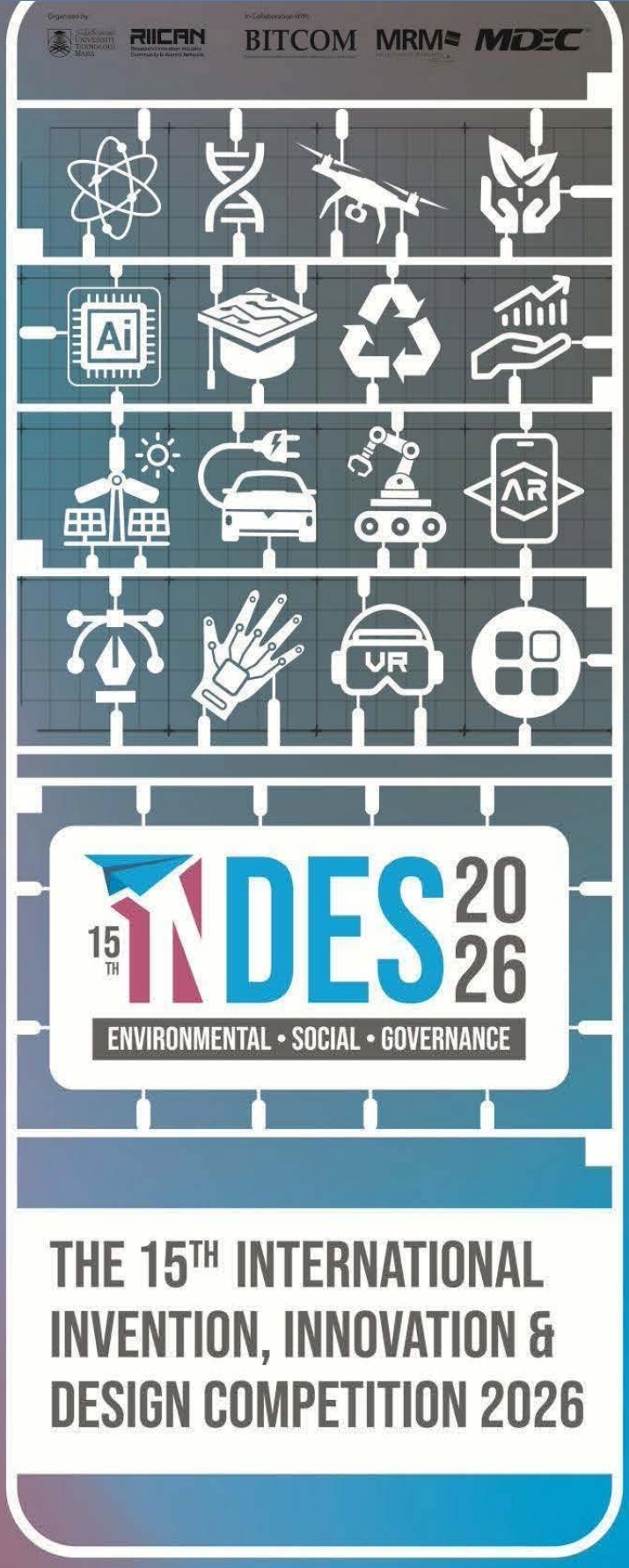


E-BOOK OF

EXTENDED ABSTRACT

E-BOOK OF EXTENDED ABSTRACT

THE 15th INTERNATIONAL
INVENTION, INNOVATION &
DESIGN COMPETITION 2026

Organized by:
Office of Research, Industry,
Community & Alumni Network
UiTM Perak Branch

© Unit Penerbitan UiTM Perak, 2026

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means; electronic, mechanical, photocopying, recording or otherwise; without permission on writing from the director of Unit Penerbitan UiTM Perak, Universiti Teknologi MARA Perak Branch.

Unit Penerbitan UiTM Perak,
Universiti Teknologi MARA,
Perak Branch, 32610
Seri Iskandar Perak, Malaysia.

