



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**





THE SECRET LIFE OF LUNA | LOVE, LIES, LIVESTREAM

¹Nazirul Mubin Awang Besar, ²Abdullah Kula Ismail, ³Syahrini Shawalludin,

⁴Shafilla Subri, ⁵Qatrunnisa Shariff

Department of Graphic Design and Digital Media

Faculty of Arts and Design

Universiti Teknologi MARA (UiTM)

aleeyqjasmine4@gmail.com

ABSTRACT

By day, Aayla is just another quiet, hardworking office worker, blending into the hustle and bustle of a busy marketing firm. But when night falls, she becomes Luna, a wildly popular virtual idol that captivated the audience for her mesmerizing voice, engaging livestreams and an air of mystery. With a digital mask concealing her true self, Aayla keeps her two lives completely apart until one small slip-up threatens to bring it all crashing down. When Caelan, her team manager of the sales team accidentally discovers her secret identity, Aayla's meticulously crafted double life starts to unravel. Surprisingly, instead of exposing her, Caelan turns out to be a huge fan of Luna and he's determined to keep his own little secret too. As they bond over late-night projects and subtle confessions, Aayla is forced to face feelings she's buried deep beneath layers of code and caution. With her online fame soaring and real-life pressures piling up, Aayla finds herself tangled in a web of emotional deception, digital obsession, and the fear of losing everything she's worked for. Can she safeguard her identity, maintain her job, and navigate a budding romance all while staying true to who she really is? "The Secret Life of Luna" is a heartfelt, slow-burn romance webcomic that delves into themes of



identity, vulnerability, and the blurry lines between real and virtual love. It's perfect for fans of secret identity dramas, emotional storytelling, and narratives that challenge how much of ourselves we're willing to share with others and with the world.

Keywords: Double Life, Romance, Virtual Idol, Secret Identity, Webcomic

INTRODUCTION

The Secret Life of Luna is an exciting webcomic project that emerged from a graphic design course, aiming to dive into the fascinating blend of storytelling, visual identity, and digital media. Centered around the theme "Love, Lies, Livestream," the story follows Aayla, a young office worker who leads a secret life as a virtual idol named Luna. This narrative delves into modern issues like digital personas, internet fame, anonymity, and the emotional complexities that come with them, making it a compelling topic for visual storytelling. The goal of this project is to create a unified brand identity for the webcomic, which encompasses character design, typography, promotional materials, and a visual style guide that captures the contrast between Aayla's real and virtual worlds. The story weaves together romantic tension and personal struggles while also providing insights into today's online culture. This sets the stage for a visually engaging and emotionally impactful design strategy. By merging illustration, layout, and narrative branding, this project invites the designer to express themes of secrecy, identity, and connection through visual elements. It also investigates how storytelling formats like webcomics can serve not only as entertainment but also as a canvas for design creativity and audience interaction.

DESIGN AND DEVELOPMENT OF THE SECRET LIFE OF LUNA

The design and development of The Secret Life of Luna webcomic aimed to create a unified visual identity that captures the essence of the story's key themes: duality, secrecy, and emotional tension. When it comes to character design, it is focused on highlighting the stark contrast between Aayla's everyday office look and her vibrant,

confident virtual idol persona, Luna. This transformation was brought to life through unique color palettes, stylish outfits, and expressive facial features, all working together to showcase her hidden double life. The merchandise lineup features trendy items like acrylic keychains, die-cut stickers, photocards, pin badges, and tote bags, all appealing to our target audience of teenagers and young adults, making them perfect collectibles. To further promote the webcomic a website was created and teaser trailers to spark curiosity and generate excitement. The advertising strategy includes promoting the webcomic with print ads displayed across various platforms, including billboards, bus stops, banners, and street posters, to broaden the webcomic's reach. Every visual element was carefully designed to align with the story's narrative and resonate with our audience, seamlessly blending storytelling with graphic design principles to create a captivating and marketable webcomic brand.



Figure 1.1 Logo design and character design of The Secret Life Of Luna

THE SECRET LIFE OF LUNA: A PRINT DESIGN PROJECT

The Secret Life of Luna started as a print design project that takes a digital webcomic and transforms it into a captivating, physical format. This concept dives into the dual life of Aayla, who is just a quiet office worker during the day but becomes a renowned virtual idol at night. The print version aimed to highlight how storytelling, branding, and emotional narratives can be brought to life in tangible ways. Among the key print materials created for this project are a series of promotional posters and brochures designed to introduce the characters to the audience. The visuals really capture the characters' emotions: Aayla looks worried and anxious, fearing she might be discovered, while Luna beams with a vibrant smile, and Caelan watches the two with a suspicious gaze, reflecting the story's themes of secrecy and self-expression. Additionally, the project features collectible print merchandise like photocards, acrylic keychains, and an exclusive t-shirt showcasing the logo and characters. Every design element was thoughtfully crafted to ensure visual consistency and enhance the tactile experience, demonstrating that a digital story can indeed be successfully translated into the physical realm through careful and strategic print design.





