



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



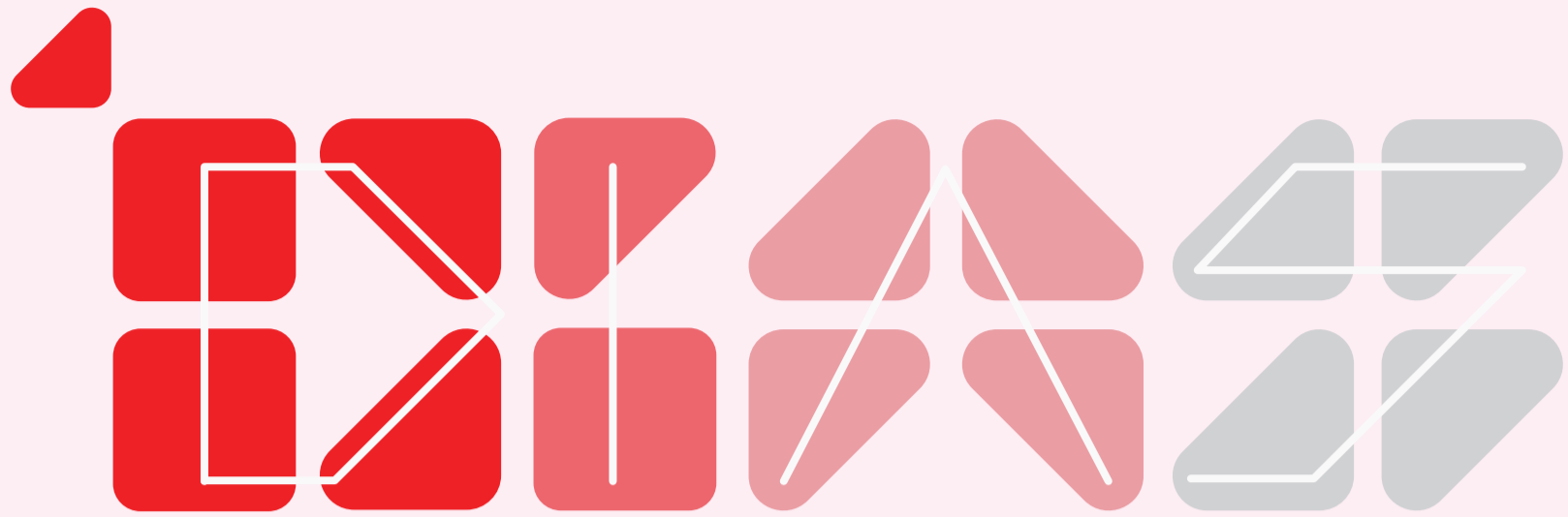
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ABSTRACT**

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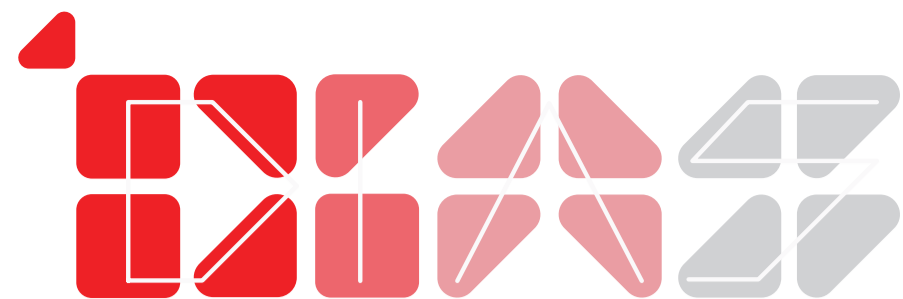
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Design
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Prof. Dr. Roshima Haji Said
Acting Rector
UiTM Kedah Branch

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**





BAUZ BUDS | UNBOX HAPPINESS. ENJOY COLOUR.

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ABSTRACT

Bauz Buds is a new take on wireless earbuds, where style meets function in a vibrant way. Drawing inspiration from the classic Bauhaus design principles, Bauz Buds blends simplicity, geometry, and color to elevate everyday listening into an artistic journey. Bauz Buds embraces individuality, creativity, and joy through both sound and style, highlighted by the catchy tagline "Unbox Happiness. Enjoy Colour." At the core of the brand are three uniquely designed earbuds, each reflecting a different mood and lifestyle. Beachwave captures the carefree vibe of the coast, with sun-kissed colors and wavy shapes that suggest a relaxed, breezy energy. Greenhauz represents nature's tranquility and balance, showcasing earthy greens and structured designs that resonate with sustainability and inner peace. Moonline is crafted for the dreamers and night explorers, inspired by the moonlit sky and rhythmic curves of nature, its deep purples and flowing cyan lines echo the calm of late-night lakesides and starlit campfires. Bauz Buds is more than just a pair of earbuds; it's a movement aimed at infusing emotion and personality into technology. With high-quality audio performance paired with lightweight comfort, intuitive controls, and a durable design, they're ideal for



everyday use. Bauz Buds encourages users to experience sound not only through their ears but also through emotion, design, and color.

