









## Publisher

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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.

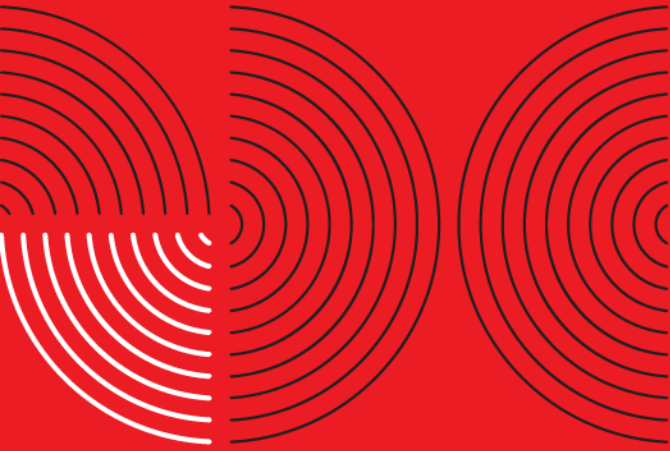
I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you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



**NURSYAMIMURNI BINTI NOOR HISHAM**  
 DIPLOMA IN ART & DESIGN  
 (GRAPHIC DESIGN & DIGITAL MEDIA)



**Project Title**

Brownie Nirvana

**Tagline**

Indulge in Chocolate Heaven

**Project Description**

Brownies Cookies

**DESIGN ADVISOR:**

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

**ABSTRACT**

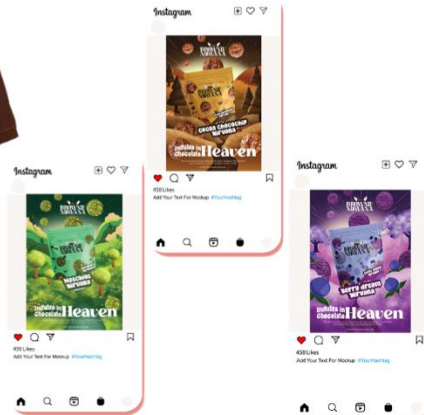
Nurulfara founded the Brownie Kedut Kukiss, a house-based business that sells cookies and desserts. Founded by Nurul Fara Binti Yasir. The brand aims to resolve logo issues. The logotype concept is complex and lacks consistency. This study is to rebrand the brownies made by Nurulfara products. The homemade dessert by Nurulfara is a dessert. Brownie nirvana represents the ultimate state of indulgence and happiness through our signature brownie cookies as products. Combining the richness of traditional brownies with the delightful crunch of cookies, our product offers a perfect balance between taste and texture. "Brownie Nirvana," meaning the state of happiness or perfection, is a very delicious, rich, flavourful, and satisfying brownie cookie. The term "Nirvana" means a state of joyful perfection that permeates every mouthful of our tasty meals. The logo combines the elements of a mark and a symbol. The brownie element represents a brownie cookie, while the wings and arrows symbolise nirvana and happiness.



Matchios Nirvana

Cocoa Chocochip Nirvana

Berry Dream Nirvana



The tagline "indulge in chocolate heaven" while means whoever can enjoy amazing and blissful chocolate is like being in a state of heaven. "Indulge" means encouraging people to treat themselves or give in to a pleasurable experience without guilt. However, "Chocolate Heaven" combines the rich, tempting appeal of chocolate with the idea of "heaven," symbolising perfection, happiness, and ultimate satisfaction. It suggests a brownie cookie is so delicious and luxurious. Brownie Nirvana products have three flavours: the first one is chocolate; the second one is matcha; and the third one is blueberry. The background in series advertising shows that whoever eats these brownies feels like they are sitting in heaven. The tagline "Indulge in Chocolate Heaven" uses evocative and abstract language to create a feeling of luxury, pleasure, and bliss. Here's what it conveys: The logo for Brownie Nirvana has a carefully chosen colour palette that combines youthful dynamism with high-end appeal. We have carefully chosen each tone to appeal to the brand's target demographic of 15–21-year-old young people while maintaining an expensive, decadent vibe. The colours reflect the mood of a contemporary, premium delight that is satisfying to the sight and the palate by reflecting luxury and brightness.





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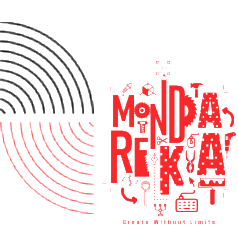
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# DESIGN SHOW 2025



College of Creative Arts  
UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH