



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
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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**





FRUITY SOAPY | FOAMY, BUBBLY & FUN !

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ABSTRACT

Fruity Soapy is a delightful brand of handcrafted soap bars that showcases the stunning natural beauty and vibrant biodiversity of Malaysia, all thanks to the inclusion of local tropical fruits like mangosteen, passionfruit, and starfruit. Each soap is thoughtfully crafted with real fruit extracts, providing not just a fragrant bathing experience but also gentle skincare benefits straight from nature. Take the Mangosteen Bloom variant, for instance. It harnesses the powerful antioxidant properties of mangosteen, often referred to as the “queen of fruits,” to nourish, brighten, and protect your skin. Its delicate floral-fruity scent leaves a soft, elegant touch after every wash. Then there's Passionfruit Dream, which is packed with vitamin-rich passionfruit, offering a refreshing cleanse along with a sweet tropical aroma that lingers beautifully on your skin. And let's not forget Starfruit Splash, which features naturally exfoliating and hydrating starfruit extract, leaving your skin feeling smooth, revitalized, and lightly kissed with crisp citrus notes. Proudly made in Malaysia, Fruity Soapy is dedicated to eco-friendly practices. Each bar is cruelty-free, free from parabens, sulphates, and artificial colorants, and comes wrapped in biodegradable materials. By supporting local fruit farmers and using natural ingredients, Fruity Soapy is



all about promoting sustainability and celebrating cultural appreciation in skincare.

Keywords: Handcrafted Soap, Eco-Friendly, Local Fruit, Skincare, Cruelty-Free

INTRODUCTION

Welcome to Fruity Soapy where the essence of tropical fruits meets the art of gentle, handcrafted skincare. Drawing inspiration from the vibrant flavours and fragrances of Malaysia, Fruity Soapy offers a fun and nourishing soap bar experience featuring real extracts from local fruits like mango, passionfruit, and starfruit. Each bar is carefully crafted to cleanse, refresh, and reconnect you with the natural beauty of our land. At Fruity Soapy, we believe that skincare should be simple, joyful, and deeply connected to nature. Our soaps are made in small batches with plant-based ingredients, completely free from harsh chemicals, parabens, and synthetic colorants. With every use, Fruity Soapy turns your daily routine into a tropical getaway gentle on your skin, kind to the planet, and rich in cultural heritage. Whether you're captivated by the antioxidant-packed Mangosteen Bloom, the vitamin-rich Passionfruit Dream, or the refreshing Starfruit Splash, Fruity Soapy is more than just a cleansing experience it's a celebration of Malaysia's local treasures, wrapped in bubbly joy.

DESIGN AND DEVELOPMENT OF FRUITY SOAPY

The journey of creating Fruity Soapy started with a simple yet ambitious vision: to craft a soap brand that's not just nourishing and natural but also brimming with local charm and personality. Inspired by the vibrant fruits of Malaysia like mangosteen, passionfruit, and starfruit each bar is lovingly handmade using cold-process techniques that keep all the wonderful benefits of fruit extracts intact, including antioxidants, vitamins, and gentle exfoliating properties. When combined with natural oils such as coconut, olive, and shea butter, Fruity Soapy bars offer a moisturizing, skin-friendly cleanse that's perfect for every skin type. Plus, all the ingredients are ethically sourced from local farms, supporting small producers while

minimizing environmental impact. Fruity Soapy's visual identity is designed to be playful and bold, capturing the joy and tropical freshness that the brand represents. The logo features a bubbly, rounded typeface in a lively mix of colours such as purple, white, yellow, orange, and blue that reflecting the spirited essence of fruits and the frothy nature of soap bubbles. The brand is complemented by its catchy tagline: "Foamy, Bubbly & Fun!" This phrase perfectly encapsulates what Fruity Soapy is all about and an uplifting and cheerful bath-time experience that's both naturally effective and full of character. The tagline is also visually represented with a whimsical arched layout and color-coded words that align with the fruit-inspired palette, making it memorable and emotionally engaging. To wrap up the eco- friendly narrative, Fruity Soapy opts for biodegradable packaging with minimal printing, keeping sustainability at the forefront. In essence, Fruity Soapy beautifully merges skincare, culture, and joy which is transforming a simple daily wash into a delightful celebration of Malaysia's fruity treasures.

