



- Create Without Limits -



DESIGN SHOW 2025

College of Creative Arts
UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH

ABSTRACT BOOK



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Editor : Syahrini Shawalludin, Shafilla Subri, Mohd Syazrul Hafizi Husin, Abdullah Kula Ismail, Suhaiza Hanim Suroya, Nizar Nazrin, Nazirul Mubin Awang Besar, Normaziana Hassan, Juaini Jamaludin, Ahmad Fazlan Ahmad Zamri, Fadila Mohd Yusof & Muhammad Aiman Afiq Mohd Noor

Co-Editor : Nurul 'Ayn Ahmad Sayuti, Abu Hanifa Ab Hamid, Norarifah Ali, Zaidi Yusoff, Mohd Taufik Zulkefli, Mohd Hamidi Adha Mohd Amin, Mohamad Hazmi Shoroin, Mohd Zamri Azizan, Mohamat Najib Mat Noor, Asrol Hasan, Azhari Md Hashim, Azmir Mamat Naw, Dinah Rakhim, Hasnul Azwan Azizan @ Mahdzir, Nazri Abu Bakar & Mohd Rozman Mohd Nasir

Design & Layout Editor: Syahrini Shawalludin & Asrol Hasan.
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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.

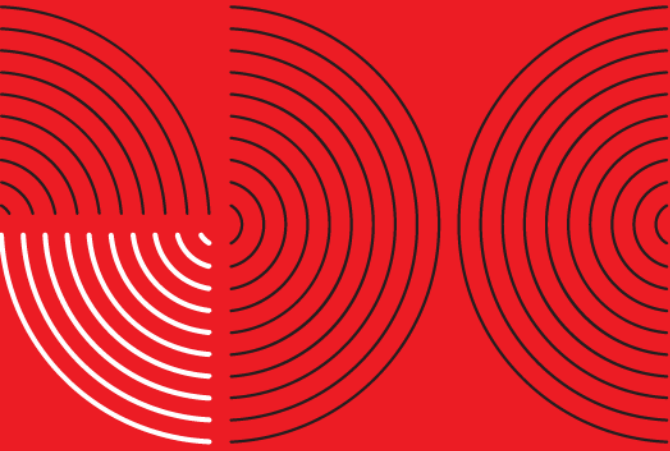
I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you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



AINN QAISARA BINTI ZABIDI
 DIPLOMA IN ART & DESIGN
 (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title
 Jala Licious

Tagline
 Taste The Dips

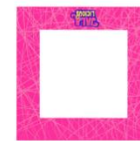
Project Description Roti Jala

DESIGN ADVISOR:

Mr Mohd Syazrul Hafizi Husin, Mr Nazirul Mubin Awang Besar, & Mr Nizar Nazrin

ABSTRACT

Jala Licious, previously known as Jala Jelita, is a thriving home-based online business founded by Siti Hajar binti Ismail in July 2021. Operating from Anak Bukit, Alor Setar, Kedah, the brand specializes in roti jala, a traditional Malay dish known for its intricate lace-like design and its versatility. Originally, roti jala was served with curry gravy (kuah kari), reflecting its deep cultural roots. However, Jala Licious has reimagined this beloved dish by introducing sweet dipping sauces such as strawberry, pandan, and caramel. This creative twist has broadened the appeal of roti jala, making it an enjoyable option for those who prefer sweet flavors or do not like curry. By combining traditional elements with modern innovation, Jala Licious has created a unique dessert experience that caters to people of all ages. The brand is particularly popular for special occasions, including Hari Raya celebrations, weddings, family gatherings, high tea parties, cultural festivals, and Ramadan iftar meals.





What makes Jala Licious unique is its ability to keep the traditional flavors of roti jala while giving it a modern twist. Siti Hajar's focus on quality, creativity, and detail has helped the brand become a symbol of innovation in Malaysian food. The sweet dipping sauces perfectly complement the soft, delicate texture of the roti jala, creating a balanced taste that works well for both casual and formal occasions. With its beautifully made and flavorful treats, Jala Licious has become a favorite for people looking for something new but still connected to tradition. Whether served as a dessert or a special snack, Jala Licious has redefined roti jala, making it exciting, relevant, and loved by many. This mix of tradition and modern style has made Jala Licious a popular choice for anyone wanting to add something special to their celebrations.





COMMITTEE OF MINDAREKA 2025

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Prof. Dr. Roshima Haji Said

Penasihat Program

Dr. Junaida Ismail

Pengerusi Program

Dr. Nurul 'Ayn Ahmad Sayuti

Pengarah Program

Pn Normaziana Hassan

Timb. Pengarah Program

En Mohamat Najib Mat Noor

Setiausaha

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Bendahari

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Jawatankuasa Rekabentuk Utama

En Asrol Hassan

Jawatankuasa Buku (Portfolio Karya Seni & Program)

