



- 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





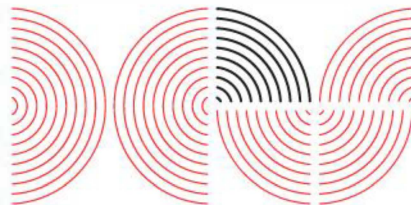
Head of College's Message

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.

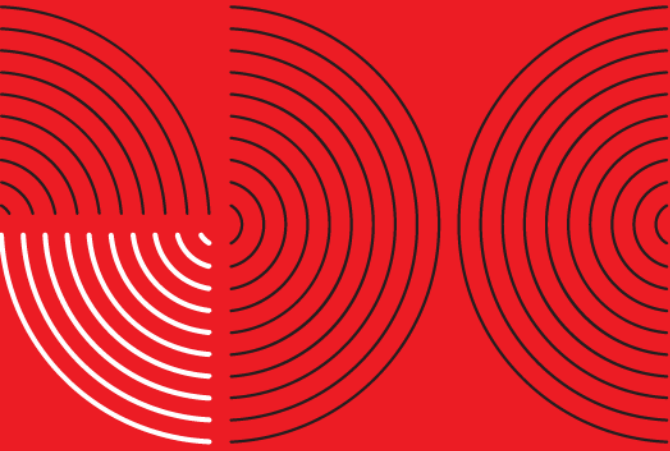
I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you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



FATIM NURIL AISYAH BINTI MOHD NOOR FAZLAN
DIPLOMA IN ART & DESIGN
(GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title

Flora Bella

Tagline

Moments in Flowers, Lasting in Memories

Project Description

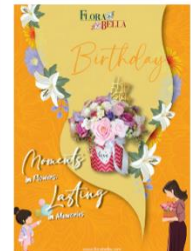
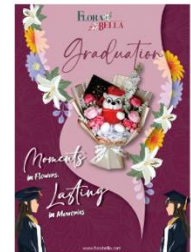
Flower Craft Shop

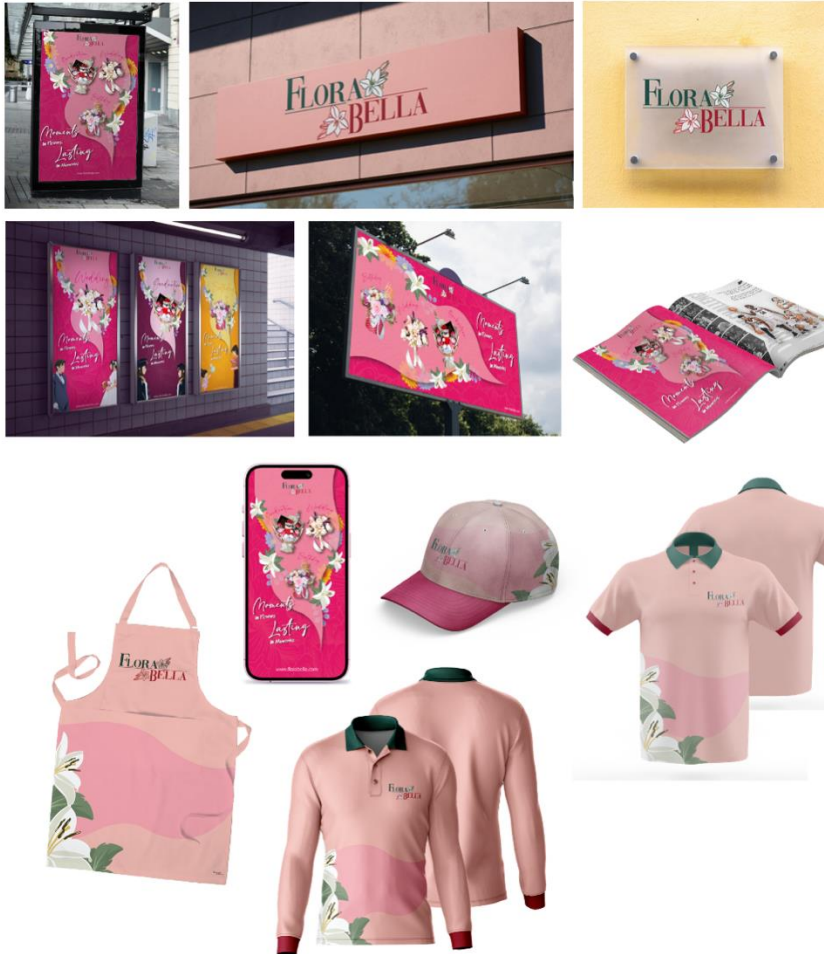
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Mr. Syazrul Hafizi Husin, Mr. Nazirul Mubin Awang Besar & Mr. Nizar Nazrin.

