



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**





SHIRTLAH | LOCALS UP? UNITED ALWAYS

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ABSTRACT

The SHIRT LAH animation captures the vibrant essence of Malaysia's street culture in a dynamic visual experience that blends Y2K vibes, graffiti flair, and a strong sense of local identity. Set against a stylized urban backdrop filled with nostalgic tech visuals and local slang, the animation follows a diverse group of young characters each embodying different subcultures and energies from around the country as they explore, connect, and express themselves through fashion, art, and community. The tagline, "Locals Up? United Always," serves as the heart of the narrative, emphasizing the strength found in cultural diversity. Whether they're hanging out at the mamak, cruising through the city on bikes, or showcasing their unique styles, the story highlights that unity doesn't mean everyone has to be the same; rather, it's about celebrating shared roots. This animation artfully combines graffiti-inspired motion graphics, rapid transitions, and elements like tengkolok patterns, teh tarik props, and Y2K textures to create a look that feels distinctly Malaysian yet stylish on a global scale. With minimal dialogue, the focus is on visual storytelling and the symbolism of streetwear drive the narrative. Every frame embodies SHIRT LAH's commitment to uplifting the local scene while staying true to authentic expression. Through striking character designs and a blend of nostalgic and futuristic visuals, this animation is a heartfelt tribute to Malaysian youth celebrating their resilience, creativity, and spirit. SHIRT LAH is more than just a brand; it's a movement that promotes unity, culture, and style in action. This isn't just about fashion it's about identity in motion.



Keywords: Streetwear, Unity, Youth, Culture, Expression

INTRODUCTION

This project dives into the creative journey of SHIRT LAH, a vibrant Malaysian streetwear brand that beautifully fuses graphic design, cultural identity, and the art of storytelling through fashion. Drawing inspiration from youth culture, Y2K vibes, graffiti art, and traditional Malay motifs, SHIRT LAH is all about amplifying local voices with striking visual narratives. The aim of this graphic design endeavor is to craft a unified brand identity and develop campaign materials including illustrations, animations, and promotional graphics that resonate with the brand's tagline: "Locals Up? United Always." This catchy phrase embodies SHIRT LAH's commitment to celebrating the rich diversity and unity found within Malaysia's street culture. Through thorough research, creative brainstorming, and design execution, the project employs design principles like typography, composition, motion graphics, and color theory to breathe life into the brand's identity. It also highlights the power of visual storytelling in forging an emotional bond with a young, fashion-forward audience. This assignment not only showcases technical design prowess but also illustrates how design can serve as a cultural bridge connecting tradition with modernity, individuality with community. SHIRT LAH is more than just a clothing brand; it's a visual movement, using fashion as a platform to communicate, unite, and represent.

DESIGN AND DEVELOPMENT OF SHIRTLAH

The design and development journey for SHIRT LAH's rebranding was all about enhancing the brand's identity while keeping its roots firmly planted in Malaysian youth culture. The new look fuses eye-catching Y2K-inspired visuals, graffiti-style typography, and traditional motifs to craft a vibe that feels both fresh and familiar. When it comes to packaging, we've added elements like holographic textures, bold Malay slang phrases, and custom tag artwork to make the unboxing experience exciting and to reflect the brand's streetwear spirit. The rebrand also expands the merchandise lineup to include a variety of items like bucket hats, tote bags, stickers, and drinkware each piece designed to be collectible, expressive, and in tune with SHIRT LAH's visual identity. Our advertising strategy leans on urban- inspired layouts, vibrant



character illustrations, and a tagline that resonates with local pride and identity. These visuals are showcased in both print and digital formats to reach a wider audience. For social media, we created a cohesive visual system that includes motion graphics, behind-the-scenes content, teaser animations, and interactive formats like polls and local slang quizzes to boost engagement and build brand loyalty. Every design choice was made with a clear strategy: to position SHIRT LAH not just as a clothing brand, but as a cultural icon that promotes unity, authenticity, and the voice of the next generation.



Figure 1.1 Logo design design of ShirtLah

SHIRTLAH: A PRINT DESIGN PROJECT

The SHIRT LAH print design project is all about crafting a striking and unified visual identity that captures the essence of Y2K nostalgia, the vibrancy of local Malaysian culture, and the dynamic energy of streetwear. We've put together a range of print materials think lookbooks, posters, hang tags, stickers, packaging sleeves, and in-store display graphics each designed with a keen focus on expressive typography, graffiti-inspired elements, and layered textures that blend digital and analog styles. By incorporating bold colors, glitch motifs, and local slang, we aim to enhance brand recognition and cultural relevance. Every printed piece is thoughtfully designed not just for functionality but to tell a story whether it's a poster that embodies the rebellious, laid-back spirit of the youth or a tag that showcases traditional motifs like the tengkolok in a contemporary streetwear setting. Our mission is to bring the SHIRT LAH identity to life in a tangible way, allowing the audience to connect with the brand's message: "Locals Up? United Always." This project highlights how print design can be a powerful medium for building brand identity, fostering emotional connections, and making bold style statements that resonate with a new wave of fashion-savvy Malaysians.

