



**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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Design
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Show 2025



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**





UTAN KING | BORN FOR ADVENTURE

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ABSTRACT

Utan King is a proudly homegrown Malaysian label redefining outdoor wear for Southeast Asian explorers. With a vision rooted in resilience, style, and functionality, the brand introduces its flagship product: the Primal Gorpcore Jacket. Designed with Malaysia's tropical and unpredictable climate in mind, the jacket strikes a seamless balance between urban style and rugged performance in the outdoors. The Primal Gorpcore Jacket comes in three signature variants—Kong, Tiger, and Owl—each inspired by nature's most iconic creatures. Kong embodies raw strength and is built for those who thrive in extreme conditions. Tiger represents agility and precision, perfect for fast-paced movement. Owl is tailored for cooler environments, ideal for chilly highland nights. All three versions feature warm fleece linings and waterproof shells, ensuring wearers stay dry and comfortable whether trekking through jungles, venturing into the highlands, or navigating city streets. Utan King's brand identity is bold and unapologetic. Its visual language incorporates powerful gorilla motifs, mountain silhouettes, and vivid design accents, all underscored by the tagline "Born For Adventure." More than just functional clothing, Utan King has evolved into a lifestyle movement. The brand extends its narrative through merchandise, character-driven storytelling, immersive campaigns, and a vibrant digital presence, capturing the spirit of a generation that seeks meaning in motion. For Malaysians and Southeast Asians who embrace both urban grit and natural exploration, Utan King stands as a symbol of fearless self-expression. Whether climbing, commuting, or creating, this is gear made for those who dare to push boundaries and venture beyond the ordinary.



Keywords: Adventure,Outdoor,Gorpcore,Duruballity,Comfortable

INTRODUCTION

This graphic design project is all about bringing to life the branding for Utan King, a local Malaysian company that specializes in outdoor gear. They're launching a new line of gorpcore jackets called the Primal Gorpcore Jacket. The focus here is on creating something that not only looks good but also works well in Malaysia's tropical climate and the wider Asian weather conditions. This project dives deep into how smart design can help create a product that's not just marketable but also tells a captivating story and builds a strong visual identity for the brand. Utan King's tagline, "Born For Adventure," really captures the spirit behind every design choice—from the logo and merchandise to character identities and both print and digital ads. Each jacket in the lineup—Tiger, Kong, and Owl—has been thoughtfully crafted to embody essential qualities for outdoor wear: agility, durability, and warmth for those chilly nights. These characteristics come to life through unique mascots and color themes, which not only enhance the branding but also enrich the storytelling aspect of the project. Throughout this assignment, a variety of graphic design skills were put to use and highlighted, including logo creation, typography, color theory, poster design, merchandise prototyping, web design, and digital motion graphics. The goal was to transform a conceptual outdoor gear brand into a lifestyle product that resonates with modern Malaysian youth and adventurers who appreciate both style and functionality. This introduction sets the stage for a closer look at how design thinking, storytelling, and branding come together in the creation of Utan King.

DESIGN AND DEVELOPMENT OF UTAN KING

The design and development phase of the Utan King project was all about crafting a strong, cohesive brand identity through character creation, visual storytelling, and consistent branding across different media. At the core of this brand is the Primal Gorpcore Jacket, which comes in three distinct lineups—Tiger, Kong, and Owl—each representing a unique outdoor trait: agility, durability, and protection from the cold, respectively. To bring this concept to life, each character was thoughtfully designed with its own visual style and color palette. Kong embodies raw strength, perfect for tackling tough terrains; Tiger captures speed and movement, making it ideal for

lightweight and flexible activities; and Owl represents calm and warmth, suited for chilly or nighttime environments. These characters not only played a role in product promotion but also became key figures in merchandise like badges, patches, hangtags, and posters. A standout feature of the project is the new logo for Utan King. This logo cleverly combines a climber silhouette and mountain peaks into the word "UTAN," visually capturing the essence of exploration, resilience, and primal instinct. It adds depth and significance to the brand while keeping a clean, modern, and versatile look across both print and digital platforms. The logo serves as a central identifier and is consistently used across packaging, promotional materials, the website, and motion graphics. Alongside character and logo development, we also created merchandise designs, social media templates (SMT), and eye-catching advertisements to showcase the brand's adventurous spirit. These designs incorporate cinematic lighting, texture overlays, and high-contrast visuals that resonate with both outdoor enthusiasts and urban explorers.



