



# EXTENDED ABSTRACT



**InViCCAD 2025**  
1<sup>ST</sup> INTERNATIONAL VIRTUAL COMPETITION OF CREATIVE  
ARTS & INNOVATIVE DESIGN IN TEACHING & LEARNING



# Design Innovation Academic Show 2025



Organized by



Fakulti  
Seni Lukis & Seni Reka  
Cawangan Kedah



اوسها تقوى موليا

Collaboration with



#perubahanluarbiasa  
#ADpilihanpertama



**EXTENDED  
ABSTRACT**

**Design  
Innovation  
Academic  
Show 2025**





DIAS 2025 (Design Innovation Academic Show) is all about "Transcending the Boundaries of Creativity: Innovation in Art & Design for 21st Century Education." This vibrant program shines a spotlight on how creativity and innovation are reshaping modern education.

It consists of three key components. First up is the Mindareka Design Show, an exhibition that showcases students' final year projects and creative designs, giving them a chance to connect with industry professionals and the wider community. Next, we have the Northern Innovation Academic Tour (NIAT), which takes participants on an academic adventure to select institutions and innovation centers in the northern region, aimed at promoting knowledge sharing and building strong academic and professional networks.

Finally, there's the 1st International Virtual Competition of Creative Arts & Innovative Design in Teaching & Learning (InViCCAID), a global competition that recognizes outstanding practices in teaching and learning by blending art, technology, and innovative design. But DIAS 2025 is more than just a talent showcase; it's a powerful platform for empowering both students and educators, while also strengthening collaborations between universities, creative industries, and global communities. With its inclusive and interdisciplinary approach, this initiative strives to spark relevant, competitive, and impactful ideas and innovations that truly benefit society and push the future of education forward.



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**Prof. Dr. Roshima Haji Said**  
Acting Rector  
UiTM Kedah Branch

# Rector's Message

I am delighted to extend my heartfelt congratulations to the College of Creative Arts, UiTM Kedah Branch, for bringing MINDAREKA 2024 - Unleashing Your Visual Creativity to fruition. The triumphs of past MINDAREKA editions undoubtedly fueled the organization of this year's event, making MINDAREKA 2024 a reality.

MINDAREKA 2024 - Unleashing Your Visual Creativity stands as a testament to the dedication of students at the College of Creative Arts, UiTM Kedah Branch, providing them with a platform to showcase their final art projects. Beyond serving as a space for the exploration of fresh, innovative, and entrepreneurial concepts, this exhibition is poised to connect aspiring talents with potential clients and employers.

I extend my sincere gratitude to all participants whose enthusiasm and support have contributed to the success of MINDAREKA 2024 - Unleashing Your Visual Creativity. Their unwavering belief and commitment have truly brought this event to life, marking it as a resounding triumph!





# Head of Faculty Message

It is an honour to introduce DIAS 2025 – Design Innovation Academic Show, held under the theme “Transcending the Boundaries of Creativity: Innovation in Art & Design for 21st-Century Education.” This significant event reflects the faculty’s ongoing commitment to fostering a culture of innovation, critical thinking, and creative exploration among our students and academic community. As we navigate the complexities of the 21st century, it becomes increasingly clear that education must go beyond traditional boundaries to embrace multidisciplinary approaches that are both relevant and future-forward.

The three core components of DIAS 2025, Mindareka Design Show, Northern Innovation Academic Tour (NIAT), and the 1st International Virtual Competition of Creative Arts & Innovative Design in Teaching & Learning (InViCCAID) which is serve as vital platforms to highlight the convergence of design, technology, and pedagogy. These initiatives not only empower our students to showcase their talents and ideas, but also create opportunities for engagement with industry leaders, academic peers, and global collaborators. The Mindareka Design Show celebrates student creativity and innovation through compelling final year projects. NIAT fosters knowledge sharing and institutional partnerships through academic visits and exchanges, while InViCCAID offers international recognition for excellence in integrating art and design into teaching and learning.

I would like to express my deepest appreciation to the organising committee, faculty members, students, and strategic partners who have worked tirelessly to bring this programme to life. Your dedication and collaborative spirit have made DIAS 2025 a reality and a reflection of our shared vision for transformative education. It is my hope that this platform will continue to inspire meaningful dialogue, cultivate groundbreaking ideas, and spark a new wave of innovation that enriches both education and society.



