



- Create Without Limits -



**DESIGN
SHOW 2025**
College of Creative Arts
UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH

ABSTRACT BOOK



UTM KEDAH | **لومبا انكوي مولبا**

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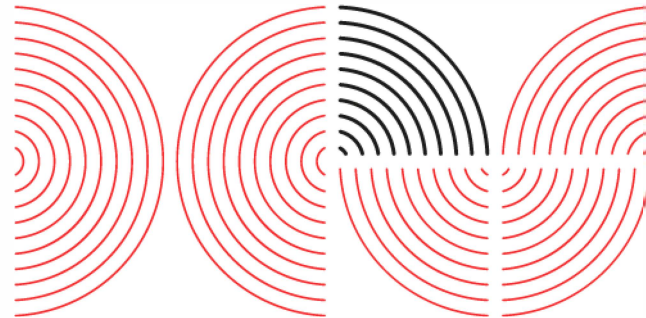




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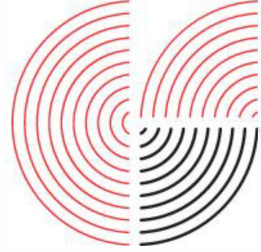
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Foreword Rector's Message



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





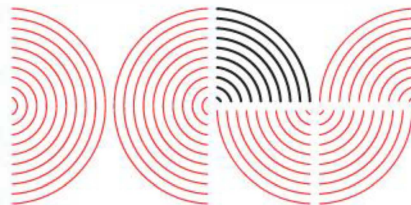
Head of College's Message

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.

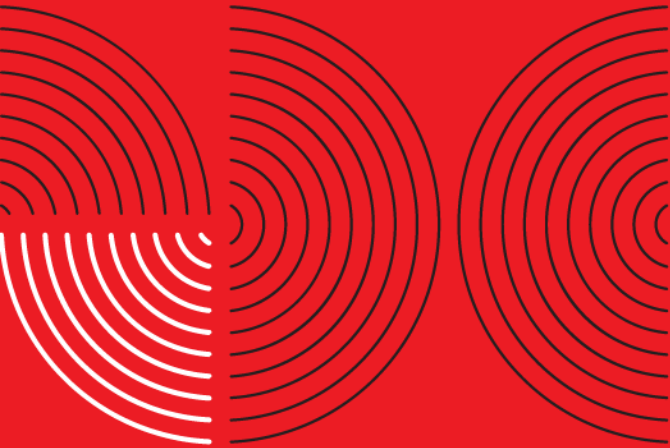
I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you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



WAN AINUN SOFIA BT WAN AZANUDDIN
 DIPLOMA IN ART & DESIGN
 (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title
 Boombite's Begeoil

Project Description

Tagline
 Boom! In Every Crunch

Tauhu Begeoil

DESIGN ADVISOR:

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

ABSTRACT

The "Tauhu Begeoil" brand is a business that sells a type of dry tofu product stuffed with mashed potatoes, chicken, or meat, as well as other various flavours, such as spicy and so on. The "Tauhu Begeoil" brand guarantees halal and cleanliness as it is a 100% handmade product by Muslims. The founder of this brand is Sofiah Bt Azizan. This business is being sold in front of Guar Chempedak market. The estimated target audience is 20 to 60 years old. We are introducing "Boombite's Begeoil," a product brand that embodies the uniqueness and speciality of begeoil tofu. "Boom" refers to when someone bites into begeoil tofu, the filling automatically bursts out all the flavors. The strong spicy flavour produced a boom in the mouth because the level of spice is very high. In addition, "bite's" focuses on the crunchy tofu texture on the outside that is difficult to forget. As for the tagline, "Boom in every crunch" also refers to every bite being filled with a spicy filling and having a crunchy texture on the outside. Furthermore, Boombite's begeoil brand provides a variety of fillings such as spicy, pesto sauce, and creamy garlic.





Spicy and garlic sauces usually focus on the elderly, and pesto sauces focus on young people. Spicy is a combination of crushed and cut chillies to get a premium and strong spicy chilli texture as well as a lot of filling to be able to relate to the tagline and name, which is boom. Not only that, but the creamy garlic flavour is a mixture of garlic and mayonnaise and other ingredients mixed together to get a suitable and delicious combination. Finally, the pesto sauce is a combination of basil leaves and cashew nuts to get the right combination of a strong, perfect, creamy, and rich taste. Boombite's "Begecil" offers a variety of advertising tools, including outdoor and indoor billboards, transportation billboards, and magazines. Even in this age of technology, the products are also being advertised on social media, such as Instagram posts, as it is easy to spread brand awareness.



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