



# 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  
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Cawangan Kedah



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Collaboration with



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**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.



**Publisher**

Universiti Teknologi MARA Kedah Branch,  
Sungai Petani Campus,  
08400 Merbok,  
Sungai Petani,  
Kedah,  
Malaysia.

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Perpustakaan Negara Malaysia  
Cataloguing – in- Publication Data

Editor : Syahrini Shawalludin, Juaini Jamaludin, Normaziana Hassan, Fadila Mohd Yusof

Co-Editor : Shafilla Subri, Mohd Syazrul Hafizi Husin, Abu Hanifa Ab Hamid, Norarifah Ali, Zaidi Yusoff, Mohd Taufik Zulkefli, Mohd Hamidi Adha Mohd Amin, Ahmad Fazlan Ahmad Zamri, Abdullah Kula Ismail, , Suhaiza Hanim Suroya, Mohamad Hazmi Shoroin, Mohd Zamri Azizan, Mohamat Najib Mat Noor, Asrol Hasan, Azhari Md Hashim, Azmir Mamat Nawawi, Dinah Rakhim, Hasnul Azwan Azizan@ Mahdzir, Nazri Abu Bakar, Muhammad Aiman Afiq Mohd Noor, Nizar Nazrin, Nazirul Mubin Awang Besar, Qatrunnisa Shariff, Mohd Rozman Mohd Nasir, Wan Noor Faaizah Wan Omar

Design & Layout Editor: Syahrini Shawalludin, Nazirul Mubin Awang Besar, Mohd Rozman Mohd Nasir & Qatrunnisa Shariff

Language Editor : Normaziana Hassan & Juaini Jamaludin

DIAS 2025 : Extended Abstract

Perpustakaan Sultan Badlishah  
e ISBN: 9 789 672 948 780

Printed By :  
Universiti Teknologi MARA Kedah Branch,  
Sungai Petani Campus,  
08400 Merbok,  
Sungai Petani,  
Kedah,  
Malaysia.





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**D**esign  
*Innovation*  
**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**





## CLOUDSCAPE | A SIP OF HEAVEN

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### ABSTRACT

Cloudscape is more than just a beverage; it's a sensory experience created to elevate the typical coffee experience to something sublime. Three distinct, dreamy flavors such like the earthy elegance of Matcha, the buttery richness of Caramel, and the traditional Original Dalgona are used to blend tradition and luxury. Cloudscape's tagline, "A Sip of Heaven," offers a modern twist on the popular dalgona coffee. Cloudscape is a lifestyle option for coffee lovers and those seeking aesthetics because it blends artisanal quality with visual appeal. Each cup, whether served warm for a cozy retreat or iced for a refreshing pick-me-up, invites you to pause, take a deep breath, and savor a moment of bliss. Cloudscape, a rich yet airy beverage that melts on the tongue, is made with finely whipped coffee atop a layer of chilled milk that resembles a cloud. With every sip, the perfect balance of creaminess and bitterness awakens the palate and soothes the soul. Each of the product's infusions such like caramel dawn, matcha, and classic roast has been thoughtfully selected to go well with different settings and moods. Cloudscape, which is intended for cafes, pop-ups, and boutique menus, is the ideal product for modern consumers who are drawn to unique flavor profiles and eye-catching presentations. Every sip is a gentle escape into a sky of flavor, and Cloudscape is a soft, floating moment of indulgence that tastes like heaven.



**Keywords:** Clouds, Coffee, Relaxing, Sensory, Artisanal

## INTRODUCTION

In a world that moves too fast, Cloudscape encourages people to slow down and enjoy the beauty of the moment, one drink at a time. Cloudscape's tagline, "A Sip of Heaven," turns the well-known dalgona coffee into an extravagant, fantastical experience. Inspired by the softness of drifting clouds and the coziness of a calm morning, this handcrafted beverage blends art, flavor, and tranquility into a single cup. Cloudscape features a bold, light, and airy whipped coffee crown on top of a smooth, chilled milk base. By contrasting flavors and textures, coffee's natural depth and creamy sweetness produce a unique harmony. From the traditional Roast to the delicate Matcha and golden Caramel, each variety is skillfully crafted to evoke a sense of tranquil indulgence. Cloudscape is a statement of modern style and responsible living, not just a drink. Whether it is sipped at home or displayed in our beautifully designed packaging, each cup is made to captivate the senses and soothe the spirit. Using Cloudscape is more than just coffee; it's a taste of tranquility. Let every drink inspire, encourage, and remind you of the simple joy of taking it slow.

