







- Create Without Limits -

ABSTRACT BOOK





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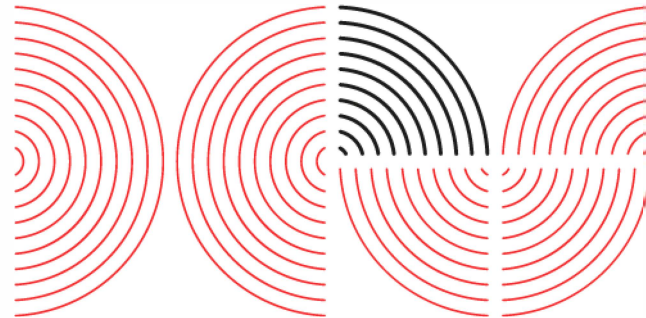
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## *Foreword Rector's Message*

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







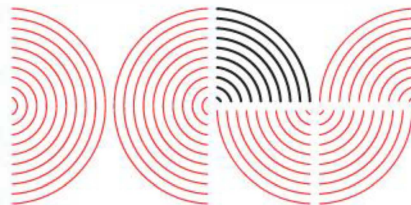
## *Head of College's Message*

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.

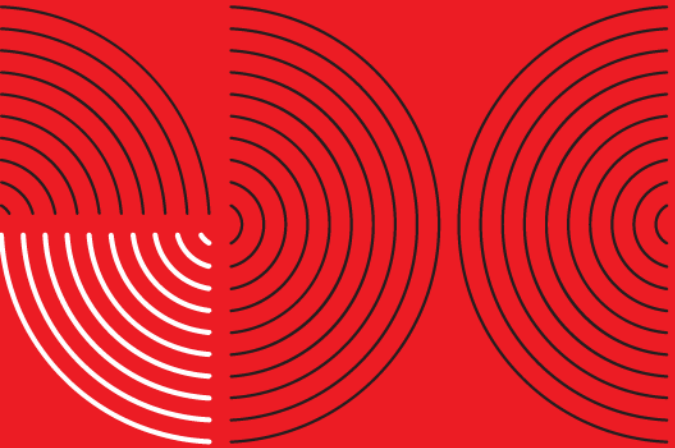
I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you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









# GRAPHIC DESIGN & DIGITAL MEDIA



**KASIH DAMIA SORFINA BINTI SYAHRUL NIZAM**  
 DIPLOMA IN ART & DESIGN  
 (GRAPHIC DESIGN & DIGITAL MEDIA)



<b>Project Title</b> POPIARITY	<b>Tagline</b> YUM FLAVORS IN ONE BITE
<b>Project Description</b> POPIA PISANG	

**DESIGN ADVISOR:**

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

**ABSTRACT**

This study aims to propose a comprehensive rebranding of Honey's Kitchen, aiming to enhance its identity and broaden its appeal. Established on January 10, 2020 by Nur Hanis Afiqah binti Muhamad Hasmadi, Honey's Kitchen has built a loyal following in Sungai Petani, famous for its crispy banana filled popia rolls in flavors like chocolate, strawberry and matcha, Honey's Kitchen has become a favorite name among snack lovers in Sungai Petani. Presenting Popiarity, an exceptional combination of "popia" and "popularity." It puts forward the vision of this brand which will create crispy popia with the very nice taste, loved by everyone. As a favorite for all snack lovers, with its simple name, pleasurable pronunciation, and concept of highlighting delicious flavors. A fun design comes alive with the cool mascot banana and large graffiti-styled lettering. It characterizes the young soul of the brand. The slogan for Popiarity is "Yum Flavors in One Bite," making this crunchy popia playful and uniquely different with each bite.





The crispy banana popia rolls from Popiarity highlight a vibrant variety of flavors, from the indulgent richness of chocolate to the fruity sweetness of strawberry and the earthy goodness of matcha. Each flavor is represented by a fun and playful mascot featured in every series of ads, chocolate with its cool and confident vibe, strawberry bringing cheerful and energetic charm, and matcha showcasing a calm and stylish personality. Popiarity celebrates the joy and fun of snacking, ensuring that whether they're enjoying the crunch or sharing with others, every bite provides a delicious and satisfying experience. Popiarity promotes its bold identity through billboards, ads, and social media, showcasing its crispy banana popia rolls in flavors like chocolate, matcha, and strawberry. Each bite offers a satisfying crunch and bold flavor, bringing joy and excitement to every snack lover.





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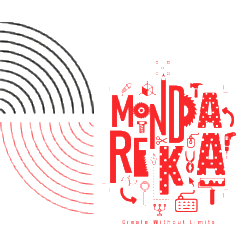
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# DESIGN SHOW 2025



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