



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



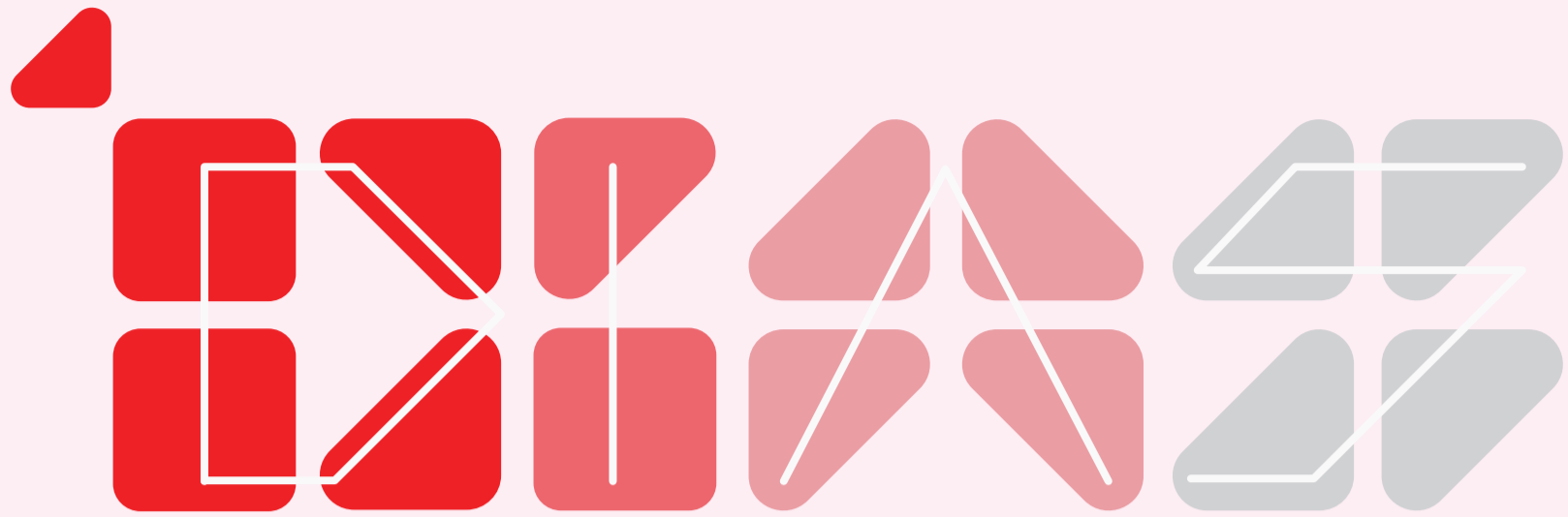
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ABSTRACT**

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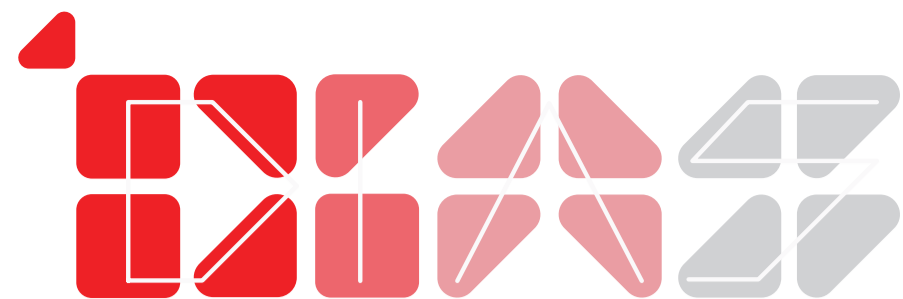
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Design
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Prof. Dr. Roshima Haji Said
Acting Rector
UiTM Kedah Branch

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**





HELLO CUPPY | HOME-BAKED CUPCAKE

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ABSTRACT

Hello Cuppy is a delightful and whimsical cupcake brand that brings together joy, creativity, and flavor in every single bite. Born from a passion for all things adorable, Hello Cuppy aims to provide more than just tasty treats; it offers a full sensory experience filled with cuteness, warmth, and happiness. With its signature pastel colors, playful bunny mascot, and beautifully crafted cupcake designs, the brand captures the hearts of those who appreciate both quality and visual charm. The tagline “Cuteness in Every Bite” perfectly sums up the brand's promise, as each cupcake is not only scrumptious but also utterly adorable. Hello Cuppy specializes in artisanal cupcakes, freshly baked in small batches with top-notch ingredients, ensuring a moist, rich texture and unforgettable flavor. From timeless favorites like vanilla and chocolate to seasonal delights and limited-edition creations, there's something to satisfy every sweet craving. But Hello Cuppy is more than just cupcakes; it embodies a lifestyle that celebrates joy, comfort, and a sprinkle of magic. The branding, packaging, and online presence are all crafted to evoke feelings of happiness and nostalgia, making Hello Cuppy a beloved choice among dessert enthusiasts, collectors, and fans of playful aesthetics. Hello Cuppy enhances every moment, whether you're celebrating a special occasion or indulging yourself. With cuteness at its core and quality at its heart, Hello Cuppy is truly more than just a dessert brand; it's a delightful experience to savor, bite after bite.