## DESIGN AND DEVELOPMENT OF CLOUDSCAPE

The core idea behind Cloudscape's name and tagline, "A Sip of Heaven," is where the design and development process begins. The logo should combine modern typography with cloud design to convey a sense of softness and ethereal elegance. Combining the logo's medium brown hues (tan or mocha) with lighter blues (sky or pastel blue) can create a warm and welcoming ambiance. While the word "Scape" has the cloud shape on the bottom that corresponds to the drifting clouds, the letters C and U were combined with the cloud shape that is synonymous with the whipped coffee on top. The products, which include mugs, tote bags, pin badges, and keychains, are



made with familiar brand components that effortlessly blend with contemporary consumer appeal. To communicate the above tagline, warm colour tones (brown) that imply earthiness and richness were used in the creation of both print and digital advertising materials. Blue and other cool or pastel hues can convey sophistication or modernity. For originality and legibility, contemporary, readable fonts are usually utilized. Social Media Templates were created with a grid structure, soothing colours, and narrative- statement captions to ensure that every platform had the same appearance. Every layout option was thoughtfully selected to produce a brand experience that feels very local, from the logo's curve to the distance between the posts.

Figure 1.1 Logo



It made sense for the branding and the tagline, "A Sip OF Heaven," since Cloudscape is all about the soothing sensation of frothy coffee sips. Except for the actual products, most of the designs were digitally created. The project also involves creating the necessary print materials, such as product packaging, flyers, promotional posters, and merchandise. The poster series is unified under the tagline "A Sip of Heaven" and consists of print designs that showcase the brand's signature whipped beverages in an ethereal and modern style. Using a warm, inviting color palette that reflects the ingredients and tastes of each beverage, each poster showcases unique flavors. The backgrounds feature floating icons with delicate, abstract shapes to evoke a sense of lightness and whimsy. The overall design strikes a balance between elegance and approachability by fusing modern café culture with gentle, organic imagery. The purpose of these posters is to take viewers to a serene, sensual environment. They are designed for print media such as flyers,

magazine inserts, and in-store displays. The result is a cohesive branding element that captures the understated elegance of sipping clouds in a cup.



Figure 1.2 Overall items print design for Cloudscape

## CLOUDSCAPE: A DIGITAL DESIGN PROJECT

The goal of Cloudscape's digital design project is to produce a cohesive, multi-platform digital experience that captures the serene, opulent essence of the brand. This project includes a captivating television commercial, an interactive exhibit design, a calming logo animation, and an intuitive website. In the exhibit, a translucent glasshouse installation creates the illusion of floating among clouds. Fragrant diffusers and soft, cozy lighting that filters through glass panels create a multisensory haven, but the interior decor was somewhat modern with a touch of wood. This immersive environment, which is light, dreamy, and subtly opulent, perfectly embodies the brand. Slow-motion footage of matcha,

coffee, and caramel icons opens the 15–30 second TV commercial. Every product blasted out of the screen with its name as the tagline, "A sip of heaven in every swirl," rolled in. The commercial plays low-fidelity instrumentals and soothing soundscapes as it highlights the drink's sensory appeal. The logo animatic begins with a swirl that emerges and forms the cloud shape that affixes to the letters "c" and "u" to reinforce the brand. That creates the word "cloud," which then flows smoothly to reveal "scape," with the bottom of the cloud shaped like a cloud. Lastly, the website mimics the ethereal design using colored gradients, floating user interface visuals, and an intuitive layout. Among the elements that fully immerse users in the Cloudscape experience are the brand narrative, interactive flavor cards, online ordering, and feedback updates.



