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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.

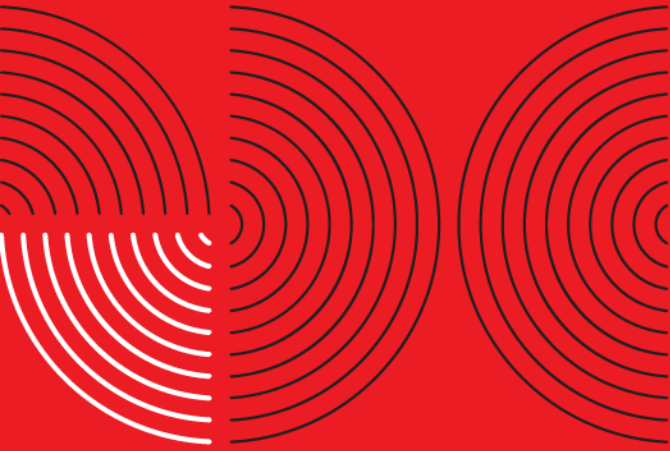
I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you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



NUR AINA SAFIAH BINTI MOHD RASHDAN
 DIPLOMA IN ART & DESIGN
 (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title
 GRIMOIRE'S WHISPERS

Tagline
 A MAGE'S ODYSSEY

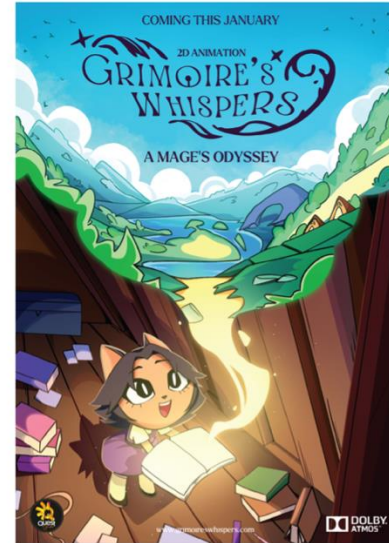
Project Description 2D Animation

DESIGN ADVISOR:

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

ABSTRACT

This project proposes a rebranding initiative for Quest Studio, a 2D animation producer in Shah Alam, Selangor, renowned for preserving Malaysian cultural heritage through its content. Established in 2014 by Muhamad Firdaus Hj. Omar, the studio has built a strong following on platforms like YouTube but faces challenges with limited genre variety and occasionally confusing storylines. To address these issues, the project introduces Grimoire's Whispers, an original 2D animation film blending fantasy and adventure genres. This initiative aims to diversify Quest Studio's portfolio, attract a broader audience, and enhance its storytelling. The narrative follows Eryna, a 12-year-old girl who discovers a magical book, Andorra's Grimoire. Transported to a mystical realm, Eryna confronts the dark sorcerer Mashiro with the help of her friend Nirmala. Through this journey, she gains confidence, embraces her powers, and learns self-acceptance.



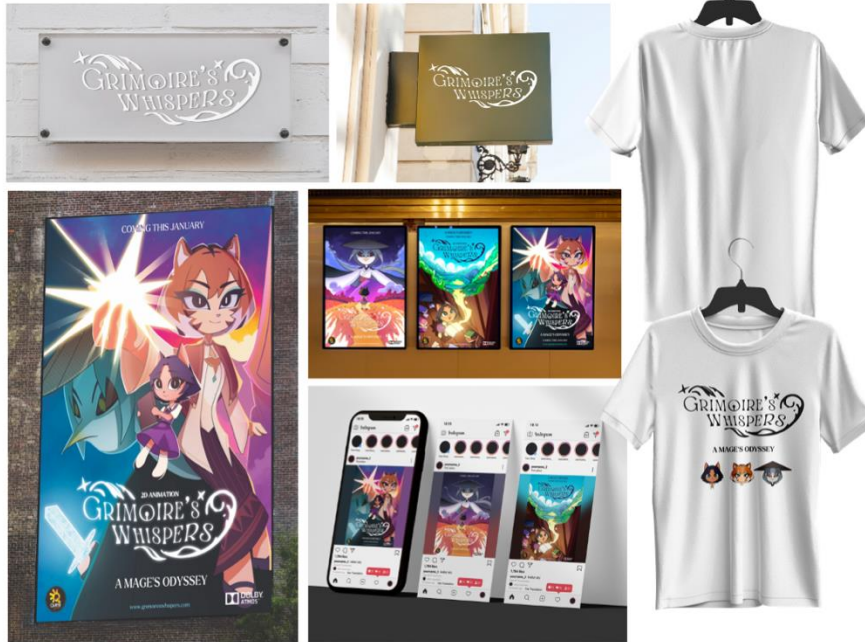
Eryna



Nirmala



Mashiro



The story integrates Malaysian and Japanese cultural influences, evident in the characters' designs. Eryna's attire combines modern Malaysian and Western styles, Nirmala dons a kebaya with batik patterns inspired by the Malayan tiger, while Mashiro wears a samurai kimono and straw hat, representing Japan's beloved animals. The title, *Grimoire's Whispers*, symbolizes the book's guidance, while the tagline, "A Mage's Odyssey," captures the magical journey. The art direction features a mystical aesthetic with dark purple tones and anthropomorphic characters to emphasize imagination and nature. Beyond the film, the project includes merchandise, ads, and promotional materials to expand its appeal. This effort positions Quest Studio to explore new genres while maintaining its cultural identity.





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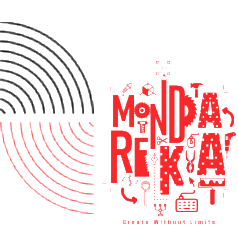
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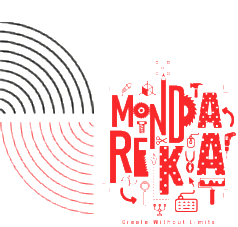
Staf Bengkel IDE

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Dibantu Bahagian Fasiliti – En. Nasri







DESIGN SHOW 2025



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