







- Create Without Limits -

ABSTRACT BOOK





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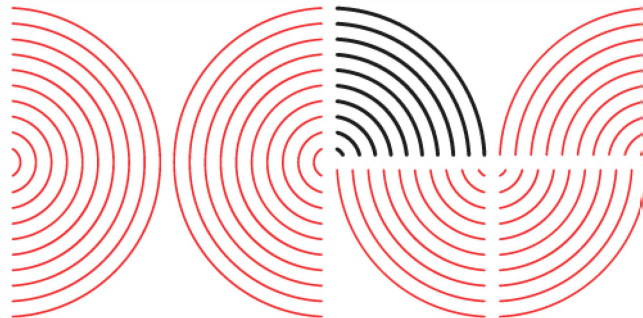
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## *Foreword Rector's Message*

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.

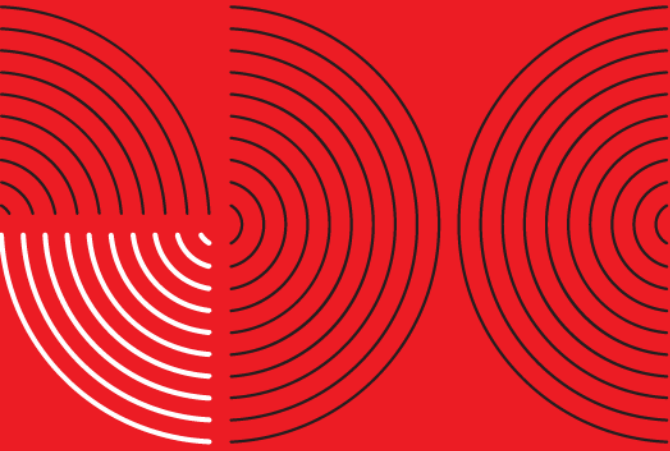
Dr. Nurul 'Ayn Ahmad Sayuti  
Head of College of Creative Arts,  
UITM Kedah Branch





- Create Without Limits -





# GRAPHIC DESIGN & DIGITAL MEDIA



**SYAZA NUR ZULAIKHA BINTI SHAHBANI**  
 DIPLOMA IN ART & DESIGN  
 (GRAPHIC DESIGN & DIGITAL MEDIA)



<b>Project Title</b>	<b>Tagline</b>
Oishi Cheesy Chic	Crazy Crunchy Cheesy Fried Chicken
<b>Project Description</b>	Japanese Fried Chicken

**DESIGN ADVISOR:**

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

**ABSTRACT**

Ed Cheesy Fried Chicken is a Malaysian stall that sells fried chicken with a variety of flavoured sauces. This fried chicken also offers a taste of Japanese fried chicken. Founded by Fahima Binti Azizan, the brand aims to those who love cheesy, spicy Korean chicken. This study is focused on rebranding Ed Cheesy Fried Chicken products to become Oishi Cheesy Chic. The Oishi Cheesy Chic product is a Japanese fried chicken that comes with three flavours of cheesy fried chicken: double cheese, spicy cheese, and original cheese. Oishi Cheesy Chic also adheres to a Japanese concept, closely mirroring the product description. Oishi Cheesy Chic is a type of combination mark used as a logo. The term "Oishi," derived from the Japanese word for delicious, while "Cheesy Chic" playfully describes the product crispy fried chicken generously smothered in cheese. In conclusion, a charming chicken icon visually anchors the design, symbolising the star of the menu: irresistible fried chicken. The tagline, "Crazy Crunchy Cheesy Fried Chicken," captures the excitement and indulgence of every bite, conveying the fun and flavourful experience that Oishi Cheesy Chic promises.





To enhance the customer experience, the product comes in playful, eye-catching packaging, along with exclusive merchandise perfect for fans as souvenirs. Additionally, the brand incorporates a Japanese-inspired design for its exhibits, creating an immersive and authentic showcase that highlights the essence of Oishi Cheesy Chic. The brand's carefully selected exhibitions and stalls, infused with Japanese design elements, offer an immersive experience. The architecture and design transport customers to the vibrant streets of Japan, where delicious street cuisine is the norm. In addition to showing Oishi Cheesy Chic's core values, these displays give customers an unforgettable eating experience that goes beyond the food. Customers can expect a wild, crunchy, and cheesy experience at Oishi Cheese Chic because of its powerful flavours, creative branding, and immersive surroundings.





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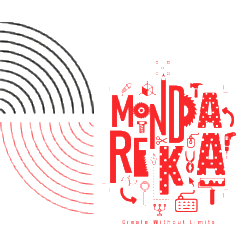
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# DESIGN SHOW 2025



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UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH