



- Create Without Limits -



DESIGN SHOW 2025

College of Creative Arts
UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH

ABSTRACT BOOK



UiTM Kedah
لومبا انقوى، مولبا

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Publisher

College of Creative Arts,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok Kedah, Malaysia.
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Perpustakaan Negara Malaysia
Cataloguing - in- Publication Data

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

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Language Editor : Normaziana Hassan, Juaini Jamaludin & Nizar Nazrin.

Printed By :
Perpustakaan Sultan Badlishah,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok, Kedah, Malaysia.





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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.

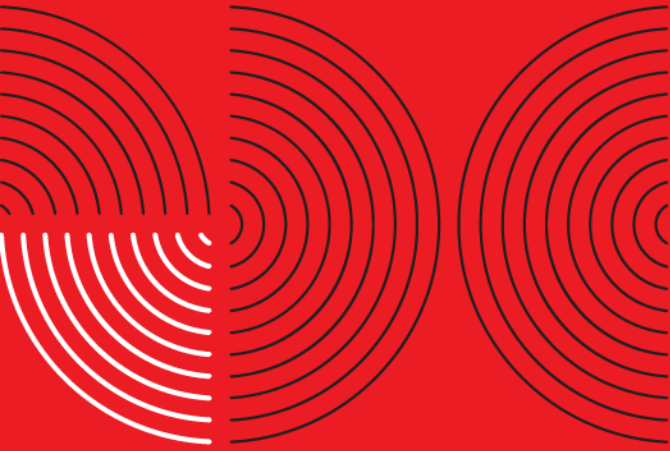
I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you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



MUHAMAD ARIF AFFANDI BIN AMI ARDI
 DIPLOMA IN ART & DESIGN
 (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title

Vol Up

Tagline

What Is Your Level?

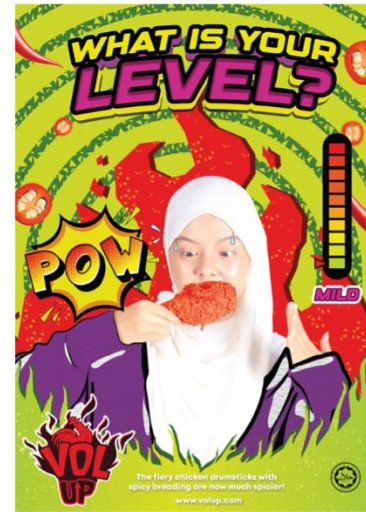
Project Description Spicy Fried Chicken

DESIGN ADVISOR:

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

ABSTRACT

Vol Up is an innovative culinary venture established to cater to Malaysia's ever growing love for spicy food. Rooted in the cultural affinity for bold and fiery flavors, VolUp introduces a revolutionary line of spicy chicken with three customizable levels of heat: Level 1 (Mild), Level 2 (Spicy), and Level 3 (Extra). Malaysia's passion for spicy food is undeniable, with the country ranking 11th globally in per capita spice consumption, averaging 5.57 kilograms per person annually, and 15th in total spice consumption, with 187,000 metric tons consumed in 2021. This cultural love for fiery flavors is further evidenced by the massive popularity of McDonald's spicy chicken offerings. For instance, during a Malaysia Day promotion in 2024, McDonald's Malaysia sold over 700,000 pieces of fried chicken in a single day. Such statistics underscore a thriving demand for high quality spicy products in the fast-food industry, inspiring VolUp to create an unforgettable dining experience for spice enthusiasts.





At VolUp, our spicy chicken isn't just food, it's a sensory adventure designed to delight and challenge all levels of spice tolerance. Each level of heat is carefully crafted using a proprietary blend of premium ingredients and spices, ensuring exceptional flavor profiles at every stage. Whether it's the approachable warmth of Level 1, the exciting kick of Level 2, or the fiery thrill of Level 3, VolUp offers a truly customizable culinary journey. VolUp's mission is to elevate the dining experience by turning spiciness into an art form while honoring Malaysia's deeply rooted love for intense flavors. By tapping into this culturally significant market and delivering a product that appeals to the masses, VolUp is poised to make a fiery and lasting impact in the Malaysian food scene, setting a new standard for the fast food industry and solidifying its place as a staple for spice lovers across the country.





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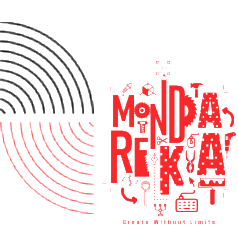
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