



- Create Without Limits -



# DESIGN SHOW 2025

College of Creative Arts  
UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH

## ABSTRACT BOOK



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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.

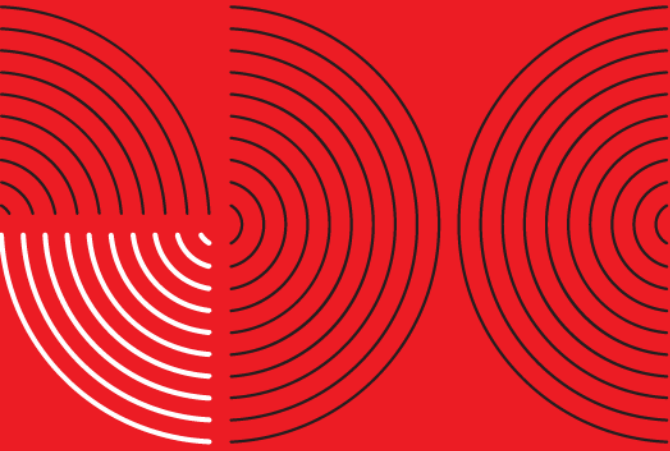
Dr. Nurul 'Ayn Ahmad Sayuti  
Head of College of Creative Arts,  
UITM Kedah Branch





- Create Without Limits -





# GRAPHIC DESIGN & DIGITAL MEDIA



**ALIA NUR SYAFIQAH BINTI AHMAD FAIRUZ**  
 DIPLOMA IN ART & DESIGN  
 (GRAPHIC DESIGN & DIGITAL MEDIA)



**Project Title**  
 Cup Shot

**Tagline**  
 Chug It Your Way!

**Project Description** Flavour Canned Coffee

**DESIGN ADVISOR:**

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

**ABSTRACT**

COFFEELOCA has been selling beverages since 2021 as it based in Seremban, Negeri Sembilan, Malaysia. C ZAFRIZAN HUSSIN founded The products are noted among coffee lovers. Their coffee never stops experimenting with the different flavors that coffee may have. Presenting CUP SHOT, a new line of coffees with solid, enticing flavors that are available in canned form. The term "Cup in a Shot" refers to the transformation of coffee cups that were formerly sold in cup packaging into canned versions. Cup Shot's tagline, "Chug It Your Way!," really opens up possibilities for people to enjoy their coffee on their terms, whether it's a quick pick-me-up or part of a chill moment. From the sumptuous richness of chocolate to the crisp sensations of cookies and cream and the opulently smooth and rich caramel, it showcases a wide range of flavors. Starting with Dalgona Cocoa, character that's rich and smooth, with a warm, creamy look to reflect that indulgent chocolate taste. Cream N Cookie is a fun, playful mascot with cookie crumbs or a creamy texture incorporated into its design.





Biscoff Caramel picture a sophisticated yet cozy mascot, warm and inviting to match that sweet, rich caramel flavor. The hipster urban concept really adds a fresh, trendy touch to the brand's identity. The canned coffees are made for the modern coffee lover—something to grab and enjoy whether hanging out at a cafe, on the go, or just chilling at home. Cup Shot amps up its vibrant personality through bold billboards, captivating ads, and engaging social media, highlighting its irresistible canned flavours like rich chocolate, crunchy cream n cookie, and velvety caramel. Every sip is a burst of bold, refreshing flavour, delivering pure joy and excitement to every coffee enthusiast.





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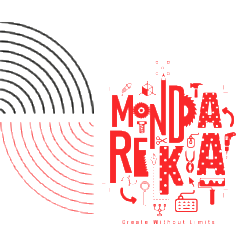
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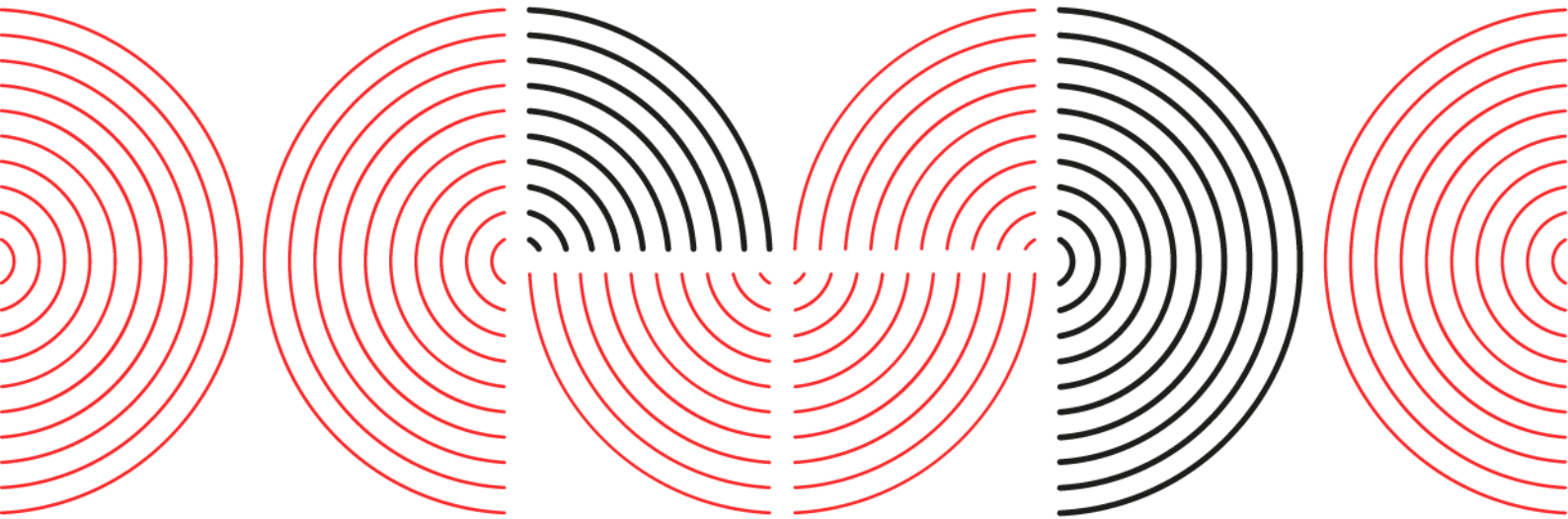
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