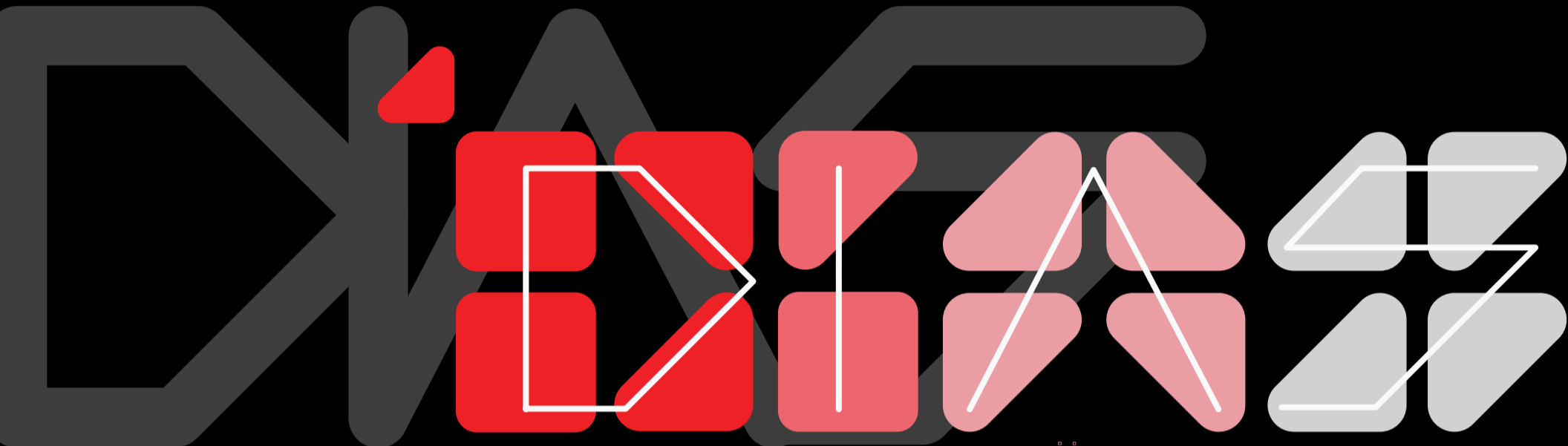




# EXTENDED ABSTRACT



**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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**D**esign  
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**A**cademic  
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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**





## TEMAN LELAKI | TENTANG AKU, KAU DAN DIA

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### ABSTRACT

Teman Lelaki: Tentang Aku, Kau dan Dia takes us on an emotional rollercoaster through friendship, love, and betrayal, all seen through the eyes of an up-and-coming indie pop-rock band. The story revolves around two key characters—Eidi and Hafiz—as they navigate the tricky waters of personal relationships while pursuing their passion for music. What starts as a simple collaboration among close friends soon turns into a complicated love triangle filled with unspoken feelings, jealousy, and misunderstandings. Hafiz, the thoughtful songwriter, pours his unreciprocated love into lyrics that strike a chord with listeners, particularly Eidi, the band's lively and free-spirited lead singer. The charismatic guitarist, who shares a close connection with both, keeps secrets that put their trust to the test. As the band's fame rises, so do the emotional stakes, leading to conflicts that challenge the strength of their friendship and the genuineness of their music. The tagline "Tentang Aku, Kau dan Dia" perfectly captures the essence of the story—an emotional tug-of-war between oneself, another person, and the unseen third party who alters everything. The narrative unfolds through original songs, diary entries, and dramatic moments that showcase the raw, often painful beauty of growing up and drifting apart. This isn't just a tale about music; it's about the quiet struggles we face within ourselves, the love we either give freely or hold back, and the fragile balance between clinging on and letting go. Teman Lelaki is a heartfelt homage to youth, dreams, and the inevitable transformations that shape who we are.



