every detail is crafted to reflect the brand's calming narrative and sensory appeal.

At the heart of the campaign is a television commercial concept built around the message "Beauty That Blooms with the Moon." It features cinematic visuals of serene skincare rituals throughout the day, accompanied by atmospheric music and a heartfelt voiceover that highlights the emotional and practical benefits of each product. The logo animation subtly brings the brand identity to life, with flowing movements inspired by moon phases and blooming flowers. This visual touch reinforces Lunara's themes of natural cycles and renewal, making it ideal for intros, social media content, and digital advertisements.

The website design provides a sleek and user-friendly platform that invites customers to explore the entire Bloom Collection. Featuring refined typography, colour schemes that correspond to each scent, interactive storytelling, and intuitive e-commerce features, the site ensures a seamless online experience. Together, these digital design elements form a unified and luxurious presence that celebrates holistic beauty. Lunara not only enriches the Aztie Beauty House and Spa portfolio but also offers a thoughtful sensory journey that reflects the growing demand for mindful skincare and well-being.

Lunara is the latest addition to the Bloom Collection by Aztie Beauty House and Spa, offering a delightful range of scented serums. Lavender is designed to uplift your morning routine, Rose provides a burst of freshness for the day, and Jasmine helps you unwind as evening falls. This digital design project brings Lunara's brand essence to life through a captivating and cohesive experience across multiple digital platforms.

The exhibit design translates Lunara's soothing and nature-inspired character into an immersive three-dimensional space. Whether presented virtually or in person, the display features elegant backdrops, moon phase visuals, and scent-themed zones that guide visitors through the story of the collection. Every detail is crafted to reflect the brand's calming narrative and sensory appeal.

At the heart of the campaign is a television commercial concept built around the message "Beauty That Blooms with The Moon." It features cinematic visuals of serene skincare rituals throughout the day, accompanied by atmospheric music and a heartfelt voiceover that highlights the emotional and practical benefits of each product. The logo animation subtly brings the brand identity to life, with flowing movements inspired by moon phases and blooming flowers. This visual touch reinforces Lunara's themes of natural cycles and renewal, making it ideal for intros, social media content, and digital advertisements.

The website design provides a sleek and user-friendly platform that invites customers to explore the entire Bloom Collection. Featuring refined typography, colour schemes that correspond to each scent, interactive storytelling, and intuitive e-commerce features, the site ensures a seamless online experience. Together, these digital design elements form a unified and luxurious presence that celebrates holistic beauty. Lunara not only enriches the Aztie Beauty House and Spa portfolio but also offers a thoughtful sensory journey that reflects the growing demand for mindful skincare and well-being.



Figure 1.3 Exhibit Design



Figure 1.4 Official Website

FINDINGS AND RESULT OF LUNARA

The Lunara project has truly hit the mark by creating a cohesive and premium brand identity that beautifully captures the essence of "Beauty That Blooms With The Moon" across both print and digital platforms. Through in-depth research, it became clear that customers value skincare products that offer clear usage instructions, a delightful sensory experience, and a heartfelt narrative focused on self-care. This insight guided the entire packaging approach, which features soothing colour palettes and clearly labelled scents tailored for morning, daytime, and evening routines. Each design element was crafted to support ease of use while evoking a calm, spa-like atmosphere. The print materials, including product packaging, brochures, and branded merchandise, all communicated a consistent aesthetic that reflected luxury and trustworthiness. In the digital space, the Lunara experience was brought to life through an immersive exhibit concept, an emotionally resonant television commercial idea, a gently animated logo, and a thoughtfully designed interactive website.

Each digital component worked together to tell Lunara's story in a modern and engaging way, appealing to customers seeking both function and emotional connection. Overall, the project demonstrated the strength of unified visual storytelling in enhancing brand recognition and appeal for Aztie Beauty House and Spa's Bloom Collection. The final creative solutions not only met the project brief but also provided practical, market-ready assets that improved usability, nurtured brand loyalty, and



reinforced Lunara's positioning as a premium skincare line. With a strong foundation now established, the brand is well-prepared for a successful launch and long-term growth.

