



- Create Without Limits -



DESIGN  
SHOW 2025  
College of Creative Arts  
UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH

ABSTRACT BOOK



UTM KEDAH  
لومبا انجني، مولبا

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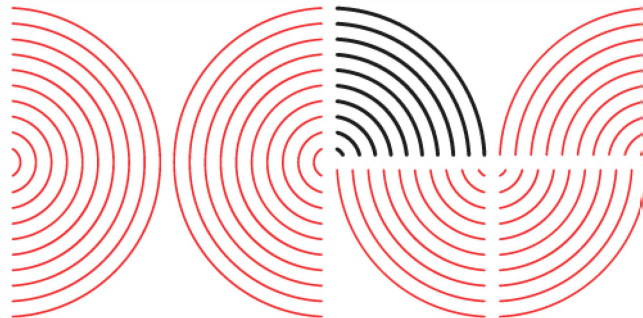
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# TABLE of CONTENT

- Rector's Message
- Head of College's Message

**Diploma in Art & Design**  
(Industrial Design)

Page

1 - 30

---

**Diploma in Art & Design**  
(Graphic Design & Digital Media)

31 - 136



## *Foreword Rector's Message*

Assalamualaikum and warm greetings,

It is with great excitement that I welcome you to MINDAREKA 2025, a celebration of creativity, innovation, and the power of ideas. This year's theme, "Create Without Limits," is a call to embrace imagination, push beyond boundaries, and explore new possibilities in every field. Creativity is at the heart of transformation, whether in science, technology, the arts, or social innovation. In a world that is constantly evolving, the ability to think differently, challenge norms, and break new ground has never been more important. MINDAREKA - Create Without Limits provides a platform for visionaries, problem-solvers, and dreamers to showcase their ideas, collaborate, and spark meaningful change. As educators and lifelong learners, we must cultivate an environment where curiosity thrives, unconventional ideas are welcomed, and challenges become stepping stones to progress. This event reflects our collective commitment to pushing the boundaries of knowledge and fostering an interdisciplinary culture of learning. When creativity meets determination, there are no limits to what we can achieve. I extend my heartfelt appreciation to all participants, mentors, and organizers who have brought MINDAREKA - Create Without Limits to life. Your passion and dedication embody the true spirit of innovation that drives our institution forward.

Let's embrace the "Create Without Limits" mindset, inspiring each other to think boldly and make an impact. May this event ignite fresh ideas, lasting collaborations, and groundbreaking discoveries.

Wishing everyone a fulfilling and inspiring experience.

PROF DR ROSHIMA SAID  
ACTING RECTOR  
UNIVERSITI TEKNOLOGI MARA  
KEDAH BRANCH





## *Head of College's Message*

It fills me with immense joy to witness the extraordinary dedication of both the organizing team and students in ensuring the resounding success of this event. Our concern for the future of our students, particularly in navigating the complexities of the new normal, drives us to create a more vibrant and promising world for them. Thus, the significance of MINDAREKA - Create Without Limits, orchestrated by our College of Creative Arts, UITM Kedah Branch, cannot be overstated as it epitomizes our noble aspiration.

A heartfelt expression of gratitude is owed to our tireless organizing committee whose unwavering commitment, boundless energy, and meticulous attention to detail have been instrumental in realizing the objectives of this event. MINDAREKA - Create Without Limits serves as a pivotal platform for all students, particularly those in their final year, to showcase their talents and skills. This platform not only fosters self-expression but also lays the groundwork for students to navigate their professional paths in the future.

I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you embark on this new chapter in life, I wish you the very best. May you embrace the opportunities that lie ahead with courage and determination. Best of luck to each of you.

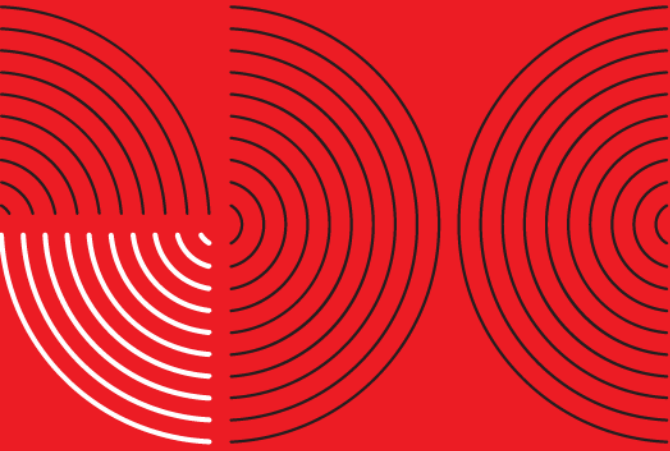
Dr. Nurul 'Ayn Ahmad Sayuti  
Head of College of Creative Arts,  
UITM Kedah Branch





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# GRAPHIC DESIGN & DIGITAL MEDIA



**NUR ALYA NAJLA MD NAJIB**  
 DIPLOMA IN ART & DESIGN  
 (GRAPHIC DESIGN & DIGITAL MEDIA)



**Project Title**  
 Bloom Tea

**Project Description**

**Tagline**  
 Symphony of Floral Flavors

Floral Tea

**DESIGN ADVISOR:**

Dr. Shafilla Subri, Ms. Syahrini Shawalludin, Mr. Nizar Nazrin,  
 Mrs. Suhaiza Hanim Suraya & Mr. Nazirul Mubin Awang Besar