**Keywords:** Friendship, Love, Growth, Betrayal, Secrets

## INTRODUCTION

The project called "Teman Lelaki: Tentang Aku, Kau dan Dia" is a creative endeavor crafted for the Graphic Design Project course. It dives into the visual identity and emotional story of an indie band. The goal here is to explore love in all its forms—be it friendship, family, or self-love—through engaging storytelling and a cohesive graphic design approach. The tagline "Tentang Aku, Kau dan Dia" beautifully captures the personal and shared journeys of the band members as they navigate their lives, relationships, and aspirations. The heart of this project goes beyond just romantic love; it embraces the deeper connections we share—those often left unspoken, misunderstood, or taken for granted. These themes come to life in branding materials like album covers, band logos, merchandise, promotional posters, and digital content. The design strategy focuses on authenticity, emotional depth, and youth culture, utilizing expressive typography, meaningful imagery, and a modern colour palette. Every visual element is thoughtfully designed to reflect the band's evolving identity and the universal emotions that connect us all. This assignment highlights how graphic design can be a powerful storytelling tool, fostering emotional connections and brand growth—especially in the music and entertainment sectors. It aims not just to create a visual universe for Teman Lelaki but also to resonate with audiences on a personal and relatable level.

## DESIGN AND DEVELOPMENT OF TEMAN LELAKI

The design and development phase of the Teman Lelaki Band project is all about creating a cohesive and emotionally resonant visual identity that shines across different media and platforms. For corporate materials like the official letterhead, business cards, and press kits, we're going for a sleek and modern look that showcases the band's unique typography and colour scheme. This approach not only exudes professionalism but also captures the vibrant, youthful spirit of the brand. When it comes to merchandise—think T-shirts, tote bags, stickers, and phone cases, along with the Box of Sound that includes the lyrics book and USB flash drive—we're embracing minimalist yet

impactful graphics that draw inspiration from the lyrics, symbols, and emotions that are at the heart of the band's narrative. These items do more than just promote; they become cherished keepsakes for fans.

For our advertising efforts, whether in print or digital, we're using dynamic layouts that bring the band's tagline "Tentang Aku, Kau dan Dia" to life, paired with visuals that reflect themes of friendship, growth, and emotional bonds. Plus, we're designing social media templates (SMT) to ensure a consistent look across platforms like Instagram, TikTok, and Facebook, which includes everything from post layouts to story frames and highlight covers. These designs are crafted for maximum engagement, with flexible formats for tour announcements, song releases, behind-the-scenes glimpses, and fan interactions. Throughout this journey, we're committed to cohesive branding, emotional storytelling, and visual harmony, making sure that every item and platform truly embodies the essence of Teman Lelaki Band.



Figure 1.1 Logo design



## TEMAN LELAKI: A PRINT DESIGN PROJECT

This print design project is all about shaping the branding and visual identity of Teman Lelaki Band, a conceptual indie music group that beautifully captures the emotional journey of youth, friendship, and self-discovery. With the tagline “Tentang Aku, Kau dan Dia,” the brand aims to express deep emotional connections through every piece of printed material. The project includes creating essential print items like album packaging, promotional posters, flyers, concert tickets, and merchandise tags. The visual style leans towards a modern minimalist aesthetic, featuring a moody yet soft colour palette—think muted blues, warm neutrals, and gentle textures—to evoke feelings of nostalgia, intimacy, and sincerity. The typography is thoughtfully chosen to convey a clean yet expressive tone, striking a balance between readability and emotional depth. Careful attention is given to layout, spacing, and composition, ensuring that each print item feels intentional and aligns with the band’s message. Album covers and merchandise packaging are designed to be visually captivating yet emotionally resonant, allowing fans to forge a personal connection with the music. Posters and flyers showcase tour dates, single releases, and band milestones, all while maintaining a consistent visual language across various formats. This print design project illustrates how tangible media can serve as an extension of a brand’s voice and narrative. Each printed item is not just a promotional tool but also a piece of the Teman Lelaki Band universe—delivering meaningful moments and emotional depth through design. In a world that’s becoming increasingly digital, the Teman Lelaki print project highlights that traditional print media still holds a powerful and intimate way to engage audiences.



Figure 1.2 Overall items print design for Teman Lelaki

## TEMAN LELAKI: A DIGITAL DESIGN PROJECT

The Teman Lelaki Band's digital design project is all about creating a captivating and emotionally resonant online presence through a mix of multimedia elements. With the tagline "Tentang Aku, Kau dan Dia," this project dives into themes of connection, youth, and self-expression across various digital platforms. The exhibit design offers an immersive brand experience, highlighting the band's journey through interactive panels, digital installations, and audiovisual storytelling that lets visitors connect with the band's narrative on a deeper level. To promote their debut release, a short television commercial (TVC) has been crafted, featuring cinematic visuals, dramatic lighting, and a heartfelt voiceover that captures the essence of their story. The logo animatic brings the band's identity to life, using smooth motion graphics to reflect the evolving emotions tied to their music—think subtle glows, waveform effects, and transitions that visually

resonate with sound and feeling. Tying it all together is a responsive website designed to be the go-to hub for fans and visitors. It includes band bios, music previews, tour updates, merchandise, and a visual gallery, all presented with a user-friendly interface and a cohesive aesthetic that mirrors the band's branding.