Perpustakaan Negara Malaysia Cataloguing in Publication Data

No e- ISBN 978-967-2776-67-3

Cover Design: Asrul Nizuan Ariffin

Typesetting : Georgia

EDITORIAL BOARD

Editor-in-Chief

Muhd Syahir Abdul Rani

Managing Editors

Muhammad Wajihuddin Johari
Paul GnanaSelvam A/L Pakirnathan
Nazirul Mubin Mohd Noor
Nurdiyana Mohamad Yusof
Halimatussadiah Iksan

Copy Editors

Sheema Liza Idris
Nurul Munirah Azamri
Zarlina Mohd Zamari
NoorAileen Ibrahim
Farahidatul Akmar Awaludin
Siti Syairah binti Fakhruddin
Noor Fazzrienee JZ Nun Ramlan
Madaha binti Hanafi @ Mohd Ghani
Halimatun Saadiah Abd Mutalib
Hanitha A/P Satthiananthan
Syaza Kamarudin
Iza Faradiba Mohammad Patel
Nuramira Anuar
Noorlinda Alang
Noraziah Azizan
Faridatul Akma Wan Mohd Rashdi
Azurawati Zaidi
Ong Elly
Noran Nur Munira Khalili
Amirah Athirah Amir Yazid
Nurshahirah Azman
Daljeet Singh Sedhu A/L Janah Singh
Budiman Sabri Ahmad
Amirul Farhan Ahmad Tarmizi
Sarah Sakinah Assa'adah Johari

THE DEVELOPMENT OF LOGOSENSE APPLICATION

Mohamad Quzami An-Nuur Bin Ahmad Radzi[1], Nur Hisham Ibrahim[2], Shahrunizam Sulaiman[3]

[123]Universiti Teknologi Mara Perak Branch, Seri Iskandar Campus, 32610 Seri Iskandar, Perak

quzami@uitm.edu.my

ABSTRACT

In graphic design, effective logo development requires understanding visual elements, design principles, and perceptual frameworks such as Gestalt Theory. However, novice designers often struggle to evaluate their work independently. This study proposes a logo self-check application that enables users to assess their designs based on structured criteria. The system provides automated feedback, including scores and improvement suggestions. Evaluation through expert review and user assessment indicates its potential to enhance self-evaluation skills and promote theory-driven design practice.

Keywords: logo, logosense, application education, logo design, gestalt

1. INTRODUCTION

Commonly, an application is a software-based system or program created to carry out specified tasks and help users in completing them (Dewan Bahasa dan Pustaka, n.d). Fundamentally, it is designed to address an issue, aid in decision-making, or improve productivity within a certain theme. Applications that offer interactive tools, automated procedures, and user-friendly interfaces to enhance the performance and accessibility of information or services can be utilized in a variety of disciplines, such as education, business, and design (Wang et al., 2024). Furthermore, the Logosense application has been developed by a researcher, supported by current technology trends. This innovative application is an idea that helps students, lecturers, or graphic designers to get instant feedback online. Basically, the feedback that will be given by this application is related to the theory of Gestalt with elements and principles of design. The outcome of the feedback can be used to enhance the design or create a point for making a logo presentation with valid information.

2. METHODOLOGY

The Logosense application is based on a design, development, and research model (DDR). This model was chosen due to its usage in education development (Aris, 2024). This model complies with three-phase approaches, such as analysis, design, development, and evaluation. This DDR Model is commonly used for tool development, education software development, and curriculum creation within new educational frameworks. In continuation, the table below describes the design stages that have been complied with this innovation application development.

Table 1 DDR stages

Stages	Activity
Analysis	Identify the problem
	Observation
Design and development	Creating the prototype
	Utilized Artificial Intelligence Engine (Gemini Pro) is creating a prototype with special input (Gestalt Theory, Element and Principle of Design)
Evaluation	Testing the prototype (Logosense) by the lecturer

However, the development of this innovation needs to be tested on its main audience, which consists of students. In the future, students from selected class subjects that align with the syllabus will serve as respondents for user testing of the basic logo design project application. Researchers also plan to upgrade the application by removing dependence on an artificial intelligence engine. The future development of this application includes creating a smart and independent version that can be installed on mobile devices or computer software.

