



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.



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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





***Industrial
Design
(Diploma)***





LITLOUNGE | SLIPPERS CHAIR

Nur Ainul Balqis Binti Mohd Zulkefli, Abu Hanifa Bin Abd Hamid

Industrial Design Department,
Faculty of Art and Design,
Universiti Teknologi MARA (UiTM)
nnurainulbalqis@gmail.com

ABSTRACT

The Litlounge is a unique chair concept crafted for book lovers, designed with biomimicry principles to boost comfort, functionality, and a deeper connection to nature. Inspired by the cosy shape of a cocoon, this chair boasts a soft, flowing silhouette that invites relaxation and helps you focus. It beautifully combines human-centred ergonomics with natural forms, creating a snug reading nook that fits seamlessly into modern life. Some standout features include a handy book slot built right into the backrest for easy access to your favourite reads, plus multifunctional compartments above the seat cushion for storing stationery, mugs, or reading glasses. The slipper-style base makes it easy to move around indoors while keeping a warm, homey feel. Made from sustainable materials like contoured wood and powder-coated steel, this chair not only looks great but also reflects a commitment to eco-friendly design, balancing durability with a natural aesthetic. The development journey involved detailed 3D modelling, rendering, and visualisation using CAD tools. From initial sketches to the final prototype, the process was iterative and research driven. But the Litlounge project didn't stop at just the chair; it blossomed into a full branding and digital design effort, complete with a print media package, exhibit booth concept, TV commercial, logo animation, and a fully responsive website to tell the product's story. In the end, Litlounge aims to enhance your reading experience while promoting a slower, nature-connected lifestyle. This project highlights the value of merging traditional product design with engaging digital storytelling in industrial design education, providing a well-rounded, user-focused solution that spans both physical and digital realms.

Keywords: Biomimicry, Ergonomics, Reading, Sustainability, Comfort

INTRODUCTION

This project, crafted as part of the Industrial Design Project course, dives into the creation of a multifunctional reading chair designed specifically for book enthusiasts. The Litlounge slipper chair combines ergonomic principles with a biomimicry design approach, aiming to boost both physical comfort and user interaction. The main objective is to develop a product that's not only meaningful and engaging but also aligns with the daily habits of readers, promoting relaxation and sustainable practices. This course project encourages students to collaborate across various fields—product development, user research, 3D rendering, and branding—providing a well-rounded industrial design experience. The Litlounge embodies a blend of functional thinking and emotional design, evolving through a thorough design process from brainstorming to visual communication.

MATERIALS AND METHODS



Figure 1.1 The picture of final body structure

This project, crafted as part of the Industrial Design Project course, dives into the creation of a multifunctional reading chair designed specifically for book enthusiasts. The Litlounge slipper chair combines ergonomic principles with a biomimicry design approach, aiming to boost both physical comfort and user interaction. The main objective is to develop a product that's not only meaningful and engaging but also aligns with the daily habits of readers, promoting relaxation and sustainable practices. This course project encourages students to collaborate across various fields product development, user research, 3D rendering, and branding providing a well-rounded industrial design experience. The Litlounge embodies a blend of functional thinking and



emotional design, evolving through a thorough design process from brainstorming to visual communication.

RESULTS AND DISCUSSION/FINDINGS

The Litlounge slipper chair draws its inspiration from the cosy, protective nature of a cocoon. Just like cocoons provide warmth, safety, and a space for transformation, this chair is designed to embody those same qualities. Its soft, curved shape wraps around you, offering a comforting embrace that invites relaxation. The smooth lines and snug fit echo the gentle enclosure of a cocoon, making it the perfect spot for some quiet reading time. I took a close look at the structure and layers of cocoons to see how they provide support and protection. I also examined various ergonomic furniture designs to strike a balance between functionality and aesthetics. The result is a chair that feels strong yet inviting, with a soothing visual appeal. Crafted from polished wood and sleek steel, it combines natural beauty with modern support. Plus, thoughtful features like a book slot and storage space above the cushion enhance its usability while keeping the overall design sleek and minimal. The Litlounge serves as a personal retreat for readers, offering both protection and tranquillity, much like a cocoon in the wild.

CONCLUSION & RECOMMENDATION

In conclusion, the Litlounge slipper chair is a perfect blend of comfort, practicality, and a touch of nature-inspired elegance. It's not just easy on the eyes; it's also incredibly functional. With its sturdy wooden base and gently curved shape, it offers fantastic support while creating a snug, inviting seating area. Its sleek, modern design means it fits right in, whether you place it in a cosy reading nook, a bedroom, a lounge, or a creative workspace. Plus, with thoughtful touches like a built-in book slot and handy storage compartments, it's tailor-made for book lovers and anyone who cherishes a peaceful retreat. The Litlounge isn't just a chair; it's a personal haven and a timeless piece of design that beautifully showcases the principles of biomimicry and the warmth of home.

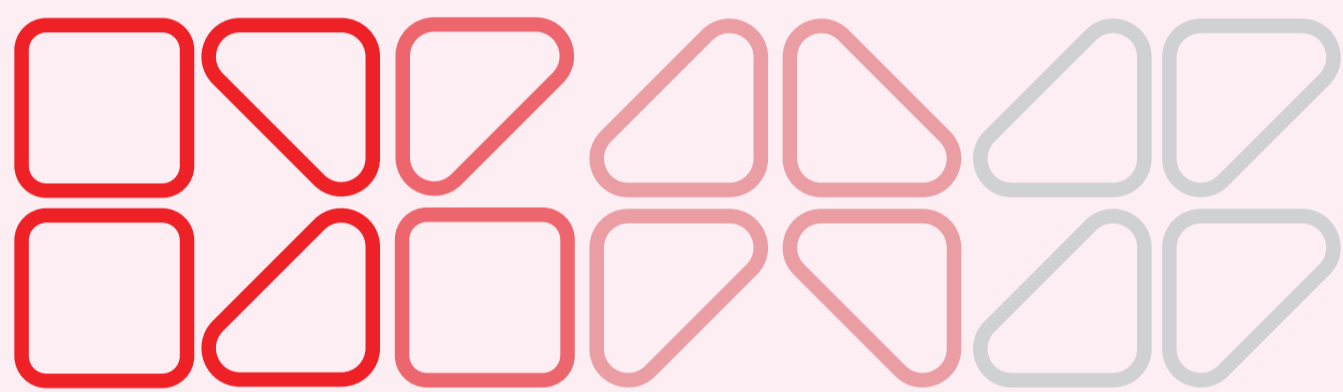


Figure 1.3 The picture of Environment (LITLOUNGE)

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