



- Create Without Limits -



UNIVERSITI
TEKNOLOGI
MARA

DESIGN SHOW 2025

College of Creative Arts
UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH

ABSTRACT BOOK



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Co-Editor : Nurul 'Ayn Ahmad Sayuti, Abu Hanifa Ab Hamid, Norarifah Ali, Zaidi Yusoff, Mohd Taufik Zulkefli, Mohd Hamidi Adha Mohd Amin, Mohamad Hazmi Shoroin, Mohd Zamri Azizan, Mohamat Najib Mat Noor, Asrol Hasan, Azhari Md Hashim, Azmir Mamat Naw, Dinah Rakhim, Hasnul Azwan Azizan @ Mahdzir, Nazri Abu Bakar & Mohd Rozman Mohd Nasir

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TABLE of CONTENT

- Rector's Message
- Head of College's Message

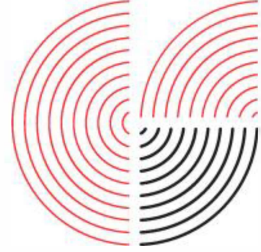
Diploma in Art & Design
(Industrial Design)

Page

1 - 30

Diploma in Art & Design
(Graphic Design & Digital Media)

31 - 136



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





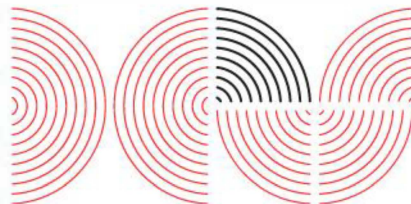
Head of College's Message

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.

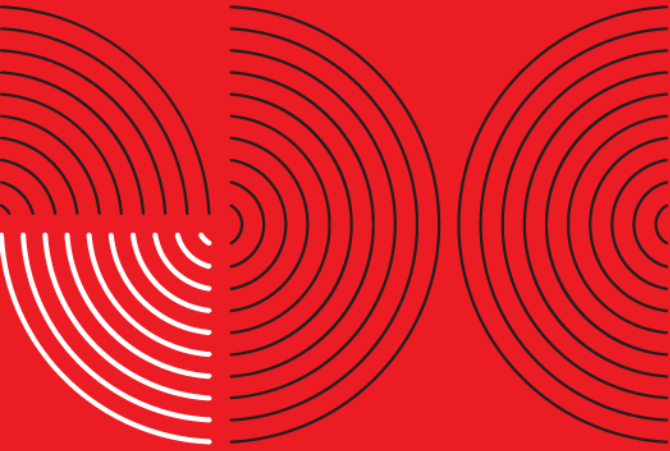
I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you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



SITI AIDA HAZWANI BINTI SHAHIZAN
 DIPLOMA IN ART & DESIGN
 (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title

Brewzil

Tagline

Rio In Every Sip

Project Description

Brazilian Coffee

DESIGN ADVISOR:

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

ABSTRACT

BREWZIL is the new face of Grind House Coffee, a home-based coffee shop established on June 2, 2021, in Kota Baling Jaya, Kedah. Originally offering a cozy escape for teenagers, adults, and workers, the rebranding into BREWZIL brings a fresh and exciting identity to the brand. The rebranding was driven by the need to overcome several challenges faced by the original brand, including a lack of unique advertising, basic designs that failed to provide information about the products, and the absence of a website to engage customers effectively. With this transformation, BREWZIL aims to establish a stronger identity, deliver clearer communication, and create a more compelling coffee experience. The name combines "brew" (the process of making coffee) with "zil" (a nod to Brazil), reflecting a product inspired by Brazil's rich coffee heritage. BREWZIL stands out by using premium coffee beans imported from Brazil, carefully crafted in Malaysia to create a unique blend that balances international quality with local expertise.