3. FINDINGS

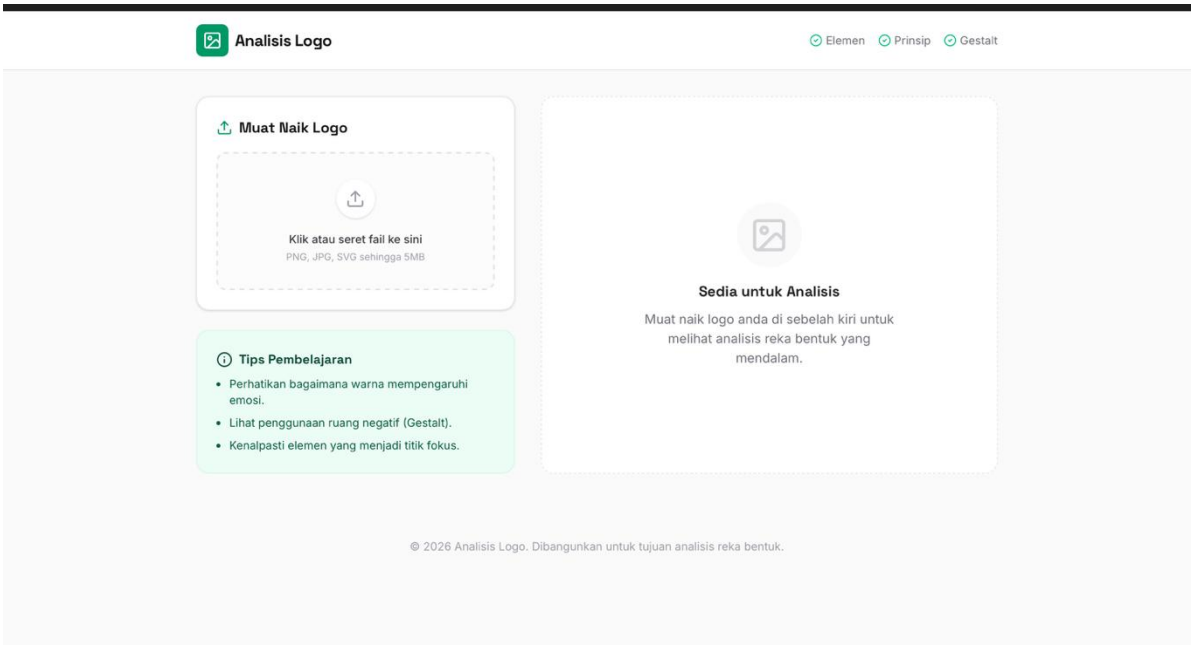


Figure 1 Interface of Logosense

Fundamentally, the user can easily run the application and verify that the internet connection is stable. Then, the user uploads the logo using the upload button and clicks the analysis button. In a few seconds, the analysis result will appear on the left of the application. The analysis result will include Gestalt theory alongside the elements and principles of design comments. The recommendation for a better design will also appear. Then, the user can simply run the analysis again if needed by clicking the new analysis button.

4. CONCLUSION

This innovation is based on the current technology development approach. The researcher or innovator had used the current technology developed in order to create a useful application that can enhance the student learning experience physically or virtually. Furthermore, this application has been designed with a simple interface in mind to ensure that users of all experience levels are capable of using it.

REFERENCES

Aris, N. M. (2024). Design and Development Research (DDR) approach in designing Design Thinking Chemistry module to empower students' innovation competencies. *Journal of Advanced Research in Applied Sciences and Engineering Technology*, *44*(1), 55–68. https://doi.org/10.37934/araset.44.1.5568.

Dewan Bahasa dan Pustaka. (n.d.). Kamus Dewan (Edisi Keempat).

Shan Wang, Fang Wang, Zhen Zhu, Jingxuan Wang, Tam Tran, Zhao Du, Artificial intelligence in education: A systematic literature review, Expert Systems with Applications, Volume 252, Part A, 2024, 124167, ISSN 0957-4174, https://doi.org/10.1016/j.eswa.2024.124167.

E-BOOK OF EXTENDED ABSTRACT THE 15th INTERNATIONAL INVENTION, INNOVATION & DESIGN COMPETITION 2026

eISBN 978-967-2776-67-3

9 789672 776673

Date of Publication: 13 July 2026

UNIT PENERBITAN UITM PERAK

(online)