Keywords: Design, Colour, Expression, Sound, Lifestyle

INTRODUCTION

Bauz Buds is an innovative wireless earbud brand conceived through a graphic design project focused on branding, product identity, and visual storytelling. Inspired by the Bauhaus design philosophy, the brand explores the interplay of form, function, and colour to create a user experience that is both aesthetically engaging and emotionally resonant. The aim of this project is to demonstrate how a compelling visual language and thoughtful design can enhance product appeal and connect with diverse audiences. Through the development of a cohesive identity including logo design, packaging, promotional materials, and thematic patterns—Bauz Buds presents itself not merely as a technological accessory but as a lifestyle statement. Each design within the collection such as Beachwave, Greenhauz, and Moonline captures a unique mood and visual character, enabling users to express individuality through colour and pattern. The brand's tagline, "Unbox Happiness. Enjoy Colour", reflects its commitment to emotional engagement and joyful design. This project highlights fundamental design principles such as typography, colour theory, composition, and visual hierarchy while applying them within the context of a contemporary consumer product. It also emphasises the importance of user-centred branding and illustrates how design decisions influence perception, narrative, and product desirability.

DESIGN AND DEVELOPMENT OF BAUZ BUDS

The design and development of Bauz Buds aimed to create a seamless visual identity that beautifully merges functionality with artistic flair. For the product design, it's inspired by Bauhaus aesthetics to craft three distinct earbud case patterns which are Beachwave, Greenhauz, and Moonline, each showcasing geometric shapes

and vibrant color schemes that capture various moods and lifestyles. The packaging for each variant features minimalist layouts paired with eye-catching graphics, all designed to convey the brand's playful yet sophisticated vibe while ensuring it stands out on shelves and delights during unboxing. To further engage with our audience, we also created merchandise, like stickers, tote bags, button badges, and t-shirts, reinforcing the brand's personality in everyday items. Our advertisement series showcases location-based settings that align with each product theme, using storytelling visuals and integrated taglines to forge an emotional connection with users and emphasize lifestyle versatility. Finally, we developed a social media marketing strategy to keep our online presence consistent, complete with post templates, branded icons, and catchy captions tailored for platforms like Instagram and TikTok. Every design element across these touchpoints was guided by the core values of the Bauz Buds brand: fostering emotional connections, embracing a color-driven identity, and celebrating modern simplicity, ensuring that every visual aspect contributes to a cohesive and impactful brand experience.



Figure 1.1 Logo design and packaging design of Bauzbuds



BAUZ BUDS: A PRINT DESIGN PROJECT

Bauz Buds is a design project that brings print to life, exploring how visual identity can express mood, lifestyle, and personality through physical branding. Inspired by the Bauhaus movement, the brand showcases three distinct earbuds which are Beachwave, Greenhauz, and Moonline each with its own vibrant color palette, geometric designs, and expressive patterns. These design features capture different emotional vibes and are consistently reflected across all print materials. The product packaging boasts a sleek, minimalistic layout that makes bold use of color and grid systems. Each box design showcases the unique pattern of its corresponding earbud, ensuring a memorable and cohesive unboxing experience. Print ads are tailored to match the vibe of each product, featuring stylized settings and clear messaging aimed at various user lifestyles. This visual storytelling aligns perfectly with the brand's tagline: Unbox Happiness. Enjoy Colour. Merchandise like tote bags, t-shirt, stickers, and button badges further enhance the brand's tactile experience. These printed items not only reinforce brand presence but also add emotional value through everyday use. Every detail from the dieline construction to the poster design adheres to a consistent visual system that blends modern simplicity with a playful spirit. This project illustrates how impactful print design can forge a strong identity, convey brand values, and create an emotional connection with audiences. Bauz Buds skillfully uses color, shape, and structure to transform print materials into immersive design expressions that transcend mere product packaging.



