



- Create Without Limits -



DESIGN SHOW 2025

College of Creative Arts
UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH

ABSTRACT BOOK



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اوسها انقوى، مولها

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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.

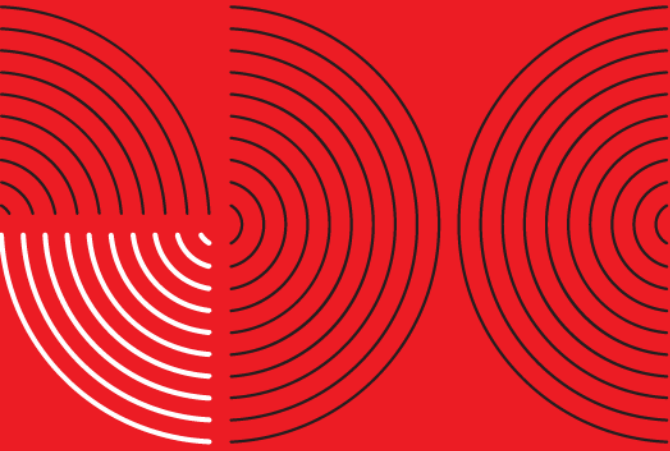
I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you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



MARIA MAISARAH BINTI MOHAMAD MARZUKI
 DIPLOMA IN ART & DESIGN
 (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title

Vietnam Roll-tastic

Project Description

Tagline

Dip, Eat & Repeat

Halal Vietnamese Roll

DESIGN ADVISOR:

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

ABSTRACT

We are proud to present Vietnam Roll-tastic, a Vietnamese food brand that draws inspiration from the funky, contemporary vibe that the product evokes when consumed. The handwritten logo symbolizes the authenticity of the brand's identity and the unique experience customers have when they savour the product. With the tagline "Dip, Eat, and Repeat," Vietnam Roll-tastic offers a variety of Vietnamese roll tastes that are sure to keep customers coming back for more. The included Vietnamese hat icon and its annotations symbolize the food's origin in Vietnam. Vietnam Roll-tastic has designed the Vietnamese Roll icon to showcase the product it offers to its customers.

GRAPHIC DESIGN & DIGITAL MEDIA





Vietnam Roll-tastic offers three kinds of Vietnamese rolls, each unique in its own way, using different kinds of ingredients, and maintaining the halal status of the product. A variety of promotional techniques, including billboards, indoor and outdoor advertisements, and proactive oversight on social media sites like Instagram, are used to promote these products. The goal of these initiatives is to introduce a wider audience to Vietnam Roll-tastic's distinctive tale. Eating one of Vietnam Roll-tastic's rolls aims to bring joy and the goodness in the Vietnamese roll, attracting customers from all sorts of regions, bringing them together with the same interest for food.





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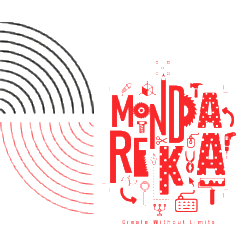
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