BREWZIL has three special flavors inspired by Brazil. Caramel Copacabana is smooth and sweet, just like the relaxing vibes of Copacabana Beach. Almond Amazon is bold and nutty, taking inspiration from the Amazon rainforest. Chocolate Champion is rich and chocolately, celebrating Brazil's World Cup wins. Each flavor is made to give a unique and enjoyable coffee experience for everyone. Beyond its coffee, BREWZIL expands its reach through merchandise, corporate gifts, and supporting marketing tools to connect with customers on a deeper level. By combining creative branding, exciting flavors, and a strong commitment to quality, BREWZIL sets itself apart as more than just a coffee drink-it's a lifestyle brand that celebrates the love of coffee, culture, and connection.





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Prof. Dr. Roshima Haji Said

Penasihat Program

Dr. Junaida Ismail

Pengerusi Program

Dr. Nurul 'Ayn Ahmad Sayuti

Pengarah Program

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En. Abdullah Kula bin Ismail

En. Syazrul Hafizi bin Husin

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Pn Fadila binti Mohd Yusoff

En Ahmad Fazlan bin Ahmad Zamri

En Muhamad Aiman Afiq bin Mohd Noor

**Jawatankuasa Pameran Pelajar Tahun Akhir
(Research Advisor & Design Advisor)**

Senireka Grafik dan Media Digital

Dr. Shafila Subri

En. Abdullah Kula bin Ismail

Cik Syahrini binti Shawalludin

En. Syazrul Hafizi bin Husin

Pn Suhaiza Hanim binti Suroya

En Nizar Nazrin

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Senireka Perindustrian

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En Muhamad Aiman Afiq bin Mohd Noor

Jawatankuasa Hadiah, Cenderahati & Sijil

En. Azmir Mamat Nawi

En Abu Hanifa

Jawatankuasa Editor Buku dan e-ISBN Katalog

Cik Syahrini binti Shawalludin

Pn JuainiJamaludin

En Ahmad Fazlan bin Ahmad Zamri

**Jawatankuasa Jemputan & Protokol (VIP/ Rektor/ JKE/
Tetamu Khas/ itinerari, dulang girl dan iringan VIP)**

En. Zaidi Yusoff

Pn. Shuhaila MD Shahid

Jawatankuasa Promosi

En Muhamad Aiman Afiq bin Mohd Noor

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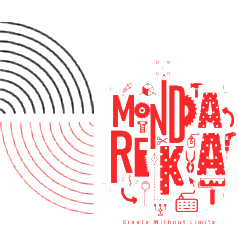
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Jawatankuasa Multimedia, Fotografi & Dokumentasi

Pn. Suzani binti Azmin





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En. Ahmad Mawardy Abdul JalilKhairul Anuar Abdul
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En. Mohammad Ameerul bin Mohd Isa

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En. Mohd Taufik bin Zulkefli

En. Mohd Rozman bin Mohd Nasir

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En Mohd Hamidi Adha bin Mohd Amin (IDE)

En. Nizar Nazrin (Grafik)

Jawatankuasa Galeri Seni Merbok

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En. Mohamat Najib Mat Noor

Jawatankuasa Jemputan (surat jemputan sekolah, IPTA, Industri)

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Pn. Suhaiza Hanim binti Suroya

Jawatankuasa Sharing Session/ Program & Workshop Visibility

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**Jawatankuasa Persiapan Tempat, Hiasan Pentas
dan Gimik Perasmian**

En. Nazri Abu Bakar

En. Mohamad Hazmi Mohamad Shoroin

Dr. Hasnul Azwan Azizan

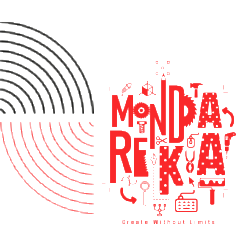
Staf Bengkel IDE

Jawatankuasa Logistik, Peralatan, Teknikal

En. Mohd Zamri Azizan

Dr. Hasnul Azwan Azizan@ Mahdzir

Dibantu Bahagian Fasiliti – En. Nasri







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