



EXTENDED ABSTRACT



InViCCAD 2025
1ST 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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Design
Innovation
Academic
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**





SEKOPI DUA | SATU HIRUP, SERIBU TENANG

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ABSTRACT

Sekopi Dua isn't just another coffee brand it's your little oasis in a cup. Deeply rooted in the warmth of Malaysian culture and inspired by the tranquility of nature, Sekopi Dua beautifully marries tradition with innovation to craft unique drinks that not only soothe the soul but also awaken your senses. Our tagline, "Satu Hirup, Seribu Tenang," captures our belief that a single sip can whisk you away to a place of calm, clarity, and comfort, no matter where life takes you. Born from a passion for a slower, more mindful coffee experience, Sekopi Dua creates beverages infused with local treasures like pandan, gula apong, and pudina, resulting in flavor profiles that are both nostalgic and refreshingly new. We're not just about serving coffee; we're about offering moments of tranquility in a fast-paced world. Whether you're grabbing a tumbler on your way to work, picking up some of our merchandise, or simply savoring a cup in peaceful solitude, Sekopi Dua is here to help you pause, breathe, and reconnect. With our carefully curated menu, minimalist design, and community-focused approach, Sekopi Dua is building a brand that encourages everyone to slow down and appreciate the little things one sip at a time. In a world filled with hustle and bustle, we make a simple promise.

Keywords: Calm, Local, Flavour, Nature, Peaceful coffee



INTRODUCTION

This project dives into the branding and visual identity of Sekopi Dua, a conceptual Malaysian coffee brand that embodies calmness, culture, and connection. With the tagline “Satu Hirup, Seribu Tenang”, the brand seeks to create a serene coffee drinking experience through thoughtful design choices that reflect nature, tradition, and a touch of modern simplicity. The goal of this assignment is to craft a cohesive graphic design system that truly captures the essence of the brand covering everything from the logo and color palette to typography, packaging, merchandise, and promotional materials. Drawing inspiration from local ingredients like pandan, gula apong, and pudina, the visual direction embraces earthy tones, natural textures, and a clean minimalist design to foster a relaxed and familiar atmosphere. This project not only aims to highlight creative design application but also underscores the importance of storytelling in branding illustrating how each element contributes to a larger narrative. Sekopi Dua is more than just a brand, it's a thoughtfully designed experience that encourages people to pause, breathe, and reconnect all through the art of visual communication.

DESIGN AND DEVELOPMENT OF SEKOPi DUA

The design and development phase of Sekopi Dua is all about crafting a visual identity that feels cohesive and calming, truly embodying the brand's core values local roots, natural inspiration, and a sense of tranquility in every sip. The packaging features earthy tones like deep green and warm brown, complemented by simple, modern typography that gives off a clean yet inviting vibe. Each product label showcases the unique local ingredients, boosting shelf appeal while keeping a minimal and natural look. Merchandise items, including mugs, keychains, tote bags, and tumblers, are designed with consistent brand elements, blending functionality with lifestyle appeal for the customer. For advertising, both print and digital materials were created to convey the tagline “Satu Hirup, Seribu Tenang,” using calming imagery and clear messaging to evoke feelings of stillness and warmth. Social Media Templates were crafted to ensure visual consistency across platforms, featuring a grid layout, soothing color palettes, and storytelling-based captions. Every design detail from the curve of the logo to the spacing

of a post was thoughtfully designed to create a seamless brand experience that feels distinctly local, calm, and meaningful.



Figure 1.1 Logo

SEKOPI DUA: A PRINT DESIGN PROJECT

This print design project revolves around the branding and visual identity of Sekopi Dua, a conceptual coffee brand that draws inspiration from Malaysian culture and the soothing essence of nature. With the tagline “Satu Hirup, Seribu Tenang,” the brand seeks to convey a sense of peace and mindfulness through every printed piece. The project encompasses the development of essential print materials, including product packaging, promotional posters, flyers, coffee cup designs, and merchandise tags. The visual approach leans towards a minimalist style, featuring earthy tones like deep green and soft brown to evoke feelings of calmness, warmth, and a connection to nature. The typography is clean and modern, ensuring readability while also maintaining a gentle and soothing vibe. Careful attention is paid to layout, spacing, and composition, making sure each print item feels uncluttered and in harmony with the brand's philosophy. The packaging design for drinks and products is crafted to stand out on the shelf while still feeling familiar and inviting. Posters and flyers showcase seasonal offerings and new drink launches, all while keeping brand consistency across different formats. This print design project illustrates how tangible touchpoints can serve as powerful tools for storytelling and brand development. Each printed item is not just a functional object; it's an extension of Sekopi Dua's commitment to delivering a thousand moments of calm in just one simple sip. With graphic design, the Sekopi Dua print design project illustrates how traditional print media continues to be an essential tool for engaging audiences.



Figure 1.2 Overall items print design for Sekopi Dua

SEKOPI DUA: A DIGITAL DESIGN PROJECT

This digital design project beautifully captures the essence of Sekopi Dua, a serene coffee brand inspired by local culture and centered around the tagline “Satu Hirup, Seribu Tenang.” It dives into how digital media can elevate brand storytelling, creating an immersive and cohesive design experience across various platforms. The exhibit design resembles a cozy wooden coffee booth that perfectly embodies the brand's tranquil identity. With its natural wood structure and a soothing matte green backdrop,



the booth showcases the Sekopi Dua logo, coffee products, and merchandise in a tidy and inviting arrangement. It features pendant lights, a coffee station, and neatly organized shelves filled with branded packaging and tote bags. A playful white bunny figure and a small seating area add a touch of charm and warmth, encouraging visitors to take a moment to relax and enjoy, creating a physical space that reflects the brand's peaceful and friendly vibe.

A television commercial (TVC) was crafted using a cartoon-style narrative to convey the brand's emotional heart. The animation follows a character as they navigate a chaotic day filled with noise, crowds, and stress. When they discover Sekopi Dua and take a sip, the visuals transition from chaotic lines and dull colors to warm hues and smoother movements. This shift symbolizes a moment of tranquility and clarity, perfectly aligning with the brand's message. The story-driven format enhances relatability and emotional resonance, bringing the tagline "Satu Hirup, Seribu Tenang" to life in a visually captivating manner. The logo animatic infuses movement into the brand identity with smooth, graceful animation. This digital asset is utilized in intros, advertisements, and online content to bolster brand recognition and convey a sense of calm through its motion.

Finally, the website design for Sekopi Dua creates a soothing and engaging user experience that truly embodies the brand's essence. With its rich green hues, straightforward navigation, and fun visual touches, the site invites visitors into a friendly digital environment. The homepage prominently features the tagline "Satu Hirup, Seribu Tenang," accompanied by a warm illustration and a focus on products, instantly establishing the brand's vibe. Guests can dive into signature drinks like Kopi Apong, Kopi Pudina and Kopi Pandan, each with dedicated product pages that showcase enticing visuals, detailed descriptions, and easy ordering options. The merchandise section displays items such as tote bags, mugs, and keychains in a neat grid layout, making it a breeze to browse.

Informative pages like Tentang Kami (About Us) and Jom Sembang (Contact Form) are crafted to strengthen the connection with the brand, using a casual and friendly tone that resonates with the community-oriented spirit of Sekopi Dua. Overall, the layout is

clean and mobile-friendly, ensuring a seamless experience for everyone, whether they're checking out drinks, shopping for goodies, or learning more about the brand.