Figure 1.1 Logo design of Utan King

UTAN KING: A PRINT DESIGN PROJECT

The print design aspect of the Utan King project is all about creating strong visual communication through eye-catching, professionally designed materials that embody the brand's rugged yet stylish vibe. These designs play a vital role in establishing a physical presence for the brand, particularly in retail, promotional, and exhibition environments. Key print materials developed include posters, lookbook/catalog spreads, hangtags, thank-you cards, packaging sleeves, and brochures. Each piece maintains a cohesive visual style: bold fonts, dynamic angles, earthy and primal color palettes (think dark greens, burnt oranges, and steel greys), and high-resolution images

of the Primal Gorpcore Jacket in action. These design choices really capture the adventurous and grounded essence of the brand. A standout feature is the logo, which is consistently applied across all print media. The revamped logo—showcasing a climber silhouette and mountain peaks within the “UTAN” wordmark—graces all packaging and marketing materials, instantly conveying the brand's identity and message: Born For Adventure. Character illustrations (Kong, Tiger, Owl) are also cleverly integrated into print elements to help customers easily identify each product's unique features. For instance, the hangtag for the Kong jacket features a gorilla icon with phrases like “built to last” and “tough terrain ready,” enhancing the brand's storytelling right through the packaging. In summary, the print design project effectively brings the Utan King brand to life in a tangible way, blending aesthetics with purpose. It ensures the brand leaves a lasting impression not just on screens but also in the hands of real users—whether through product tags, display setups, or takeaway materials at exhibitions.



Figure 1.2 Overall items print design for Utan King



UTAN KING: A DIGITAL DESIGN PROJECT

The digital design aspect of the Utan King project is crucial for establishing the brand's identity across interactive platforms, keeping in step with how today's consumers behave and consume media. The goal was to craft a seamless digital ecosystem that embodies the bold, adventurous, and primal spirit of Utan King while effectively highlighting the Primal Gorpcore Jacket line. At the heart of the digital campaign is the official website, designed to provide a smooth, mobile-friendly browsing experience. It features animated transitions, parallax scrolling, and dedicated pages for each product variant—Kong, Tiger, and Owl. Visitors can dive into product features, character inspirations, and behind-the-scenes design processes, all presented through stunning visuals and a clean layout. The website serves not just as a product hub but also as a storytelling platform that strengthens the brand narrative. To animate the logo and characters, a logo animatic was created. This animation showcases the climber silhouette scaling the peak within the "UTAN" wordmark, symbolizing perseverance and exploration. Motion graphics were also crafted to bring the jacket characters to life, infusing energy and personality into Kong, Tiger, and Owl. These assets are utilized across digital ads, story content, and intro/outro scenes in brand videos. The TVC (television commercial) and social media ad clips were designed with a cinematic flair. They feature fast-paced edits, neon overlays, glowing embers, and sound design to evoke an adventurous vibe. Each jacket lineup is introduced through striking visuals that depict real-world use, complete with rain effects and mountain landscapes—all rendered digitally to captivate modern outdoor and fashion enthusiasts. Additionally, a concept for an exhibition booth was digitally rendered as part of the project. This virtual booth includes a 3D model setup with interactive displays, character posters, looped motion videos, and sample areas for a tactile experience. This concept beautifully merges physical presence with digital innovation.