ABSTRACT

Flora Bella is a flower shop cherished by the residents of Sungai Petani. It began as a small-scale flower arrangement service operated from home under the name Milhanez Enterprise. The service gained strong support from the local community, particularly teachers, homemakers, and women. Platforms like Telegram, Instagram, and Facebook were used to showcase and promote its beautiful and captivating flower arrangements. Milhanez Enterprise faced several challenges in building its brand among the local community, mainly due to the lack of a logo to represent its identity. To address this, a rebranding effort was carried out, changing the service's name to Flora Bella. This process included creating a unique logo, an attractive tagline, and selecting corporate colours to define the brand's identity.





Flora Bella has also opened a shop inside a shopping mall in Sungai Petani to attract more customers. The shop offers a wide variety of colorful flowers. Flora Bella's flower arrangement service is highly professional, creating attractive and fresh arrangements. The service focuses on events such as weddings, graduations, and birthdays. The flower arrangement service for weddings includes beautiful hand bouquets that enhance the bride's charm. Customers can choose the flowers themselves or leave the selection to the florist. Additionally, for graduation ceremonies, the service offers flower arrangements in the form of bouquets. Graduation bouquets, decorated with flowers and teddy bears or other items, appear adorable and elegant, making them perfect for university graduates or school students. Lastly, flower arrangements for birthdays are presented in bouquet boxes, adorned with flowers and decorations such as balloons and other embellishments, making them a thoughtful gift for loved ones. Flora Bella also has a dedicated website that makes it easy to place orders online and promotes various flower arrangements for the three events. Orders made will be delivered directly to the customer's home or the specified location. Flora Bella ensures that the flower arrangements meet the customers' tastes, making the events memorable and beautiful.



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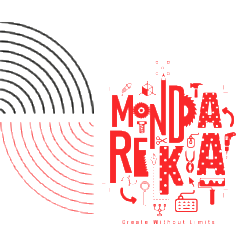
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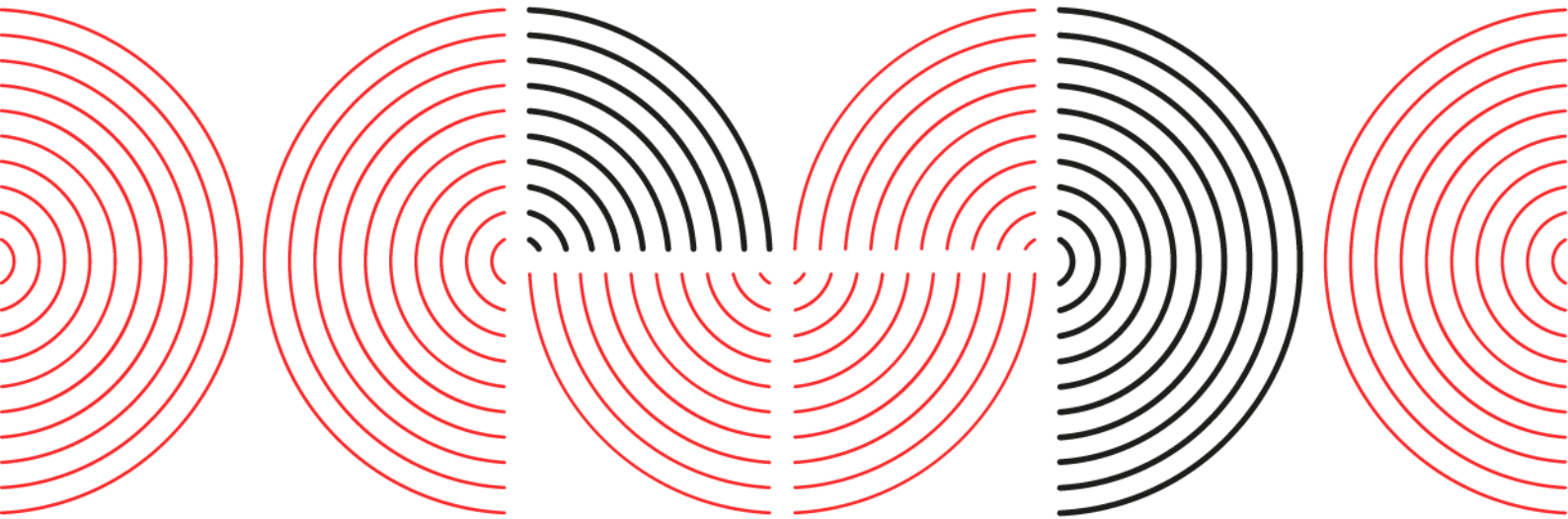
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