Figure 1.3 Exhibit Design

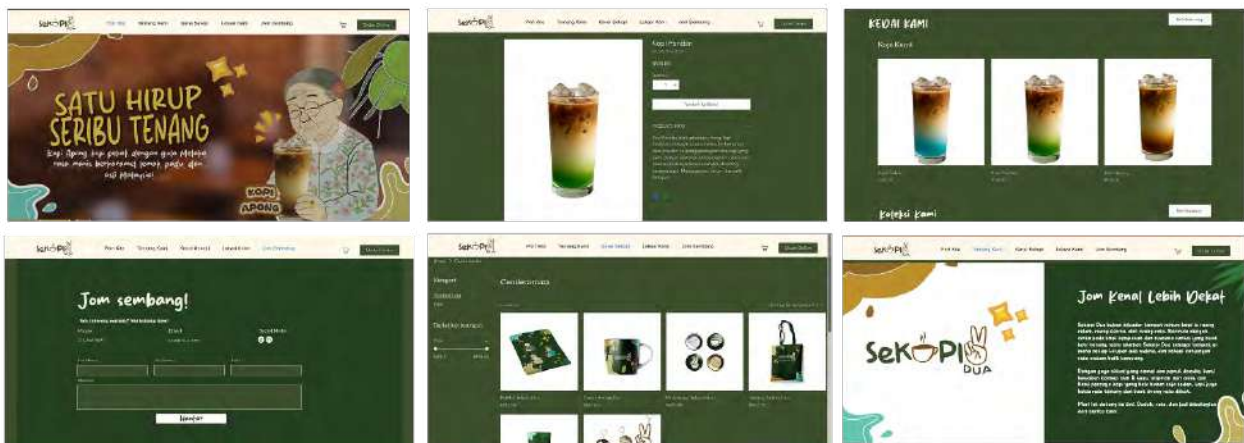


Figure 1.4 Official Website

FINDINGS AND RESULTS OF THE SEKOPi DUA PROJECT

During the journey of developing the Sekopi Dua project, we discovered that having a strong and consistent visual identity really boosts how people perceive a brand, especially when it's showcased across various platforms. The soothing color palette, nature-inspired design elements, and cultural touches effectively conveyed the brand's core message "Satu Hirup, Seribu Tenang." The exhibit design stood out with its warm,



inviting structure and product displays, creating a welcoming brand experience. The cartoon-style TV commercial beautifully captured the brand's emotional essence, telling a relatable and engaging story. The animated logo brought a lively touch to the identity, while the website served as a fantastic platform for storytelling, e-commerce, and connecting with the brand. All in all, the project highlighted how a unified approach to digital and print design can forge a strong emotional bond with the audience, offering not just a product, but an experience rooted in calm, culture, and community.

CONCLUSION AND RECOMMENDATION

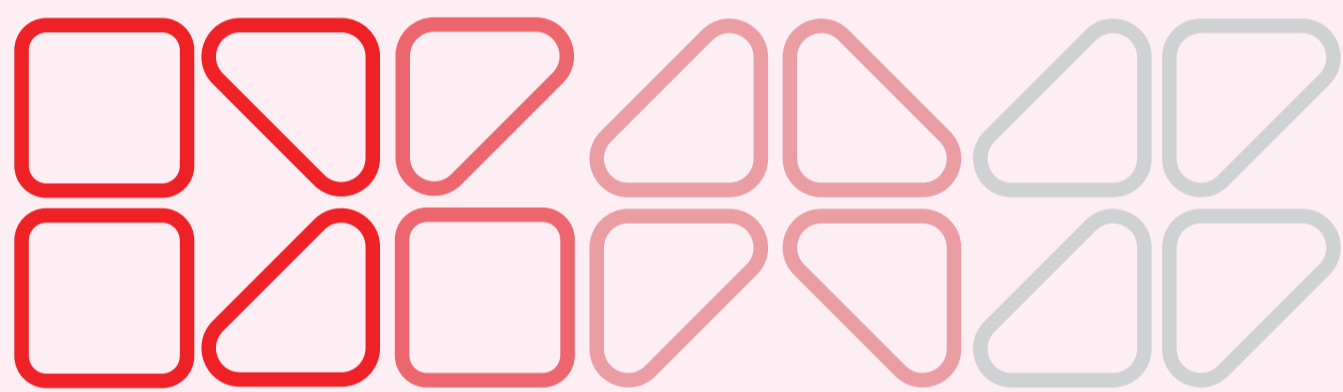
To wrap things up, the Sekopi Dua project really shows how a thoughtfully crafted visual identity, paired with smart digital and physical design, can effectively convey a brand's values and resonate with its audience. By blending a sense of calm and local charm with contemporary aesthetics, the brand not only grabs attention but also provides a soothing and cohesive experience across various platforms whether it's in the exhibit space, through commercial storytelling, or in merchandise and website design. Every aspect reinforces the brand's core message: "Satu Hirup, Seribu Tenang."

Looking ahead, it would be great to dive deeper into interactive digital features like mobile app integration or augmented reality experiences for discovering products. Boosting content on social media with short animations or behind the scenes glimpses could also enhance engagement. Plus, adding customer feedback loops on the website would be a fantastic way to improve user experience and strengthen community ties. With ongoing consistency and creative exploration, Sekopi Dua has the potential to blossom into a memorable and cherished local brand.



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