Together, these digital elements create a unified brand ecosystem that not only promotes Teman Lelaki Band but also invites the audience into their world—where every visual and interaction deepens the emotional bond between the band and their fans.



Figure 1.3 Exhibit Design



Figure 1.4 Official Website



## FINDINGS AND RESULTS OF THE *TEMAN LELAKI* PROJECT

As the *Teman Lelaki Band* project unfolded, it became clear just how powerful cohesive visual storytelling can be in creating a brand that truly resonates on an emotional level. Every design element—be it album covers, merchandise, exhibit layouts, or digital content—beautifully captured the essence of “*Tentang Aku, Kau dan Dia*,” a theme that dives deep into the intricacies of human relationships. Feedback from mockups and concept tests was overwhelmingly positive, with many people noting how relatable the visuals were and how effectively the emotional tone came through in the color choices, typography, and overall layout. The exhibit design and website stood out for their ability to create immersive experiences, while the TV commercial and logo animation added a dynamic flair that really helped to shape the brand's identity. In the end, this project illustrated how a well-thought-out design strategy can enhance storytelling and forge strong connections with the audience. It also underscored the need to balance visual appeal with emotional depth, showing that design is about more than just looks—it's about stirring feelings and conveying meaning. The success of the *Teman Lelaki Band* project is a testament to how integrated design solutions across both print and digital realms can elevate a brand's presence, identity, and overall impact.

## CONCLUSION AND RECOMMENDATION

To wrap things up, the *Teman Lelaki Band* project has done a fantastic job of creating a strong and emotionally engaging brand identity that really connects with people across various platforms. By blending print and digital design elements, the project beautifully conveys the band's key themes of connection, self-discovery, and emotional expression. The consistent visual style and thoughtful storytelling come together to create a unified experience that captivates the target audience and boosts the band's visibility in a competitive market. Looking ahead, it would be great to see an expansion of digital engagement strategies, like interactive social media campaigns, virtual concerts, and content created by fans, to encourage deeper audience involvement. Plus, continually improving the website's user experience and keeping promotional materials fresh will help maintain relevance and nurture community growth.



Exploring innovative multimedia formats will also enhance Teman Lelaki Band's storytelling and brand impact, ensuring they stay connected with fans in an ever-changing digital world.

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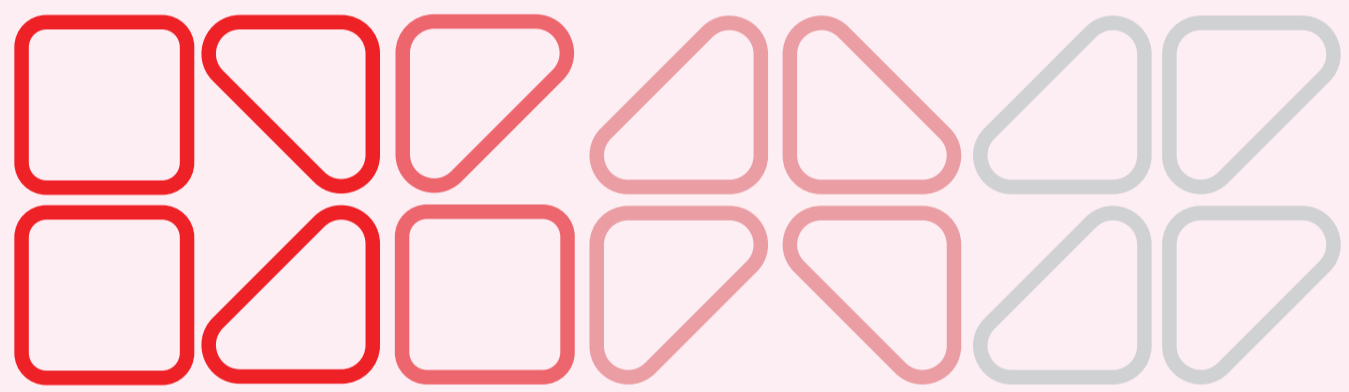
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