**Mohamat Najib Mat Noor**  
Head of Faculty  
Faculty of Arts & Design  
UiTM Kedah Branch





**Graphic Design  
& Digital Media**





## JEJAK KEDAH | JELAJAH , COP DAN MENANG !

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### ABSTRACT

Jejak Kedah is a tourism engagement initiative designed to promote Kedah's rich cultural heritage, natural beauty, and historical landmarks through an interactive and rewarding experience. With the tagline "Jelajah, Cop dan Menang!" (Explore, Stamp, and Win!), this product invites both local and international tourists to embark on a journey across various destinations in the state of Kedah. Participants will buy a special Jejak Kedah passport that lists selected tourist attractions ranging from majestic mountains, cultural villages, eco-tourism sites, to iconic landmarks. At each checkpoint, participants must collect official stamps as proof of visit. Once they have completed the required number of stamps, they can redeem exclusive merchandise and gifts at the Kedah Tourism office. This product not only encourages exploration beyond mainstream tourist spots but also supports local businesses, fosters appreciation for Kedah's hidden gems, and cultivates a deeper connection between tourists and the local community. It's also designed to appeal to youth and families, using gamification elements like stamp collecting and reward claiming to make tourism more engaging and memorable. Through Jejak Kedah, the state aims to increase foot traffic to key locations, boost tourism-related economic activity, and promote Kedah as a must-visit destination in Malaysia. It's more than a trip, it's a mission of discovery, culture, and celebration. Jelajah, Cop dan Menang! let your adventure begin.

**Keywords:** Kedah tourism, Visit Kedah, Travel and win, travel passport, Travel stamp



## JEJAK KEDAH: A DIGITAL DESIGN PROJECT

The Jejak Kedah digital design project has been redesigned as a digital-first experience that uses interactive media and immersive storytelling to captivate young audiences. The four main elements of the digital design development are the campaign website, television commercial (TVC), logo animatic, and exhibit design. These elements are all united under the slogan "Jelajah, Cop dan Menang!" Pop-style graphics, vibrant colours reminiscent of the green, red, and yellow Kedah state flag, and a youthful tone that appeals to Gen Z tourists are all features of the visual direction.

Equipped with a digital and face to face walkthrough area for people to learn more about kedah and the travel product, the exhibit design is perfect for tourism expos that combine printed images with digital screens that show dynamic infographics about Kedah's tourist attractions, animated mascot interactions, and stamp missions. They are also a shop section for the people who interest to buy the merchandise. Using digital stamp previews, mascot cutouts, QR codes, and a photobooth, the area promotes interaction and matches the passport journey.

The television commercial was created to use a brief narrative video to make the journey come to life. It centres on a teenager who travels around Kedah, gathers stamps, and engages with the happy Jejak Kedah mascot. Bright graphics, local soundtrack components, and dynamic transitions are all features of the TVC, which is intended for both social media reels and TV broadcasts.

Motion graphics were used to create a logo animatic that improved brand identity. To make the brand livelier and more memorable, particularly for digital campaigns, the animated logo incorporates stamp sound effects, mascot movement, and smooth pop-ins.



Figure 1.3 Exhibit Design



Figure 1.4 Official Website

## FINDINGS AND RESULTS JEJAK KEDAH PROJECT

Through visual storytelling, gamification, and youth-centered branding, the Jejak Kedah successfully illustrated how creative design can improve tourism engagement. The idea of combining a travel passport, mascot, and reward system proved to be very successful in promoting involvement among teenagers and young travellers, according to research and testing. The target audience responded favourably to the use of lively colours with Kedah influences, a humorous mascot, and contemporary graphic components, which produced an identity that is both aesthetically pleasing and culturally grounded. While merchandise items like stickers and bookmarks were well-liked by students and young visitors, feedback on the print deliverables indicated a strong interest in the passport booklet, particularly the interactive stamp- collection element. The campaign's visibility and accessibility were improved by the digital extension of the



project, which included an animated TVC, an animated logo, and an interactive website. The project successfully achieved its main goals, which included creating a packaging that successfully combines print and digital media, utilising strong design principles to create a single brand, and promoting Kedah's tourist attractions in an enjoyable and approachable manner. The result demonstrates the effectiveness of visual design as a tool for audience engagement, cultural promotion, and experiential tourism in addition to communication.

## **CONCLUSION AND RECOMMENDATION**

The Jejak Kedah effectively blends tourism promotion with visual communication to give young tourists a unique engaging experience. The project showcases Kedah's attractions in a contemporary, entertaining, and captivating manner by using design as a storytelling tool. The success of fusing culture with modern design trends is amply demonstrated by the creation of the passport, mascot, merchandise, and digital assets like the website and logo animatic. All things considered, achieves its goal of boosting local travel while attracting a younger audience with lively graphics, gamification, and social media-friendly content.

To further enhance the Jejak Kedah product, it is recommended to expand the digital interactivity such as introducing a mobile app to track stamp progress, offer location-based tips, and feature AR (augmented reality) interactions with the mascot. In future phases, more merchandise variety can be introduced to encourage collectibility, and collaboration with schools or tourism bodies can help increase outreach. Lastly, continuous feedback from users especially teens should be gathered to improve content relevance, design clarity, and overall experience across both print and digital platforms. With the right support, Jejak Kedah has strong potential to become a long-term tourism identity for the state of Kedah.



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# DMS



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