Figure 1.2 Overall items print design for Bauz Buds



BAUZ BUDS: A DIGITAL DESIGN PROJECT

Bauz Buds digital design project dives into how branding can truly come alive through motion, interaction, and immersive experiences. Centered around the idea of emotional audio experiences, this project showcases the brand's Bauhaus-inspired identity across various digital platforms, including exhibit design, TV commercials (TVCs), logo animations, and a website. Each piece reflects Bauz Buds core values: joy, color, and expression while ensuring visual consistency and keeping the audience engaged. The exhibit design invites visitors into an interactive space where they can discover each product theme Beachwave, Greenhauz, and Moonline through captivating, animated visuals, mood lighting, and digital panels that showcase the unique character of each design. The TVC encapsulates the brand's spirit in a 30-second story, blending lifestyle footage, rhythmic editing, and striking typography to emphasize the tagline "Unbox Happiness. Enjoy Colour". The logo animatic brings the brand identity to life, featuring smooth transitions and Bauhaus elements that convey energy, balance, and a playful sophistication. The website seamlessly ties everything together, boasting a clean user interface, responsive layout, and interactive animations that allow users to easily explore each earbud model, their stories, and purchasing options. This project illustrates how digital media can elevate storytelling and emotional resonance, transforming Bauz Buds into a fully immersive and visually dynamic brand experience.



Figure 1.3 Exhibit Design



Figure 1.4 Website Design

FINDINGS AND RESULTS OF THE BAUZ BUDS PROJECT

The Bauz Buds project showcases how it's clear that users are drawn to the brand's vibrant colors, geometric designs, and themed product lines like Beachwave, Greenhauz, and Moonline. These designs do a fantastic job of expressing different moods and lifestyles, helping users forge a personal connection with the brand. By



seamlessly integrating packaging, ads, merchandise, the website, logo animations, and exhibition design, the project creates a unified and engaging brand experience. The TV commercial and logo animation enhance brand recall through dynamic visuals and sound, while the website ensures easy navigation and visual appeal. Feedback from users and design critiques point out that the tagline “Unbox Happiness. Enjoy Colour.” is catchy and resonates well with the brand's visuals and messaging. This project illustrates that consistency, emotional resonance, and clear design are essential in crafting a memorable and recognizable brand. In the end, Bauz Buds successfully transforms a practical audio product into a vibrant lifestyle brand through thoughtful, multi-platform design.

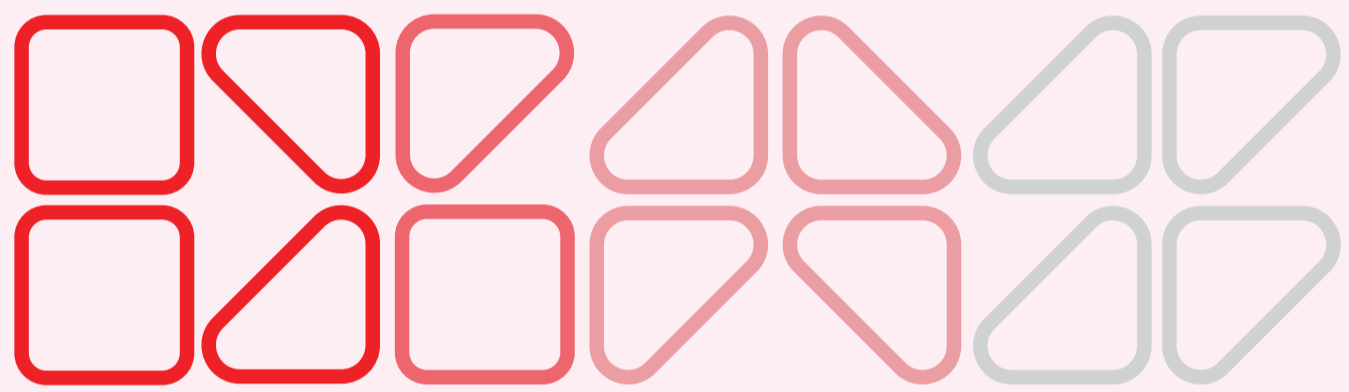
CONCLUSION AND RECOMMENDATION

As shown throughout the development of the Bauz Buds project, design plays a powerful role in turning everyday products into meaningful, expressive brand experiences. By drawing inspiration from Bauhaus aesthetics in everything from product design to packaging, advertising, merchandise, and digital platforms, the brand has crafted a unified visual identity that speaks to today's design-savvy consumers. Every detail from the themed earbuds to the animated logo and engaging website reinforces the tagline “Unbox Happiness. Enjoy Colour.”, showcasing how design can shape user perceptions and foster emotional connections. Looking ahead, it would be wise for Bauz Buds to enhance its digital footprint with interactive social media content, partnerships with influencers, and augmented reality experiences to boost user engagement. Launching limited-edition designs or customizable patterns could also help build user loyalty and set the brand apart. Plus, exploring eco-friendly packaging options would resonate with the increasing number of environmentally conscious consumers. By continuing to innovate both visually and strategically, Bauz Buds has the potential to evolve from a creative concept into a significant brand in the lifestyle tech market.



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