



# 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.



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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**





## AISKUEH | RASA TRADISI, VIBE GEN Z

<sup>1</sup>Dayang Farra Diana Binti Dzulkefly, <sup>2</sup>Nazirul Mubin Bin Awang Besar,

<sup>3</sup>Abdullah Kula Bin Ismail, <sup>4</sup>Dr. Shafilla Binti Subri,

<sup>5</sup>Syahrini Binti Shawalludin, <sup>6</sup>Qatrunnisa Binti Shariff

Department of Graphic Design and Digital Media  
Faculty of Arts and Design  
Universiti Teknologi MARA(UiTM)

[eomdadayan@gmail.com](mailto:eomdadayan@gmail.com)

### ABSTRACT

Aiskueh is a fresh ice cream brand that takes traditional Malaysian kuih, Indonesian and China (dessert) flavors and gives them a modern twist, turning them into fun and colorful frozen treats that resonate with today's youth. With the catchy tagline "Rasa Tradisi, Vibe Gen Z," Aiskueh beautifully connects cultural heritage with contemporary trends, blending nostalgic flavors with eye-catching designs and playful branding. Every Aiskueh creation draws inspiration from beloved Malaysian, Indonesian and China kuih like onde-onde, kuih lapis, and puteri mandi, transforming these classic tastes into unique ice cream experiences. By capturing the heart of traditional flavors and mixing them with soft pastel colors, bubbly typography, and visuals perfect for social media, Aiskueh forges a sensory link that speaks to both cherished memories and modern vibes. This approach not only honors culinary history but also presents it to a younger, trend-savvy audience in a fun and innovative way. The brand embodies inclusivity, joy, and cultural pride. Aiskueh's warm, earthy color palette, gentle textures, and character-driven visuals create an inviting atmosphere that encourages cultural exploration. It taps into Gen Z's passion for authenticity, aesthetic appeal, and nostalgic storytelling packaged in a way that's perfect for Instagram, shareable, and distinctly local. Aiskueh is more



than just a dessert; it's a cultural movement that celebrates Malaysian, Indonesia and Chinese identity through a contemporary lens. It invites the younger generation to enjoy tradition in a delightful and flavorful manner, proving that heritage can be cool, cute, and delicious.

**Keywords:** Tradition, Youth, Ice Cream, Culture, Nostalgia

## INTRODUCTION

In the Graphic Design Project course, students dive into the exciting challenge of creating innovative branding solutions that marry deep concepts with eye-catching visuals. This project, named Aiskueh, takes a closer look at how culture and modern youth trends intersect by designing an ice cream brand inspired by traditional Malaysian, Indonesian, and Chinese kuih. The goal is to develop a visual identity that not only markets a product but also weaves a rich cultural narrative that resonates with Gen Z. Aiskueh, a playful blend of "aiskrim" (ice cream) and "kuih" (traditional Malaysian sweets), embodies a fun yet significant approach to branding. The idea is to reimagine beloved local flavors like kuih lapis, onde-onde, and puteri mandi into trendy frozen treats that celebrate both heritage and modernity. The tagline "Rasa Tradisi, Vibe Gen Z" perfectly captures the essence of the visual direction, steering the design process towards soft color palettes, adorable character elements, and typography that connects tradition with a playful spirit. This project aims to demonstrate how graphic design can serve as a powerful medium to refresh cultural elements, making them appealing and marketable to younger audiences. From crafting logos and packaging to creating promotional materials and digital mockups, every design choice is made to uphold the brand's core values of cultural pride, youthful vibrancy, and visual allure.