**ABSTRACT**

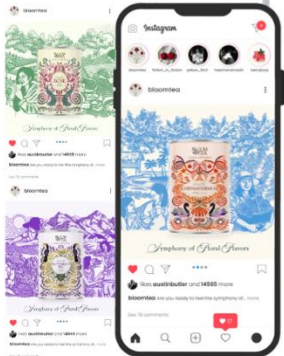
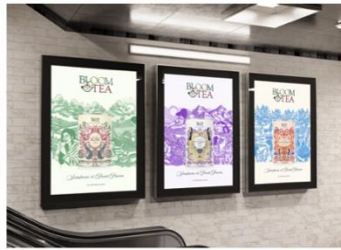
Bloom Tea is a floral tea product from a company based in Sungai Petani called KopiKuih. This product is also formerly known as Teh Bunga KopiKuih and later changed to a simpler yet timeless name called Bloom Tea. The product aims to blend tradition with contemporary elegance by choosing high-quality floral teas to offer exceptional tea experience. The logo combines the name of the product "Bloom Tea" and symbolic element of a teapot with floral motifs in the middle. The tagline "Symphony of Floral Flavors" describes how each layers of flavors from flower buds combined together to radiate harmony experience for consumers. Just like how symphony produce harmony by combining different notes. Bloom Tea currently has three signature flavors which are rose tea, butterfly pea tea and chrysanthemum tea. Nature-inspired theme with floral and animal motifs are used to create a sense of luxury and natural beauty. Each packaging features specific birds such as for rose tea, peacocks are featured as it is a bird that commonly associated with beauty, which aligns with roses' quality.



Rose Tea

Butterfly Pea Tea

Chrysanthemum Tea



For butterfly pea tea, hornbill are featured as both hornbills and butterfly pea flower symbolize transformation especially since this flower changes color when use in tea. For chrysanthemum, swans are used as it symbolize purity and calmness which reflected to soothing and delicate nature of chrysanthemum. The series of advertisements for Bloom Tea revolves around the cultural settings associated with tea. Each ad has the illustrations of harvesting activities and people drinking conveys the journey of tea— from the nature to the final cup. The alignment of colors with the product's characteristics also makes the ads look aesthetically unified. Overall, Bloom Tea continues to offer a luxurious tea-drinking experience through a seamless blend of tradition, modernity, artistry and wellness.



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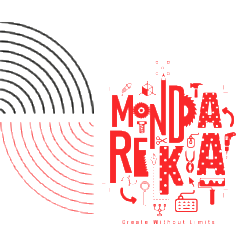
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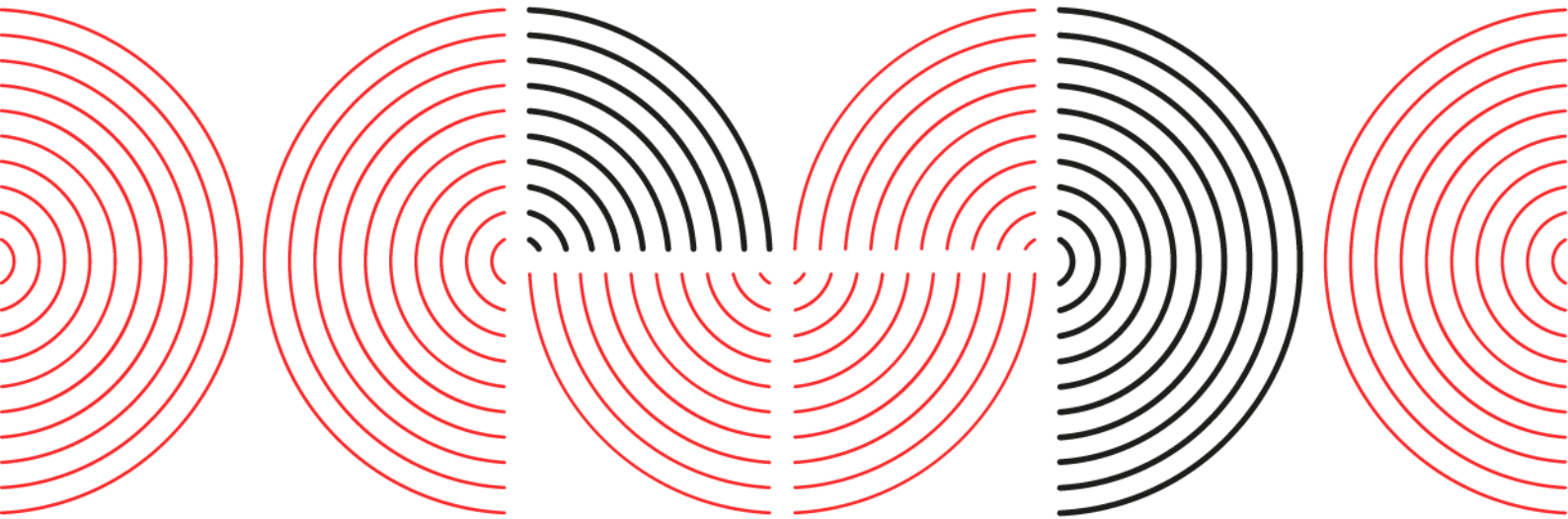
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