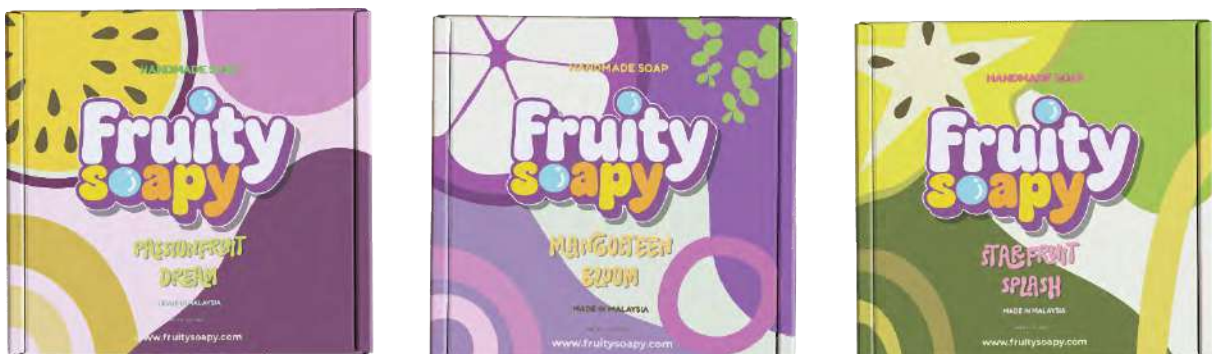


Figure 1.1 Logo design and packaging design of Fruity Soapy

FRUITY SOAPY : A PRINT DESIGN PROJECT

Fruity Soapy is all about bringing a burst of colour and joy to the world of handmade, fruit-inspired soaps. At the heart of this project is a lively print advertisement that perfectly captures the playful spirit of the brand. With its bold colours, mouthwatering fruit visuals, and sleek modern typography, the ad showcases the soap's natural ingredients and its fun, skin-friendly vibe. It's designed to evoke feelings of freshness and self-care, making it both eye-catching and informative, with the goal of appealing to a young, eco-conscious crowd. To support the main ad, there are various print marketing materials that reinforce the product's identity and message. Poster designs carry the vibrant visual theme into retail and lifestyle settings, drawing attention to seasonal promotions or featured products. Brochures and flyers offer quick insights into the soap range, highlighting benefits and usage tips, often featuring QR codes to boost online interaction. The soap packaging and labels continue the fruity theme with bright colours and simple icons, creating a cohesive and attractive presentation. Additional items like business cards, thank-you notes, and point-of-sale displays ensure that every customer touchpoint reflects the brand's cheerful and refreshing personality. All in all, Fruity Soapy's print design project crafts a strong, unified visual identity that effectively conveys the brand's essence and supports its marketing objectives.





Figure 1.2 Overall items print design for Fruity Soapy

FRUITY SOAPY: A DIGITAL DESIGN PROJECT

Fruity Soapy harnesses the power of digital design to elevate brand communication, boost engagement, and enhance customer experiences across a variety of platforms. This digital design is crucial in crafting the brand's visual identity and storytelling, enabling it to connect with audiences in fun, playful, and interactive ways. At the heart of the design process is the website interface, which serves as a lively hub for users to discover products, learn about the brand, and make purchases. With its cheerful colour palette, fruity illustrations, and seamless navigation, the site promises an engaging digital adventure. Interactive icons, character elements, and animated graphics contribute to the excitement, highlighting the brand's youthful and bubbly personality while showcasing its natural and eco-friendly products. But the creativity doesn't stop at the website. Fruity Soapy also weaves digital design into its television commercial and logo animation. The TV commercial combines vibrant visuals, upbeat music, and illustrations to tell a short,

captivating story that features the soaps in action such like bubbling, cleansing, and leaving skin feeling fresh and fruity. It perfectly captures the brand's essence while appealing to a broad audience through engaging storytelling and visual appeal. Meanwhile, the logo animation breathes life into the Fruity Soapy logo with bubbly effects and playful animations, making it perfect for video intros, social media, and digital ads. Moreover, the exhibit design transforms the digital brand experience into a tangible one. With themed displays, interactive areas, and styling that aligns with the brand, it offers visitors a memorable, immersive experience that connects seamlessly with the digital elements. Together, these components create a vibrant and cohesive digital design project that strengthens the Fruity Soapy brand across various touchpoints.