Figure 1.2 Overall items print design for The Secret Life Of Luna

THE SECRET LIFE OF LUNA: A DIGITAL DESIGN PROJECT

The Secret Life of Luna started as a digital design project that takes a narrative webcomic and turns it into an engaging multi-platform experience. With the theme “Love, Lies, Livestream,” this project dives into the secret double life of Aayla, reimagining her story through a variety of digital media formats. For the exhibit design, an interactive booth concept that features dual-sided panels, showcasing both Aayla and her virtual idol persona. Visitors can use touchscreens to delve into character backstories, read the prologue of the webcomic, and interact with Luna’s livestream environment in real-time. A 50-second TV commercial (TVC) was also produced to act as a trailer, blending animated comic panels with sound effects to captivate viewers both emotionally and visually. To introduce the webcomic’s brand identity, a logo animatic with smooth transitions was created that represent Luna through vibrant colors and motion graphics. The official website serves as the project’s central hub, boasting a responsive design that includes character bios, a preview of the comic prologue, links to merchandise, and a straightforward introduction to the company client. This digital design project showcases

how a narrative IP can evolve beyond webcomic panels into a comprehensive transmedia brand experience, engaging audiences through storytelling, motion, interaction, and immersive presentation.



Figure 1.3 Exhibit Design



Figure 1.4 Official Website



FINDINGS AND RESULTS OF THE SECRET LIFE OF LUNA PROJECT

The journey of creating The Secret Life of Luna has shown just how powerful a well-crafted story can be when paired with thoughtful design across both print and digital mediums. By weaving together storytelling and visual identity through character design, merchandise, advertising, and multimedia extensions, we created a cohesive and captivating brand. Feedback from peer reviews and user testing revealed that Aayla's character resonated deeply with audiences, who felt a strong emotional connection to both her real and virtual selves. The interactive features in the exhibit design and website really drew people in, while the logo animation and TV commercial effectively captured attention and conveyed the series' tone. Print materials like posters and collectible items were praised for their eye-catching aesthetics and market appeal. In the end, the project achieved its creative and communication goals, demonstrating that a webcomic can evolve into a rich, multidimensional design experience that connects with its audience on visual, emotional, and interactive levels.

CONCLUSION AND RECOMMENDATION

To conclude, The Secret Life of Luna has done a fantastic job of turning a captivating webcomic into a visually stunning and emotionally engaging design project that works beautifully in both print and digital formats. By blending storytelling with smart design choices like character development, merchandise, branding, and multimedia content, the project really shows how powerful visual communication can be in boosting audience engagement and shaping brand identity. The thoughtful integration of exhibit design, logo animations, website interfaces, and TV commercials created a smooth and immersive experience that truly brought Aayla's dual world to life. Looking ahead, it would be great to see the project become even more interactive such as adding augmented reality features to print materials or launching social media campaigns that let audiences join in on Luna's "livestreams." Plus, enhancing the website with motion-responsive design and accessibility features could help reach an even wider audience. All in all, this project lays a solid groundwork for transforming The Secret Life of Luna into



a marketable multimedia storytelling brand with exciting long-term prospects in both the entertainment and creative sectors.

REFERENCES

Envato Tuts+. (n.d.). *Character design basics: Tips for creating appealing characters*. Envato.

<https://design.tutsplus.com/articles/character-design-basics--cms-31260>

Tapas Media. (n.d.). *How to create a webcomic: A beginner's guide*. Tapas.

<https://tapas.io/newsfeed/1571>

Webtoon. (n.d.). *Creator 101: Start your own webcomic*.

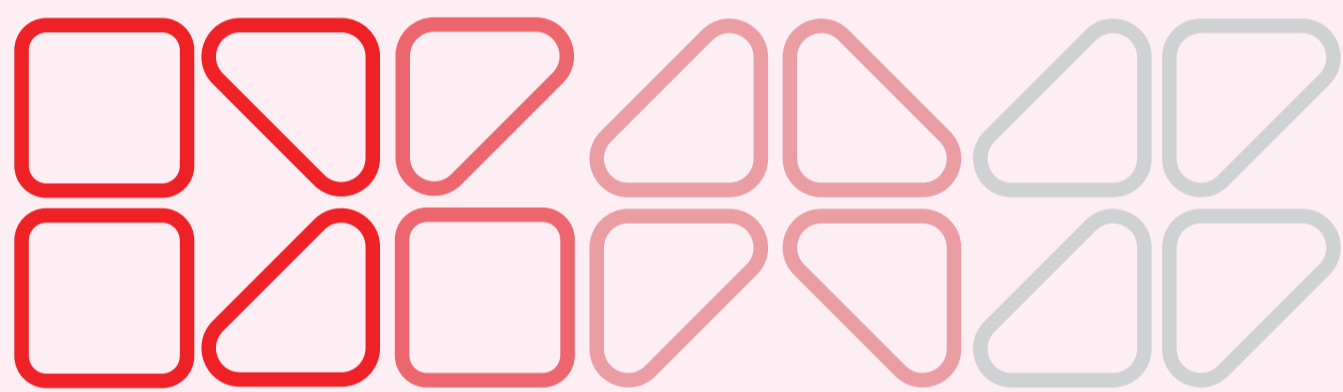
<https://www.webtoons.com/en/creators101>

Design Cuts. (n.d.). *The ultimate guide to character design*.

<https://www.designcuts.com/learning-hub/articles/the-ultimate-guide-to-character-design/>

Shillington Education. (2023, March 14). *What is graphic design? A beginner's guide to the world of visual communication*.

<https://www.shillingtoneducation.com/blog/what-is-graphic-design/>



DMS



اَوْنِيُوْ تِيْكَوْ لُوْ كِيْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



9 789672 948780

