



# 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



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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**





## BIGMOK | WHEN SIZE MEETS DESIRE

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### ABSTRACT

This towering burger features a triple flavour sensation made to please every appetite. A juicy beef patty oozing with cheese and rich umami takes centre stage. A golden crispy chicken layer follows, bringing just the right crunch and spice. The double stack adds even more indulgence, turning a simple meal into a feast. Every bite is packed with smoky, homemade goodness, thanks to fresh ingredients, handmade patties, and the unmistakable pride of Alor Setar. But Bigmok is more than just a burger. It is a celebration of flavour, size, and local identity. Created for those who crave bold choices, it delivers a culinary adventure that is rich, cheesy, crispy, and unapologetically satisfying. Whether you are a seasoned burger lover or trying something new, Bigmok offers a taste experience you will not forget. This is not just a meal. It is a story told through layers of flavour and texture, a moment of indulgence that brings people together. For those seeking something legendary and heartfelt, Bigmok serves up a signature bite that embodies smoky passion and hometown pride. So, when hunger strikes and only the boldest will do, head to Bigmok. Alor Setar's biggest burger is waiting for you, where size truly meets desire.

**Keywords:** Biggest, Smoky, Homemade, Cheesy, Crispy



## INTRODUCTION

This graphic design project celebrates the branding and visual identity of Bigmok, a beloved homemade burger brand proudly rooted in the heart of Alor Setar. Famous for serving the largest burgers in town, Bigmok brings together bold flavours in every bite, from cheesy beef and crispy chicken to a generous double stack, offering an unforgettable culinary experience for both locals and visitors. The name Bigmok carries a story of its own. "Big" reflects the burger's impressive size, while "Mok" is a local term that hints at its signature smoky flavour. Together, they create a brand identity that is as bold and satisfying as the food itself. With the spirited tagline "When Size Meets Desire," Bigmok positions itself as more than just a place to eat. It becomes a destination for indulgence, identity, and local pride. This project explores how visual elements such as logo design, colour palette, typography, packaging, and promotional content come together to capture the essence of Bigmok. Each component is thoughtfully crafted to reflect the brand's personality; vibrant, flavourful, and proudly grounded in its local origins. The aim is to develop a creative identity that not only appeals to its audience but also highlights the brand's authenticity and handmade quality. Through engaging and consistent visual storytelling, Bigmok becomes instantly recognisable and emotionally resonant. Bigmok is more than a meal. It is a celebration of comfort, culture, and community. It is the flavour of Alor Setar, served big and bold. This is branding with a bite, leaving a lasting impression long after the final taste.

## DESIGN AND DEVELOPMENT OF BIGMOK

The design and development phase for Bigmok was all about crafting a strong and memorable visual identity that shines through every brand touchpoint, from packaging and merchandise to advertisements and social media tools (SMT). The packaging was designed to capture the bold and smoky essence of Bigmok, featuring vibrant colors like emerald green, violet purple, and cheesy yellow, paired with fun comic-style illustrations that really whet the appetite. Custom burger wrappers, boxes, and drink cups showcased dynamic typography along with the catchy tagline "When Size Meets Desire,"

making it easy for customers to remember the brand. For merchandise, we rolled out items like phone cases, tote bags, pin badge, and keychains, all adorned with eye-catching visuals and playful slogans that turn customers into enthusiastic brand ambassadors. The advertising materials included eye-catching posters, digital banners, and bunting layouts that emphasized the burger's impressive size and triple-flavor profile, appealing to a young and lively audience. On social media, we created engaging templates for platforms like Instagram and TikTok, featuring stories, promotions, countdowns, and mouthwatering food shots that resonate with current visual trends. Every element, whether in print or digital, was thoughtfully designed to ensure brand consistency, boost customer engagement, and establish a memorable identity for Bigmok in both the physical and digital realms.