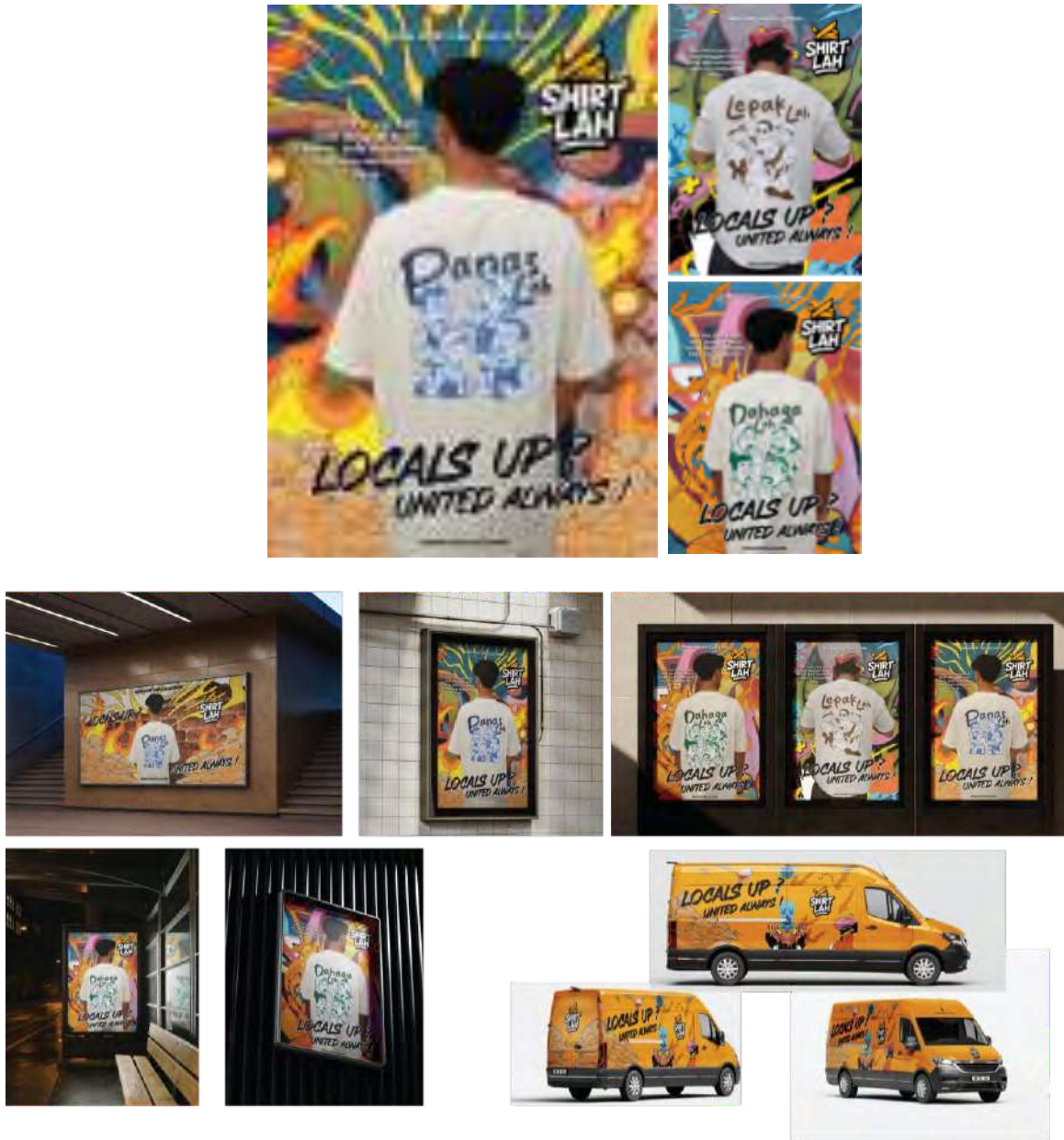


Figure 1.2 Overall items print design for ShirtLah

SHIRTLAH: A DIGITAL DESIGN PROJECT

The SHIRT LAH print design project is all about crafting a striking and unified visual identity that captures the essence of Y2K nostalgia, the vibrancy of local Malaysian culture, and the dynamic energy of streetwear. We've put together a range of print materials think lookbooks,

