





- Create Without Limits -

ABSTRACT BOOK





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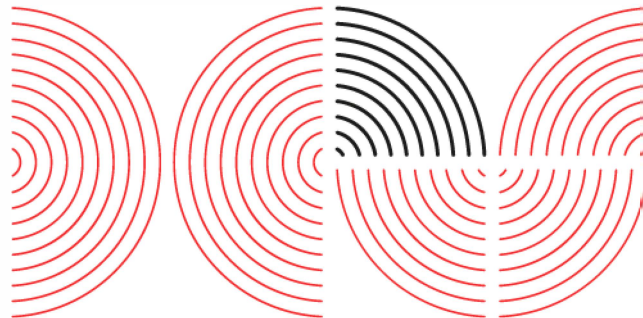




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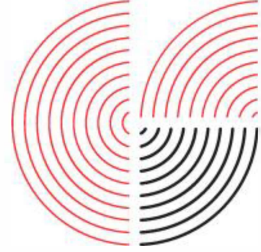
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(Industrial Design)

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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





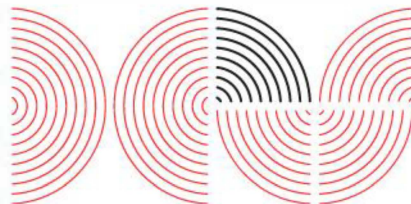
Head of College's Message

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.

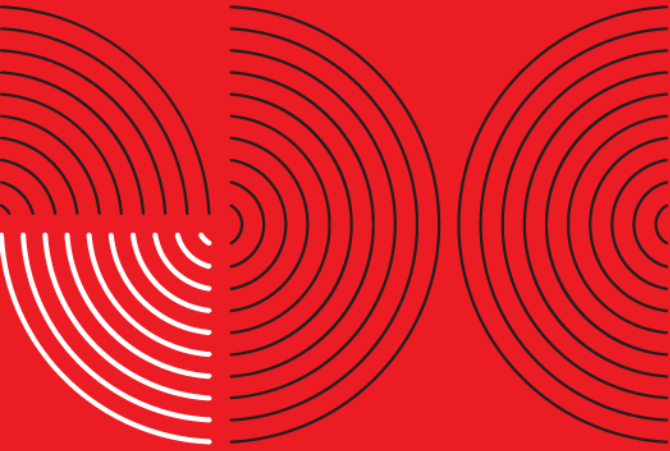
I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you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



NURSYAZA BASIRAH BINTI BADRULHISHAM
 DIPLOMA IN ART & DESIGN
 (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title
 Amai Yume

Tagline
 Japanese Season In One Creation

Project Description Bento Cake

DESIGN ADVISOR:

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

ABSTRACT

Cakefections by Syda is more than a cake business; it's a home-based bakery in Laguna Merbok specializing in beautifully crafted bento cakes. Founded by Mursyidah Binti Lukman Hakim, the company focuses on Korean lunchbox cakes, also known as bento cakes. These miniature treats, designed with pastel tones, are both visually stunning and delicious. Perfect for any occasion, they add a unique and personal touch that sets them apart from traditional desserts. Now introducing Amai Yume, a special collection of bento cakes inspired by Japan's seasons. In Japanese, "amai" means "sweet," and "yume" means "dream," making Amai Yume a "sweet dream" brought to life in the form of cakes. Each cake reflects the beauty of spring, winter, and autumn, combining elegant designs with unique flavors. The Sakura Ichigo cake for spring features pastel pink hues and delicate floral decorations, symbolizing cherry blossoms and renewal, with a fruity strawberry flavor that feels refreshing.





The Yuki Blueberry cake for winter showcases frosty blue tones and a serene snowy design, infused with blueberry for a taste that is both refreshing and comforting. The Momiji Choco cake for autumn is made with rich chocolate and adorned with golden and earthy accents, capturing the warmth and nostalgia of falling leaves. With its poetic name and thoughtful craftsmanship, Amai Yume offers more than just a dessert—it's an artistic and cultural experience that blends Japanese tradition with modern flavors. Each cake is a sweet dream come true, perfect for celebrating special moments or simply indulging in the beauty of the seasons.





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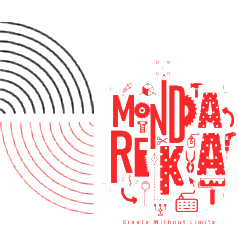
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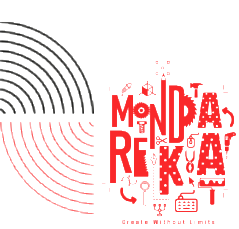
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DESIGN SHOW 2025

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