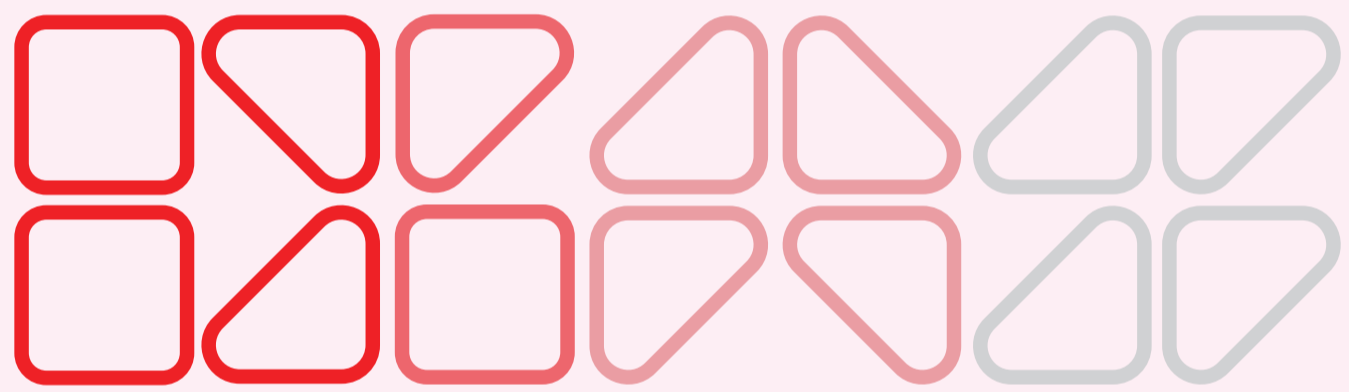
CONCLUSION AND RECOMMENDATION

As the final touches come together, the Lunara project has beautifully brought the essence of "Beauty That Blooms with the Moon" to life. With a clear vision and a refined approach, it has successfully shaped a cohesive and luxurious brand experience for Aztie Beauty House and Spa's Bloom Collection. From thoughtfully designed packaging and printed materials to merchandise, exhibition visuals, digital advertising, and online platforms, every element contributes to a compelling narrative of self-care rituals that flow naturally with the rhythm of the day. The use of soothing colour palettes, delicate botanical illustrations, and elegant typography has played a key role in establishing a strong and recognisable visual identity. This thoughtful design elevates both the brand's perceived value and its emotional connection with the audience. Looking ahead, it is essential for Aztie Beauty House and Spa to maintain visual and tonal consistency by following clear brand guidelines in all future campaigns. The brand may also benefit from exploring sustainable packaging options and expanding digital marketing initiatives. These could include influencer collaborations, interactive storytelling, and improvements to the e-commerce experience, all of which can help increase customer engagement and build long-term loyalty. Remaining attentive to user feedback and adapting to market trends will also be important when introducing new scent variations or extending the product line. By staying connected to the evolving preferences of today's consumers, Lunara can grow while remaining true to the values that define it. With such a strong foundation already in place, Lunara is prepared to flourish as a memorable brand that reflects luxury, celebrates nature, and embraces the rituals of mindful self-care. It offers a beauty journey that continues to bloom with grace and purpose.



REFERENCES

1. Becker, L., Van Rompay, T. J. L., Schifferstein, H. N. J., & Galetzka, M. (2011). Tough package, strong taste: The influence of packaging design on taste impressions and product evaluations. *Food Quality and Preference*, 22(1), 17–23. <https://doi.org/10.1016/j.foodqual.2010.06.007>
2. Bloch, P. H. (1995). Seeking the ideal form: Product design and consumer response. *Journal of Marketing*, 59(3), 16–29. <https://doi.org/10.2307/1252116>
3. Orth, U. R., & Malkewitz, K. (2008). Holistic package design and consumer brand impressions. *Journal of Marketing*, 72(3), 64–81. <https://doi.org/10.1509/jmkg.72.3.64>
4. Schifferstein, H. N. J., & Desmet, P. M. A. (2008). Tools facilitating multi-sensory product design. *The Design Journal*, 11(2), 137–158. <https://doi.org/10.2752/175630608X329198>
5. Underwood, R. L., Klein, N. M., & Burke, R. R. (2001). Packaging communication: Attentional effects of product imagery. *Journal of Product & Brand Management*, 10(7), 403–422. <https://doi.org/10.1108/10610420110410531>



DMS



اَوْنِيُوْ تِيْكَوْ لُوْ كِيْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



9 789672 948780

