



- Create Without Limits -



DESIGN
SHOW 2025

College of Creative Arts
UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH

ABSTRACT BOOK



UTM Kedah
لومبا نكوي، موكا

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Publisher

College of Creative Arts,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok Kedah, Malaysia.
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Perpustakaan Negara Malaysia
Cataloguing - in- Publication Data

Editor : Syahrini Shawalludin, Shafilla Subri, Mohd Syazrul Hafizi Husin, Abdullah Kula Ismail, Suhaiza Hanim Suroya, Nizar Nazrin, Nazirul Mubin Awang Besar, Normaziana Hassan, Juaini Jamaludin, Ahmad Fazlan Ahmad Zamri, Fadila Mohd Yusof & Muhammad Aiman Afiq Mohd Noor

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Language Editor : Normaziana Hassan, Juaini Jamaludin & Nizar Nazrin.

Printed By :
Perpustakaan Sultan Badlishah,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok, Kedah, Malaysia.





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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.

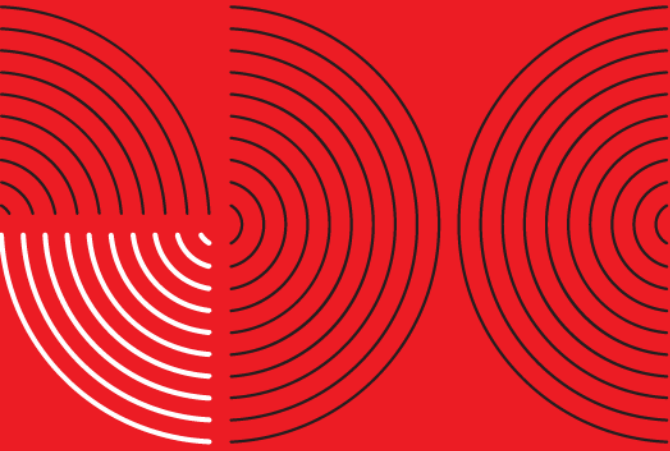
I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you 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





- Create Without Limits -



GRAPHIC DESIGN & DIGITAL MEDIA



HARIZ SAFUAN BIN MOHD ELMY SYAMSURY
 DIPLOMA IN ART & DESIGN
 (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title
 Tote Luxe

Tagline
 Carry your style

Project Description

Tote Bag

DESIGN ADVISOR:

Mr . Abdullah Kula Ismail, Ms. Syahrini Shawalludin, Mr. Nizar Nazrin

ABSTRACT

Byzatitahir is a bag shop that is handmade using high-quality material and a cosy range of colors. It was established in October 2023. The nude-coloured tote bag is designed to be a versatile and stylish accessory, suitable for various occasions from casual outings to professional settings. However, its minimalist design emphasises functionality and elegance, making it a staple in any wardrobe. It's also suitable for students to carry their school stuff. High-quality, durable canvas in a nude shade serves as the material of choice. The canvas has a slightly textured finish to add a tactile dimension to the bag. As we can see by the research that I did, this brand is lacking some fun in every design and advertising aspect. Hence, I'm planning to redesign the logo to give it personality and a fun-looking concept. I'm also going to create and design the packaging so that it looks more exclusive and elegant by using an attractive nude brown colour and typeface.

GRAPHIC DESIGN & DIGITAL MEDIA





Thus, the name of "Tote Luxe" is from the French word "Luxe," which means luxueuse (feminine) and luxueux (masculine) to represent unisex. In other words, men and women can use this tote bag for various occasions. Furthermore, we handcraft this tote bag specifically for those who appreciate minimalist design and colour. To end the words, this nude colour tote bag is the perfect blend of style and practicality, designed to meet the needs of modern users who value both aesthetics and functionality.





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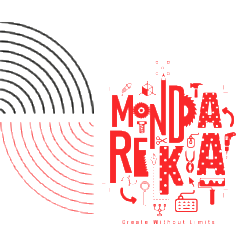
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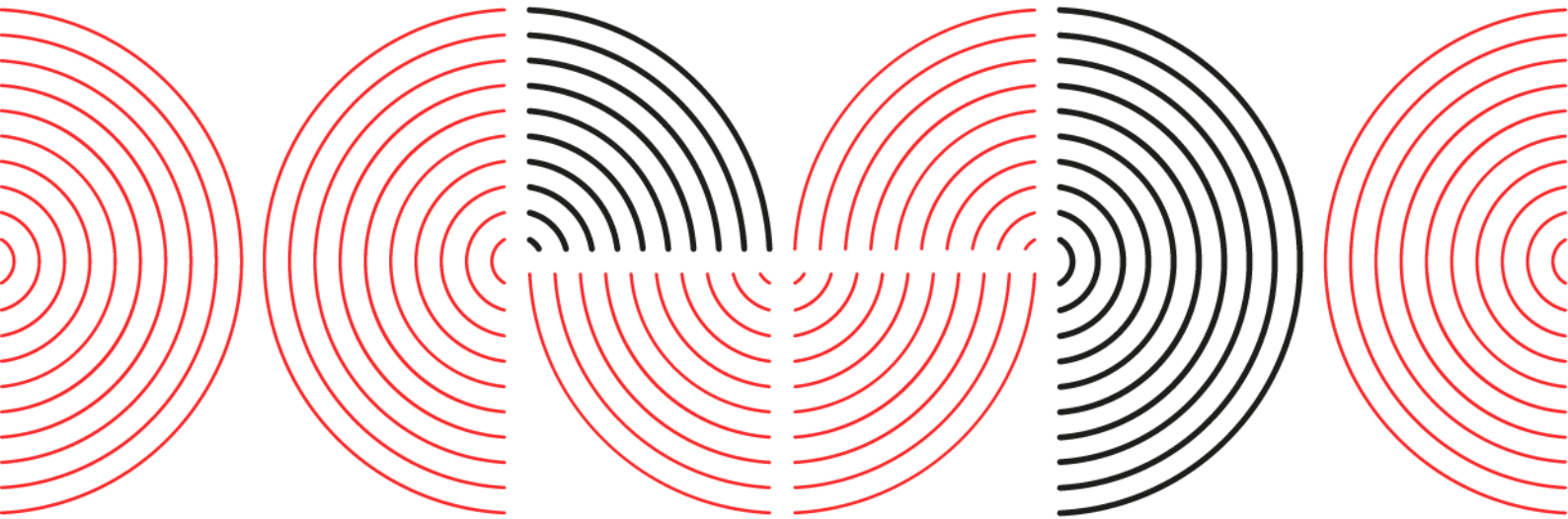
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