Figure 1.1 Logo design and Packaging design of Bigmok

### BIGMOK: A PRINT DESIGN PROJECT

Bigmok is an exciting print design project that's all about creating a

strong, bold, and mouthwatering visual identity for a homemade burger brand based in Alor Setar. This brand is famous for its gigantic portions and smoky, flavorful patties. The name “Bigmok” cleverly combines “Big” to highlight its massive size and “Mok,” a local slang that captures the rich, smoky essence of grilled meats. The design concept is crafted to embody Bigmok’s catchy tagline, “When Size Meets Desire,” showcasing bold typography, vibrant colors, and lively visuals that celebrate the burger’s triple flavor: cheesy beef, crispy chicken, and a double stack. This print project encompasses everything from packaging design (like wrappers, burger boxes, and cups) to promotional posters, flyers, menu layouts, and merchandise tags, all designed to convey the brand’s fun, youthful, and flavorful vibe. Drawing inspiration from street food culture and comic-style aesthetics, these prints are made to catch the eye, whet the appetite, and enhance brand recognition. This project is a perfect example of how consistent and well-executed print design can transform a local food product into a memorable and marketable visual experience.





Figure 1.2 Overall items print design for Bigmok

## BIGMOK: A DIGITAL DESIGN PROJECT

The Bigmok Digital Design Project brings the brand to life across a range of digital platforms, crafting a bold and immersive identity that speaks to its



flavourful essence. From interactive exhibits and television commercials to animated logos and a dynamic website, every component has been thoughtfully developed to reflect the heart of the brand and its daring tagline, "When Size Meets Desire." The journey begins with an interactive exhibit that draws viewers into the world of Bigmok. Featuring oversized three-dimensional burger models, animated motion screens, and engaging touchpoints, the installation tells the story of Bigmok through its most iconic features — cheesy beef, crispy chicken, and double stacked indulgence. The experience invites audiences to connect with the brand visually and emotionally, setting the stage for what Bigmok is all about.

The television commercial builds on this momentum with energetic pacing, tantalising food shots, and a lively narration. It captures the spirit of Bigmok with scenes that emphasise its generous portions, smoky flavours, and handcrafted appeal. Designed with a youthful and adventurous audience in mind, the spot is both fun and appetizing.

To reinforce Bigmok's identity, a motion logo was created with visual elements that convey warmth and movement. Animated smoke effects gently rise from the burger-inspired text, while bold transitions suggest flavour, heat, and excitement. It adds a sensory layer to the brand that is both modern and memorable. The digital presence culminates in a responsive and visually engaging website. Designed with clean structure and strong visual hierarchy, the platform features striking food photography, an easy to navigate layout, online ordering functionality, and seamless integration with social media channels. It serves not only as an information hub but also as a key touchpoint for customer interaction and brand loyalty. Each element in this digital design initiative works together to express the core of Bigmok such as bold, smoky, and unforgettable. The result is an immersive brand experience that excites the senses and leaves a lasting impression across every digital space.

The Bigmok Digital Design Project is all about creating a vibrant and engaging brand presence across various digital platforms. This includes everything from exhibit design and TV commercials to logo animations and website development. At the heart of it all is the brand's bold identity and catchy

tagline, "When Size Meets Desire." The project kicks off with an interactive exhibit design that tells Bigmok's story through eye-catching 3D burger models, dynamic motion screens, and interactive touchpoints that highlight the delicious flavors think cheesy beef, crispy chicken, and double stack goodness. The TV commercial captures the spirit of Bigmok with energetic editing, mouthwatering visuals, and a catchy narration that really drives home the size, smokiness, and homemade flavor of the burgers, all aimed at a young, adventurous crowd. To bring the Bigmok identity to life, a logo animatic was crafted, featuring animated smoke effects rising from the burger text and bold transitions that convey heat, flavor, and movement. Finally, the website was designed to be sleek, responsive, and interactive, showcasing a strong visual hierarchy, stunning food imagery, online ordering capabilities, and social media integration to enhance brand engagement. Every aspect of this digital design project is tied together by a cohesive visual theme that embodies the essence of Bigmok big, smoky, and unforgettable while ensuring a captivating user experience across all digital platforms.