Figure 1.3 Exhibit Design



Figure 1.4 Official Website



FINDINGS AND RESULTS OF THE FRUITY SOAPY PROJECT

The Fruity Soapy project is a fantastic example of how cohesive branding and smart design across both print and digital platforms can really boost a product's appeal and visibility in the market. With its vibrant visuals, consistent colour palettes, and playful themes, the project does a great job showcasing the brand's identity as fun, fresh, and eco-friendly. By seamlessly integrating packaging design, corporate items, print ads, merchandise, and digital tools like the website interface, logo animation, and TV commercial, it creates a unified and engaging brand experience. One of the standout insights is that a well-crafted visual identity can significantly enhance audience engagement and memorability, especially when it spans both physical and digital touchpoints. The exhibit design also effectively translates the brand's digital concept into a hands-on, interactive space, drawing attention and sparking social media buzz during promotional events. Ultimately, this project demonstrates the value of thoughtful design in building brand recognition, boosting user interaction, and achieving marketing objectives. It really highlights the power of blending print, digital, and environmental design to forge a strong, consistent, and impactful design.

CONCLUSION AND RECOMMENDATION

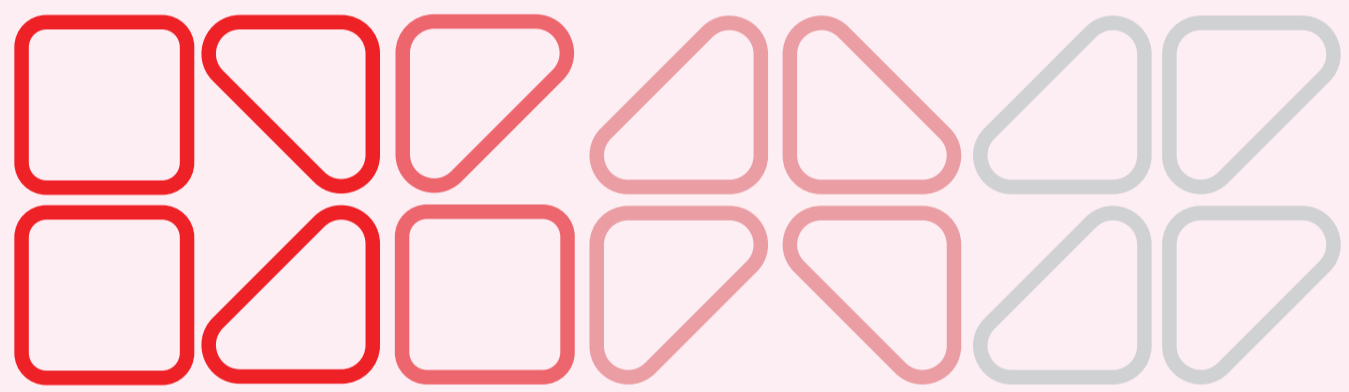
To wrap things up, the Fruity Soapy project really highlights how a smart design strategy can boost brand identity and engage customers across various platforms. By blending print, digital, and spatial design elements, it creates a unified visual style that perfectly captures the brand's fun, fresh, and eco-friendly vibe. The way the website interface, logo animation, and TV commercial work together with the print and packaging design results in a rich branding experience. Plus, the exhibit design adds to the brand's visibility by providing a physical space for consumers to interact directly, making the whole campaign even more memorable and impactful. Looking ahead, Fruity Soapy could really benefit from enhancing its digital presence with interactive social media campaigns, partnerships with influencers, and even



developing a mobile app to foster customer loyalty and engagement. Adding augmented reality (AR) features like virtual soap demonstrations or previews of packaging before purchase could also elevate the user experience and give the brand a modern twist. It's also a beneficial idea to keep gathering feedback and conducting market research to stay in tune with consumer trends and keep the brand relevant and competitive. All in all, with its solid design foundation, Fruity Soapy has the potential to become a beloved and widely recognized personal care brand.

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