Senireka Grafik dan Media Digital

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Dr. Shafila Subri

En. Abdullah Kula bin Ismail

En. Syazrul Hafizi bin Husin

Pn Suhaiza Hanim binti Suroya

En Nizar Nazrin

En Nazirul Mubin Awang Besar

Senireka Perindustrian

Pn Fadila binti Mohd Yusoff

En Ahmad Fazlan bin Ahmad Zamri

En Muhamad Aiman Afiq bin Mohd Noor

**Jawatankuasa Pameran Pelajar Tahun Akhir
(Research Advisor & Design Advisor)**

Senireka Grafik dan Media Digital

Dr. Shafila Subri

En. Abdullah Kula bin Ismail

Cik Syahrini binti Shawalludin

En. Syazrul Hafizi bin Husin

Pn Suhaiza Hanim binti Suroya

En Nizar Nazrin

En Nazirul Mubin Awang Besar

Senireka Perindustrian

Pn Fadila binti Mohd Yusoff

En Ahmad Fazlan bin Ahmad Zamri

En Muhamad Aiman Afiq bin Mohd Noor

Jawatankuasa Hadiah, Cenderahati & Sijil

En. Azmir Mamat Nawi

En Abu Hanifa

Jawatankuasa Editor Buku dan e-ISBN Katalog

Cik Syahrini binti Shawalludin

Pn JuainiJamaludin

En Ahmad Fazlan bin Ahmad Zamri

**Jawatankuasa Jemputan & Protokol (VIP/ Rektor/ JKE/
Tetamu Khas/ itinerari, dulang girl dan iringan VIP)**

En. Zaidi Yusoff

Pn. Shuhaila MD Shahid

Jawatankuasa Promosi

En Muhamad Aiman Afiq bin Mohd Noor

En Nazirul Mubin Awang Besar

Jawatankuasa Teks Ucapan/ Pengacara Majlis

Pn Dinah Rakhim

Jawatankuasa Multimedia, Fotografi & Dokumentasi

Pn. Suzani binti Azmin





Jawatankuasa Media IT & Live Streaming (FB, Youtube, Instagram)

Cik Syahrini Shawalludin

En. Muhd. Hazwan Hamdi bin Halim

En. Zulkipli bin Md Rodzi

En. Ahmad Mawardy Abdul JalilKhairul Anuar Abdul
Hamid

Jawatankuasa Percetakan Buku (Perpustakaan Sultan Badlishah)

En. Zakaria bin Muhamad

En. Mohammad Ameerul bin Mohd Isa

Gimik Perasmian (digital) dan muzik selingan

En. Mohd Taufik bin Zulkefli

En. Mohd Rozman bin Mohd Nasir

Penyediaan Video Akhir dan slaid pemenang

En Mohd Hamidi Adha bin Mohd Amin (IDE)

En. Nizar Nazrin (Grafik)

Jawatankuasa Galeri Seni Merbok

En. Muhamad Aiman Afiq Mohd Noor

En. Mohamat Najib Mat Noor

Jawatankuasa Jemputan (surat jemputan sekolah, IPTA, Industri)

Pn Norarifah binti Ali

Pn. Suhaiza Hanim binti Suroya

Jawatankuasa Sharing Session/ Program & Workshop Visibility

Prof Madya Ts Dr Azhari bin Md Hashim

En. Mohamad HazmiMohamad Shoroin



**Jawatankuasa Persiapan Tempat, Hiasan Pentas
dan Gimik Perasmian**

En. Nazri Abu Bakar

En. Mohamad Hazmi Mohamad Shoroin

Dr. Hasnul Azwan Azizan

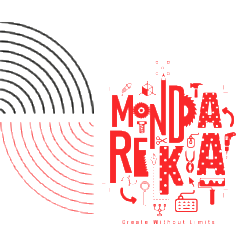
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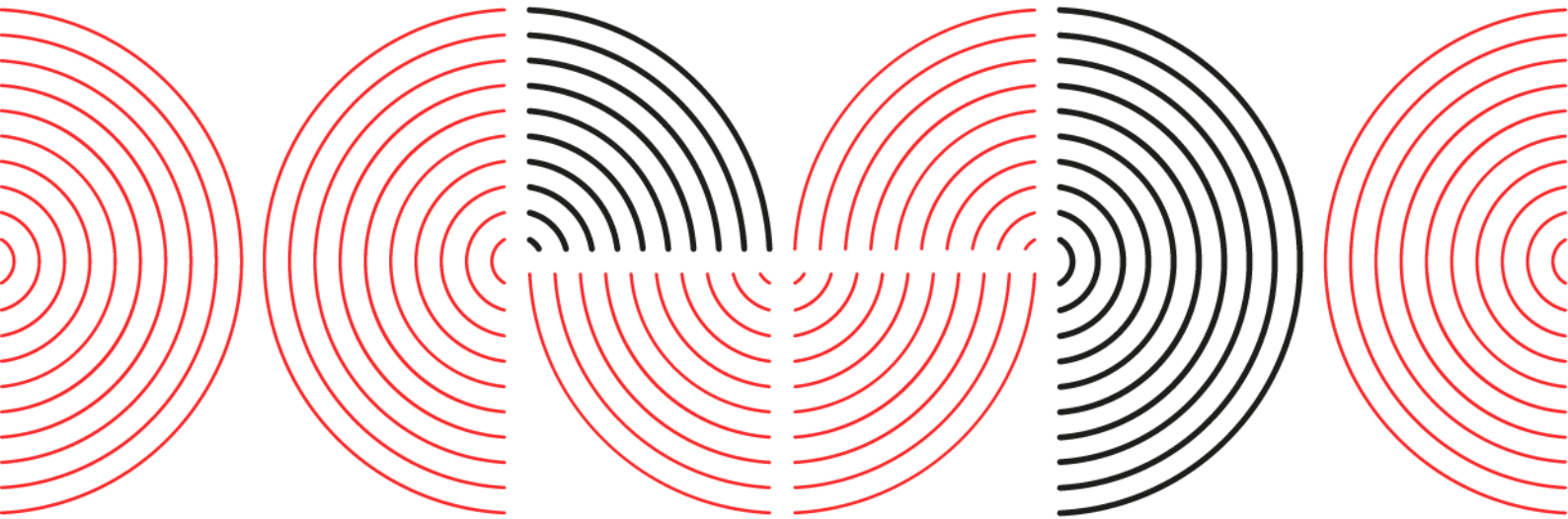
Jawatankuasa Logistik, Peralatan, Teknikal

En. Mohd Zamri Azizan

Dr. Hasnul Azwan Azizan@ Mahdzir

Dibantu Bahagian Fasiliti – En. Nasri







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