Keywords: Cupcakes, Cuteness, Handmade, Joyful, Premium



INTRODUCTION

Hello Cuppy is a fun and imaginative cupcake brand that sprang from a graphic design project centered on branding, packaging, and visual identity. This project dives into how design elements like logos, color schemes, typography, and character design can really shape a brand's vibe and emotional connection. Hello Cuppy blends a whimsical and delightful look with solid design principles to attract an audience that appreciates both flavor and aesthetics. With the catchy tagline "Cuteness in every bite," the brand embodies a cheerful and light-hearted spirit that resonates with today's trends in youth-oriented and lifestyle food markets. The project showcases a unified brand identity system that includes logo designs, mascot illustrations, packaging samples, social media content, and promotional materials. By utilizing design thinking and a user-focused approach, this assignment aims to show how graphic design can transform a product into something memorable and emotionally engaging. Hello Cuppy, is not just a dessert; it's an experience meant to be enjoyed, shared, and savored.

DESIGN AND DEVELOPMENT OF HELLO CUPPY

Hello Cuppy's design and development aimed to create a fun and cohesive brand identity that embodies the concept of "Cuteness in every bite". The packaging lineup included a single cupcake box, a half dozen box, and a custom carrier bag, all thoughtfully crafted with soft pastel colors, rounded shapes, and minimal graphics to evoke a lighthearted and cheerful vibe. The structural design of the boxes not only looked great but was also practical, while the carrier bag made it easy for customers to carry multiple treats, keeping the brand's look consistent across all touchpoints. At the heart of the brand's identity are three adorable bunny mascots, created during the character design phase to embody Hello Cuppy's playful and gentle spirit. The main mascot, Cuppy, is a direct nod to the brand name and serves as its face. Alongside Cuppy are Fluffy and Muffy, two charming sidekicks that bring variety and emotional connection to the brand story.

Together, they beautifully represent Hello Cuppy's core values of innocence, sweetness, and warmth. To extend the Hello Cuppy experience into everyday life, merchandise like tote bags, keychains, and stickers featuring the mascots and brand elements was created. For the advertising side of things, we put together a range of printed promotional materials to highlight the product and strengthen the brand identity. Our advertising approach also featured a short commercial video designed specifically for YouTube, along with an engaging website experience and digital campaigns across various platforms to enhance brand visibility. We tapped into social media marketing by utilizing platforms like Instagram, TikTok, and YouTube to share behind-the-scenes glimpses, fan engagement activities, and product showcases. With these cohesive design and promotional strategies, Hello Cuppy is establishing itself as a visually appealing and commercially captivating branding project.



Figure 1.1 Logo design, packaging design and character design of Hello Cuppy



HELLO CUPPY: A PRINT DESIGN PROJECT

Hello Cuppy: Cuteness in Every Bite is more than just a cupcake brand; it's a lively print design project that brings together character design, charm, and modern graphic techniques. The goal here is to create top-notch print materials that really boost the brand's identity, marketing efforts, and overall visual charm. This print design aspect includes everything from packaging and posters to promotional brochures, business cards, and even collector's edition goodies. The packaging showcases soft pastel colors, playful mascot illustrations, and thoughtfully arranged layouts that capture Hello Cuppy's joyful and delightful essence, making each product feel unique. The posters are crafted with adorable designs, harmonious color schemes, and fun typography, ensuring they grab attention and are perfect for both display and promotion. For marketing, brochures and flyers are designed to introduce Hello Cuppy's concept, cupcake selections, and brand vibe to potential customers, stockists, and partners. These materials feature high-quality images, a consistent visual style, and attractive layouts that reflect the brand's youthful and playful spirit. Business cards are tailored to align with the brand's identity, acting as sweet yet professional extensions of Hello Cuppy. The collector's edition merchandise — which includes stickers, acrylic pins, keychains, tote bags, and phone cases — showcases custom artwork and design elements that enhance both their visual appeal and collectible nature. By merging design with branding, the Hello Cuppy print design project highlights how print media remains essential in building visual recognition and creating memorable experiences for customers and fans alike.



For the TV commercials, we've crafted short, animated ads that showcase Hello Cuppy's delightful cupcakes, mascot characters, and signature branding. These commercials are packed with cute motion graphics, cheerful tunes, and engaging storytelling that spark excitement and create an emotional bond with viewers, especially on social media and online in ads.

The logo animation is a vital branding tool, bringing the Hello Cuppy logo to life with its dynamic motion design. Soft bounces, adorable transitions, and playful sound effects enhance the brand's identity and visual style across all digital platforms, from social media intros to brand videos.