Figure 1.3 Exhibit Design

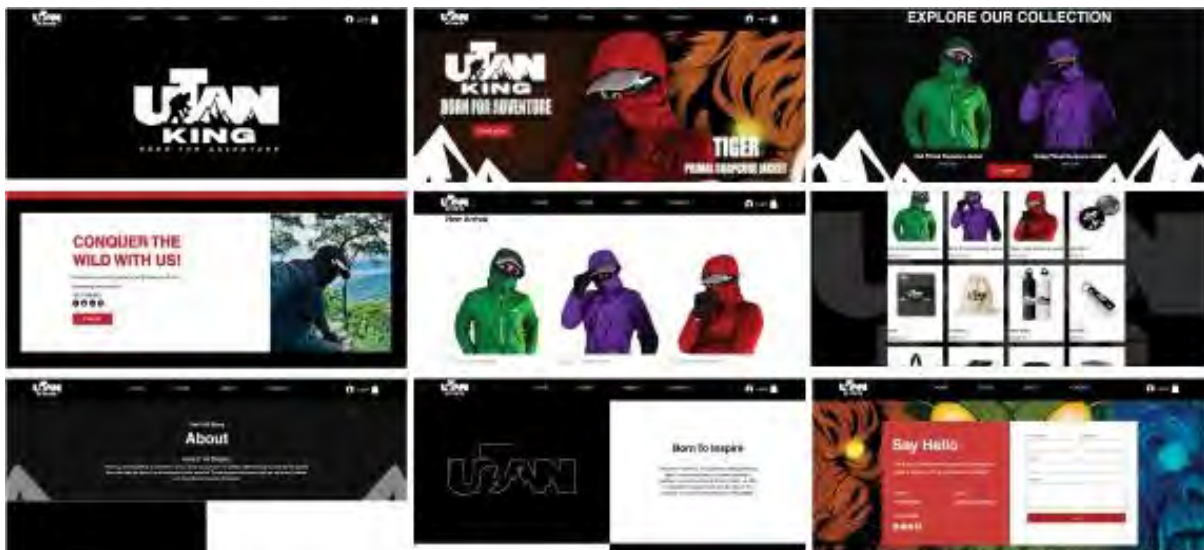


Figure 1.4 Official Website

FINDINGS AND RESULTS OF THE UTAN KING PROJECT

The final project really showcased impressive brand recall, with users giving a thumbs up to the blend of local culture and contemporary outdoor fashion. Feedback from the audience emphasized how much they loved the character-driven product names and the engaging digital design. Overall, the project did a fantastic job of



establishing Utan King as not just a reliable gear provider, but also as a lifestyle brand that tells a story through its visuals.

CONCLUSION AND RECOMMENDATION

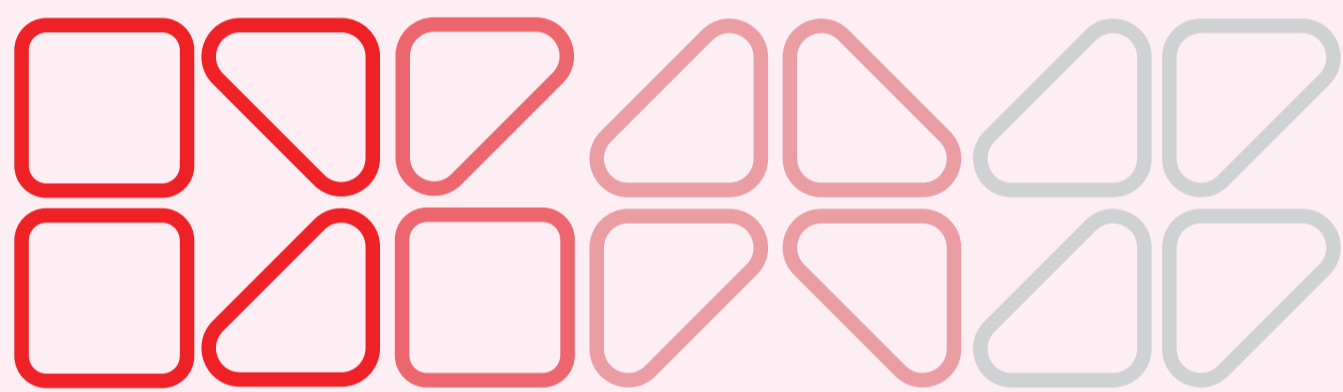
To wrap things up, the Utan King project really showcases how powerful branding, engaging storytelling, and a unified design can transform a local product into a standout lifestyle brand. By blending functionality with emotional appeal, the Primal Gorpcore Jacket becomes more than just a piece of outdoor gear it evolves into a badge of identity for today's adventurers who prioritize comfort, durability, and style. The thoughtful integration of character design, logo creation, merchandise, print materials, and digital marketing illustrates how graphic design can influence a brand's image across various platforms. Every detail—from the climber-inspired logo to the vibrant characters like Kong, Tiger, and Owl contributes to crafting a cohesive and captivating brand presence. Looking ahead, it would be wise to broaden the product range to include complementary items such as backpacks or outerwear accessories, utilize sustainable materials to resonate with eco-conscious shoppers, and enhance the brand's visibility through influencer collaborations and retail partnerships. Additionally, boosting the interactivity of digital platforms and refining mobile e-commerce features will significantly increase Utan King's reach and accessibility. In summary, this project demonstrates that with a solid design strategy, a locally made product can confidently compete with global outdoor brands while remaining deeply connected to cultural significance and user preferences.

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