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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

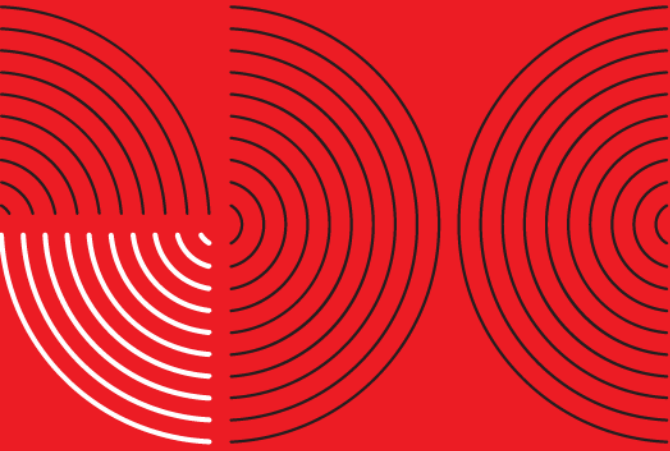
It fills me with immense joy to witness the extraordinary dedication of both the organizing team and students in ensuring the resounding success of this event. Our concern for the future of our students, particularly in navigating the complexities of the new normal, drives us to create a more vibrant 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





GRAPHIC DESIGN & DIGITAL MEDIA



NUR BAHYAH BINTI HASSAN
 DIPLOMA IN ART & DESIGN
 (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title
 Artpresso

Tagline
 Brew-tiful moments

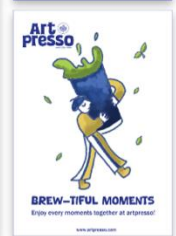
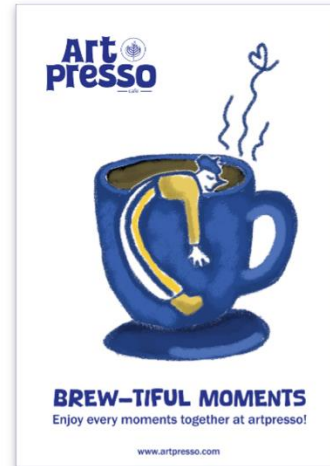
Project Description Cafe

DESIGN ADVISOR:

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

ABSTRACT

Artpresso Cafe is a concept that seamlessly integrates the artistry of coffee with the expressive power of visual and creative arts, creating a destination that transcends the traditional café experience. Built on the philosophy that coffee is an art form in itself, Artpresso offers a unique space where the rich flavors of expertly brewed coffee meet the vibrant energy of artistic expression. The creative idea of Artpresso Cafe perfectly blends the domains of coffee and art to create a unique and appealing experience. Coffee is more than just a drink at Artpresso. Focus coffees, tasteful teas and freshly baked pastries are all part of the cafe's menu. Each item is made using premium ingredients to provide outstanding flavour.





"Artpresso" combines "Art" and "Espresso," suggesting a blend of creativity and high-quality coffee. In branding, this name conveys a sophisticated, artistic approach to coffee culture. It implies that the cafe not only serves exceptional espresso but also provides an aesthetically pleasing and possibly artistic environment. This can attract customers who appreciate both good coffee and a visually appealing, creative atmosphere.



"Brew-tiful Moments" is a playful combination of "Brew" (referring to brewing coffee or tea) and "Beautiful Moments." In terms of branding, this name suggests that the establishment aims to create memorable and delightful experiences centered around their beverages. It implies that customers will enjoy not just the drinks but also the ambiance and the moments they share in the cafe. The name evokes a sense of warmth, enjoyment, and appreciation for the small, beautiful moments in life, making it appealing to those who value both quality drinks and a pleasant atmosphere.





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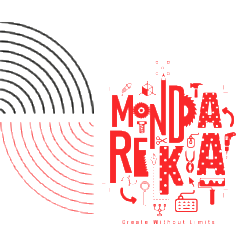
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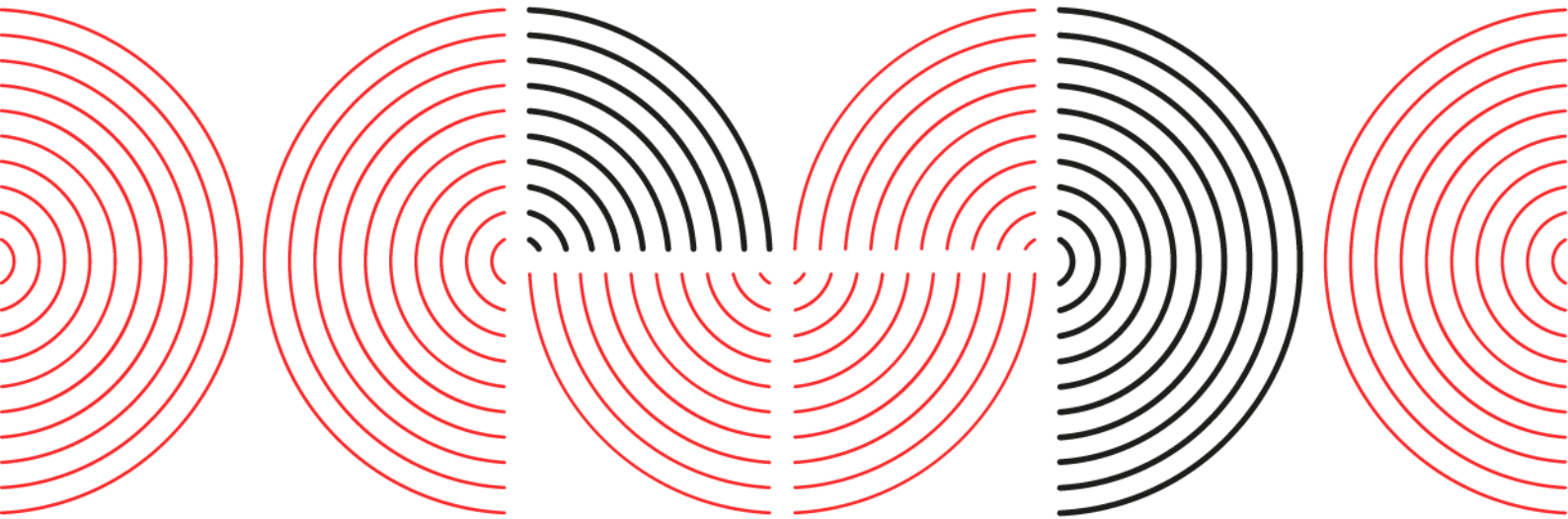
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DESIGN SHOW 2025



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