





- Create Without Limits -

ABSTRACT BOOK





Publisher

College of Creative Arts,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok Kedah, Malaysia.
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Universiti Teknologi MARA Kedah Branch.

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Perpustakaan Negara Malaysia
Cataloguing - in- Publication Data

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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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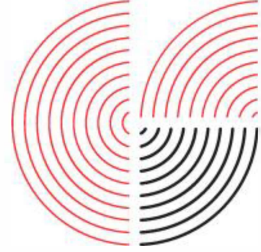
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(Industrial Design)

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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





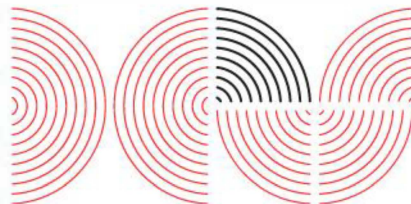
Head of College's Message

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.

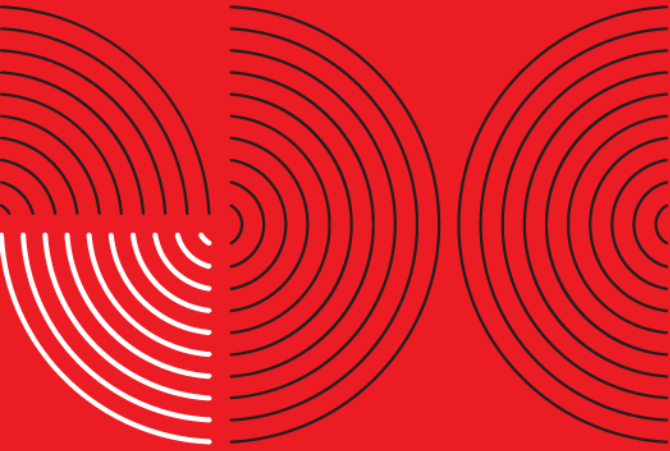
I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you 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 SYAKIRIN BINTI ROSMIZAM
 DIPLOMA IN ART & DESIGN
 (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title
 Fuzzy Cozy

Tagline
 Every Bites Makes You Purrr

Project Description Bakery

DESIGN ADVISOR:

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

ABSTRACT

The objective of this study is to rebrand the "The Cat Who Bakes" bakery. Situated in Damansara Damai, Petaling Jaya, Selangor, this bakery is quaint and distinctive. Founded in 2020, this welcoming space blends the comforts of freshly made bread, delicious sweets, and fragrant coffee with the entertaining company of cats. In the company of friendly feline residents, the bakery's cat-themed atmosphere creates a cosy, welcoming area where patrons can unwind and savour their delights. However, few major weaknesses have been found, such as the lack of consistency in logo elements, inconsistency of logo usage, and no implementation of the concept in the advertising. Thus, a new name came alive which is Fuzzy Cozy Bakery. The Fuzzy Cozy Bakery is a warm and inviting establishment that offers a unique blend of freshly baked goods and a charming cat-themed ambiance. The name "Fuzzy" symbolises the soft, comforting fur of cats, while "Cozy" reflects the welcoming, homely atmosphere the bakery embodies. The thoughtfully designed logo, incorporating elements of both cats and bread, effectively conveys the bakery's distinctive concept





Guided by the tagline, "Every bite makes you purr," Fuzzy Cozy Bakery is dedicated to delivering a delightful culinary experience where customers can savour delicious treats while enjoying the company of adorable companions. Whether it's freshly baked bread, decadent pastries, or a warm cup of coffee, Fuzzy Cozy Bakery's vast and well-chosen menu offers patrons a range of alternatives to satisfy their cravings. The bakery is the perfect spot to unwind and recharge because of its well-thought-out interior design, which features warm, inviting colours and comfortable accents that foster a peaceful atmosphere. In addition to offering mouthwatering delights, Fuzzy Cozy Bakery is a sanctuary where customers may find calm, escape the stress of everyday life, and relish happy, cosy times. It's more than just a bakery; it's a destination for comfort, flavour, and joy.





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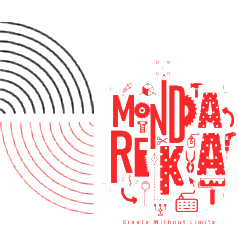
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