posters, hang tags, stickers, packaging sleeves, and in-store display graphics each designed with a keen focus on expressive typography, graffiti-inspired elements, and layered textures that blend digital and analog styles. By incorporating bold colors, glitch motifs, and local slang, we aim to enhance brand recognition and cultural relevance. Every printed piece is thoughtfully designed not just for functionality but to tell a story whether it's a poster that embodies the rebellious, laid-back spirit of the youth or a tag that showcases traditional motifs like the tengkolok in a contemporary streetwear setting. Our mission is to bring the SHIRT LAH identity to life in a tangible way, allowing the audience to connect with the brand's message: "Locals Up? United Always." This project highlights how print design can be a powerful medium for building brand identity, fostering emotional connections, and making bold style statements that resonate with a new wave of fashion-savvy Malaysians.



Figure 1.3 Exhibit Design



Figure 1.4 Official Website



FINDINGS AND RESULTS OF THE SHIRTLAH PROJECT

Through the journey of rebranding SHIRT LAH across both print and digital platforms, we uncovered just how crucial cultural relevance, visual consistency, and audience engagement are in crafting a compelling streetwear identity. Our research and feedback highlighted that weaving in local elements like Malay slang, traditional patterns, and urban lifestyle references helped forge a stronger emotional bond with our target audience. The refreshed visual direction, featuring graffiti-style typography, vibrant color palettes, and lively character illustrations, really struck a chord with Malaysian youth, especially when showcased on merchandise, in advertising, and across social media. The print materials did a fantastic job of boosting the brand's physical presence, while the digital elements like the website, TV commercials, and logo animations brought in a sense of energy and movement that modernized the brand. The exhibit design also proved to be a hit, creating an immersive experience that clearly conveyed the brand's story and vision. All in all, this project illustrated how thoughtful graphic design can elevate a brand's identity, unify its visual messaging, and nurture cultural pride—positioning SHIRT LAH not just as a fashion label, but as a creative movement that empowers the local scene.

CONCLUSION AND RECOMMENDATION

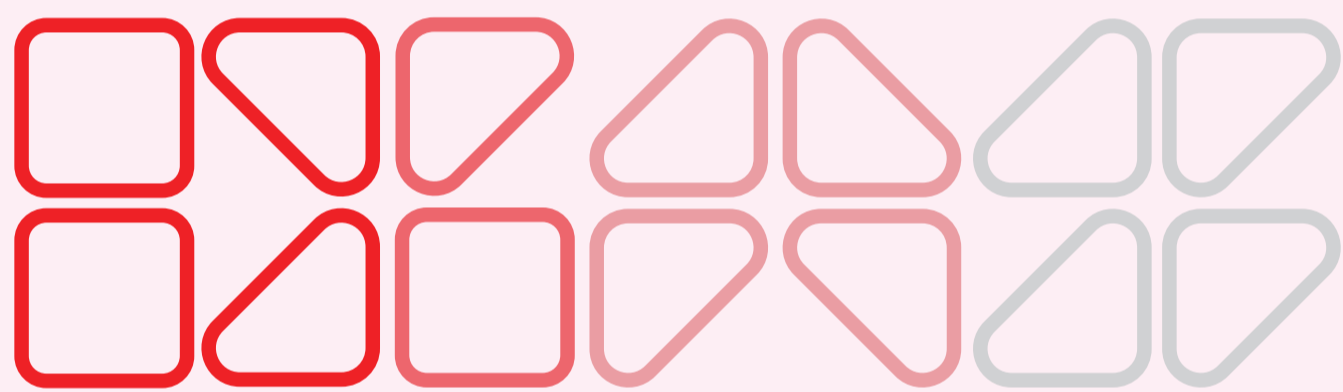
To wrap things up, the SHIRT LAH project has truly transformed the brand's identity by blending cultural authenticity with modern streetwear vibes. By using a mix of print and digital design techniques like packaging, merchandise, ads, exhibit design, TV commercials, logo animations, and a responsive website the project crafted a seamless and captivating brand experience. The fusion of Malaysian elements with striking Y2K-graffiti visuals really amplified the brand's voice, making it resonate locally while also appealing on a global scale. The results show that SHIRT LAH is more than just a clothing line; it's a creative hub that embodies unity, identity, and youth expression. Looking ahead, the brand should keep pouring resources into storytelling that's driven by content, especially on digital platforms like social media and short videos, to stay relevant and connected with its audience. Future campaigns could also dive into collaborations with local artists, exclusive drops linked to cultural events, and interactive augmented reality experiences to engage consumers in exciting new ways. Keeping an ear to



the ground and gathering feedback from the streetwear community will be key in shaping future designs, ensuring that SHIRT LAH continues to grow while staying true to its roots: Locals Up? United Always.

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