Figure 1.3 Exhibit Design



Figure 1.4 Official Website

## FINDINGS AND RESULTS OF THE BIGMOK PROJECT

The Bigmok project has revealed some interesting insights: having a strong and consistent visual identity can really boost brand recognition and customer engagement, particularly in the food and beverage sector. By using bold colors, comic-style illustrations, and smoky design elements, we effectively conveyed Bigmok's core values size, flavor, and that homemade feel. Feedback from mockups, social media teasers, and user testing showed that the packaging really caught people's eyes, the merchandise resonated with younger crowds, and the digital tools (like the TVC, website, and logo animation) told a compelling brand story. In the end, we created a cohesive branding system that really connects with our target audience, especially those aged 18 to 30, who appreciate visual appeal, uniqueness, and a strong local vibe. The project did a fantastic job of bringing Bigmok's concept "When Size Meets Desire" to life through designs that are not just marketable but also memorable across both print and digital platforms

## CONCLUSION AND RECOMMENDATION

To bring things to a close, the Bigmok design project stands as a stellar example of how thoughtful branding can turn a humble local burger into a



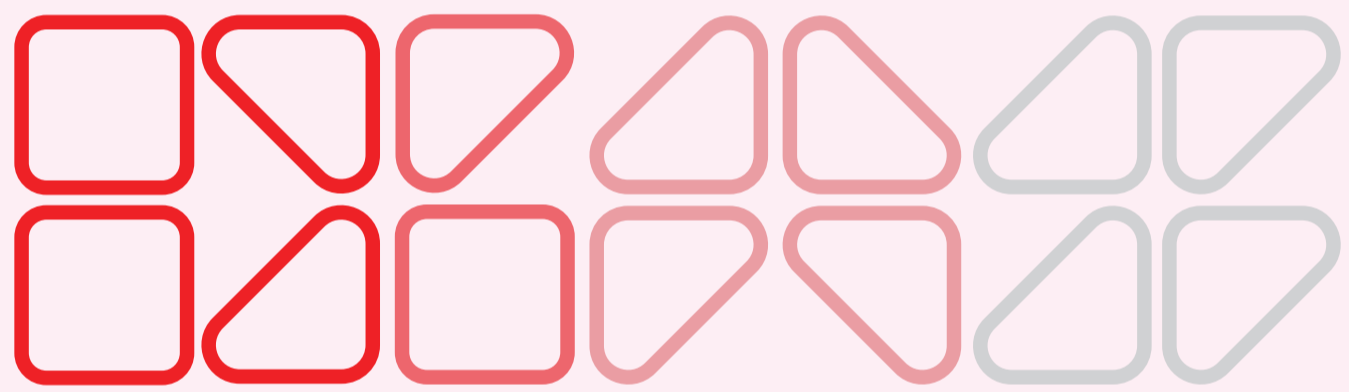
powerful cultural icon. From its striking packaging and playful merchandise to its advertising and digital presence, every visual detail works in harmony to reinforce the brand's core message which is “When Size Meets Desire.” The result is a cohesive identity that celebrates Bigmok's signature traits: its massive size, rich smoky flavour, and unmistakable homemade charm. What makes this project truly stand out is its ability to connect emotionally with its audience. Through bold and vibrant design, it speaks directly to a younger, trend-savvy crowd in Alor Setar who are always on the lookout for something fresh, local, and shareable. Bigmok does more than satisfy hunger — it creates a moment, a story, a sense of belonging. This is branding that is not just seen, but felt. Looking to the future, Bigmok has exciting opportunities to expand its reach and deepen its impact. Embracing motion graphics for social media could boost visibility across digital platforms, while adopting eco-conscious packaging would align the brand with the values of today's environmentally aware consumers. Collaborations with local influencers, creative pop-up events, and limited-edition seasonal designs could add energy and exclusivity to the Bigmok experience. Above all, staying true to its visual language and quality promise will be key. Consistency builds trust, and trust builds loyalty. With the right design direction and marketing strategy, Bigmok is not just ready to grow. It is ready to lead the burger scene with bold flavour and even bolder identity.

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# DMS



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