Figure 1.3 Exhibit



Figure 1.4 Official Website

## FINDINGS AND RESULTS OF THE CLOUDSCAPE PROJECT

The development of Cloudscape shows a strong correlation between the brand's conceptual identity and audience engagement on various platforms. A highlight of the exhibit was the glasshouse-inspired setting, which



drew guests in with its immersive, serene setting that combined interactive and sensory components. According to feedback, the brand's promise of indulgence and tranquility was successfully conveyed by the transparent architecture and floating visual motifs. The TVC's cinematic imagery and whisper-soft narration captured viewers' attention on both digital and television platforms, yielding equally powerful results. By effectively conveying the product's rich sensory experience, it established an emotional bond that went beyond the screen. With its soft, hazy transitions that emphasized the brand's softness and made it a recognizable visual signature across platforms, the logo animatic also struck a chord with viewers. Visitors spent more time than usual on interactive flavour pages and reading the brand story, according to website analytics, which also revealed high user engagement. The online experience felt as soft and decadent as the drinks themselves, thanks to the soothing user interface design and floating scroll animations. Overall, the multi-platform strategy enhanced user immersion and reinforced brand coherence, transforming Cloudscape from a beverage into a lifestyle experience. The findings show that the use of gentle, dreamlike imagery and interactive storytelling effectively conveyed "A Sip of Heaven" to a contemporary, experience-driven audience.

## CONCLUSION AND RECOMMENDATION

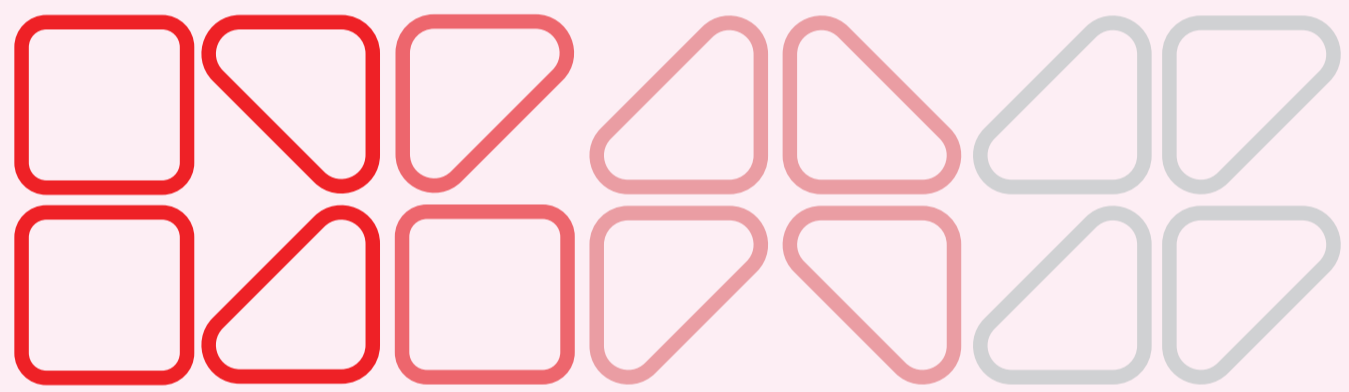
In conclusion, the Cloudscape project successfully converted the brand's image of tranquility and decadence into a smooth, multi-sensory experience for both digital and physical media. The glasshouse display became a captivating focal point, enclosing visitors in a calm environment that perfectly captured the spirit of the cloud-inspired company. The TVC's poetic imagery and soft narration created a strong emotional resonance, while the logo animatic became a well-known and soothing brand signature. With its smooth user experience and pastel aesthetics, the website drew high engagement rates and reinforced the overall brand narrative. Based on mood, interaction, and narrative, these findings show that an experience-first design approach effectively builds brand identity and cultivates customer loyalty. These findings encourage Cloudscape to expand its experiential marketing efforts, especially in lifestyle and wellness events where sensory branding is most effective. Spending more money on immersive pop-ups or mobile glasshouse



booths could expand reach and exposure. With cloud-inspired playlists, brewing guides, and journal entries to reinforce brand culture, the website could evolve into a full-fledged digital lifestyle platform. Future TVCs may experiment with narrative formats or seasonal themes to maintain viewer interest and brand freshness. Finally, improving e-commerce integration and interactive flavor exploration tools can turn inactive visitors into paying clients. All things considered, Cloudscape's distinctive combination of softness, visual poetry, and digital storytelling has established a solid basis for future expansion in both real and virtual environments. All things considered, Cloudscape's distinctive combination of softness, visual poetry, and digital storytelling has established a solid basis for future expansion in both real and virtual environments.

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