Lastly, the official website serves as a hub for customers and fans alike. With an interactive and visually appealing design, the site showcases products, introduces mascots, shares promotional updates, and features a dedicated merchandise section. Animated UI elements, pastel colors, and user-friendly navigation ensure a delightful and seamless experience for everyone who visits.



Figure 1.3 Exhibit Design



Figure 1.4 Official Website

FINDINGS AND RESULTS OF THE HELLO CUPPY PROJECT

The journey of Hello Cuppy is a fantastic example of how cohesive branding, clever character integration, and smart design can come together seamlessly in both print and digital spaces. By diving into creative concepts and maintaining a consistent visual style, this project blends fun aesthetics with practical design, crafting a delightful cupcake brand experience. The packaging, featuring single and half dozen boxes along with a custom carrier bag, strikes a perfect balance between practicality and visual appeal, making it both attractive and user-friendly. The character design adds a charming touch, with mascots like Cuppy, Fluffy, and Muffy subtly enhancing the brand's personality across various merchandise and promotional items. Print materials such as tote bags, stickers, and keychains boost customer engagement and help reinforce brand recognition. In terms of promotional media, printed ads and branded materials keep a strong visual identity, while digital elements like the commercial video, website, and social media content broaden the brand's audience. The use of soft color palettes, clean layouts, and a consistent tone across all platforms really enhances the brand identity's effectiveness. Social media marketing, especially on Instagram, TikTok, and YouTube, fosters engagement and visibility by showcasing product previews and behind-the-scenes glimpses and encouraging audience interaction. The outcomes indicate that the design not only achieves aesthetic and functional goals but also shows promising commercial potential.



All in all, Hello Cuppy stands out as a well-executed print design project with clear branding, emotional resonance, and the potential for broader market appeal.

CONCLUSION AND RECOMMENDATION

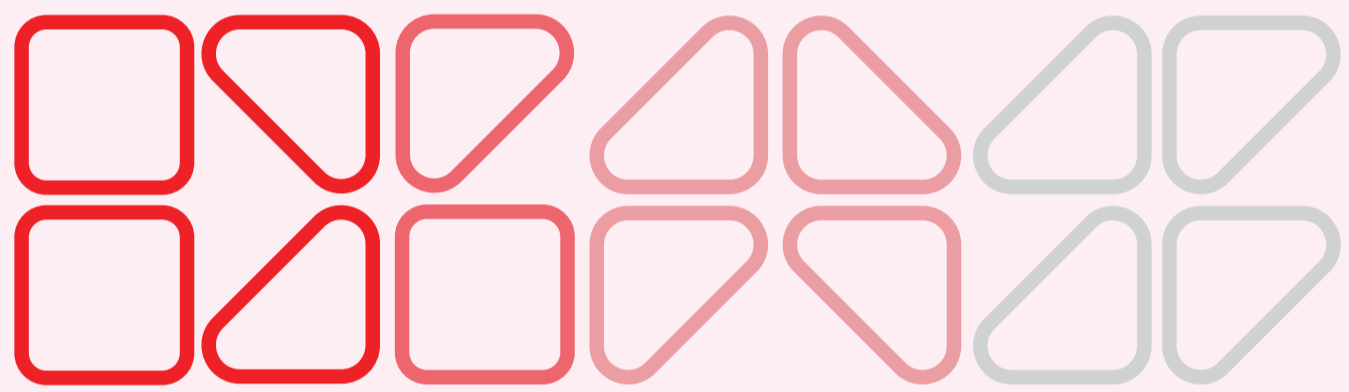
The Hello Cuppy project is a delightful blend of packaging design, character illustration, merchandise, and digital marketing, all coming together to create a charming and cohesive brand experience. By crafting print materials like cupcake boxes, carrier bags, and collectible items, along with digital content such as a commercial video, social media posts, and an interactive website, the project builds a strong visual identity that radiates playful charm. The design approach embraces soft pastels, rounded layouts, and friendly visuals, resulting in a brand that captures cuteness in a thoughtful and polished way. The addition of bunny mascots such as Cuppy, Fluffy, and Muffy adds an emotional touch, allowing the brand to convey warmth, innocence, and joy while still maintaining a professional edge. The project's multi-platform strategy showcases its adaptability and ability to connect with a broad audience, especially younger consumers and those drawn to lifestyle brands.

Looking ahead, it would be excellent to expand the merchandise line with seasonal collections, limited-edition collaborations, or character-themed packaging variations to keep things fresh and collectible. Exploring sustainable packaging materials would also resonate well with today's market trends. On the digital front, adding interactive web features like mini-games, character stories, or animated experiences could really enhance audience engagement. Boosting the social media presence with behind-the-scenes content, character driven narratives and trend responsive campaigns on platform like tik tok and Instagram would further strengthen brand recognition and loyalty. In short, Hello Cuppy is a well-crafted branding concept that beautifully merges cuteness, clarity and commercial potential with memorable design experience.



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