## DESIGN AND DEVELOPMENT OF AISKUEH

The Aiskueh brand is all about blending the rich traditions of Malaysian, Indonesian, and China kuih with the vibrant aesthetics that resonate with Gen Z. This creative fusion results in a playful and culturally rich identity. The packaging beautifully captures this blend, featuring vibrant colors inspired by kuih likes, pinks, greens, blues, and yellows. Alongside gentle textures and rounded bubble fonts. Each flavor shines through with its own color and motifs that nod to traditional kuih, all while keeping the layout simple, easy to read, and eye-catching on the shelf. The packaging comes in fun cone and cup shapes, showcasing a youthful design complete with character illustrations that embody each flavor. Character design is key to bringing Aiskueh to life. Every ice cream flavor has its own quirky mascot, inspired by the look and ingredients of the kuih it represents like a playful onde-onde character sporting green highlighted hair. These characters are crafted to be adorable, expressive, and instantly recognizable, adding a fun personality to the brand that appeals to younger audiences. You'll see them consistently across all brand touchpoints, from the packaging to social media. To boost its brand presence, Aiskueh is rolling out some creative merchandise like keychains, sticker packs, pin badges, caps, and phone holders. These items not only help to solidify the brand's identity but also give fans a chance to connect with Aiskueh on a more personal level. Each piece is crafted with vibrant colors, soft materials, and patterns inspired by culture, ensuring they align perfectly with Aiskueh's overall vibe. When it comes to advertising, Aiskueh embraces a colorful, nostalgic, yet trendy aesthetic. Their posters and digital ads showcase the products in Malaysian cultural settings—think heritage buildings and traditional food markets—while seamlessly blending in Gen Z fashion and language. The tagline “Rasa Tradisi, Vibe Gen Z” is prominently featured in every ad, reinforcing the brand's identity. Gentle textures and rounded bubble fonts complement the design. Additionally, supporting marketing tools like billboards, bus stop stations, subway escalators, and livery setups are thoughtfully created to enhance promotional events and retail spaces.

These tools aim to attract consumers while offering an immersive brand experience. Overall, the design strategy focuses on visual consistency, creativity, and cultural relevance to elevate the brand.



Figure 1.1 Logo design and Packaging design of Aiskueh

### **AIKUEH: A PRINT DESIGN PROJECT**

The Aiskueh design project focusses on creating prints that blend cultural traditions with the modern identity of youth, all through eye-catching materials. With the catchy tagline “Rasa Tradisi, Vibe Gen Z,” this initiative celebrates the rich multicultural heritage behind kuih-inspired ice cream flavors, weaving the stories of each kuih into its visual narrative.

Aiskueh isn't just about ice cream; it's about cherishing cultural memories and presenting them in a way that resonates with the Gen Z crowd. Each flavor in the Aiskueh lineup takes cues from various Asian kuih, and the print designs beautifully reflect the cultural essence of these treats. For instance, Kuih Lapis, a vibrant layered dessert popular in Malaysia, is paired with a backdrop showcasing iconic Malaysian architecture like the Sultan Abdul Samad Building, the national flower, and Kellie's Castle. Onde-Onde, which has strong ties to Indonesia, is highlighted with a background featuring silhouettes of Balinese temples, traditional wayang kulit, and tropical motifs native to the area. On the other hand, Puteri Mandi, steeped in historical Chinese culture, is adorned with soft floral patterns, the Great Wall of China, and subtle nods to the Chinese dragon, emphasizing its rich multicultural roots. All the print designs burst with vibrant colors, adorable mascot characters, and clean, bold typography that exude a youthful and playful vibe. From posters and packaging to menus, merchandise tags, and promotional printouts, each piece tells the origin story of a flavor while keeping the design fresh and social-media-ready. This thoughtful fusion of culture and design makes Aiskueh not just a fun brand but also a platform for celebrating and promoting Asian heritage through creative visuals.





Figure 1.2 Overall items print design for Aiskueh

## AISKUEH: A DIGITAL DESIGN PROJECT

The Aiskueh digital design project is all about creating a cohesive and visually stunning identity across various digital platforms, showcasing a brand that draws inspiration from ice cream flavors rooted in traditional kuih from Malaysia, Indonesia, and China. This initiative features an immersive exhibit design that highlights the cultural heritage behind each ice cream flavor, using interactive visuals and sensory experiences to engage visitors. The television commercial (TVC) captures the essence of the brand with the tagline "Rasa Tradisi, Vibe Gen Z," blending a sense of nostalgia with the vibrant energy of modern youth to connect with a younger audience. A delightful and playful logo animatic was crafted to animate the brand logo, highlighting its bubble-style typography and earthy colors reminiscent of kuih onde-onde. Plus, a lively and responsive website was designed to act as a digital hub for product details, brand storytelling, and customer interaction. By integrating these digital elements, Aiskueh ensures a

smooth and engaging brand experience, all while celebrating cultural heritage through a contemporary, Gen Z-friendly perspective.



Figure 1.3 Exhibit Design

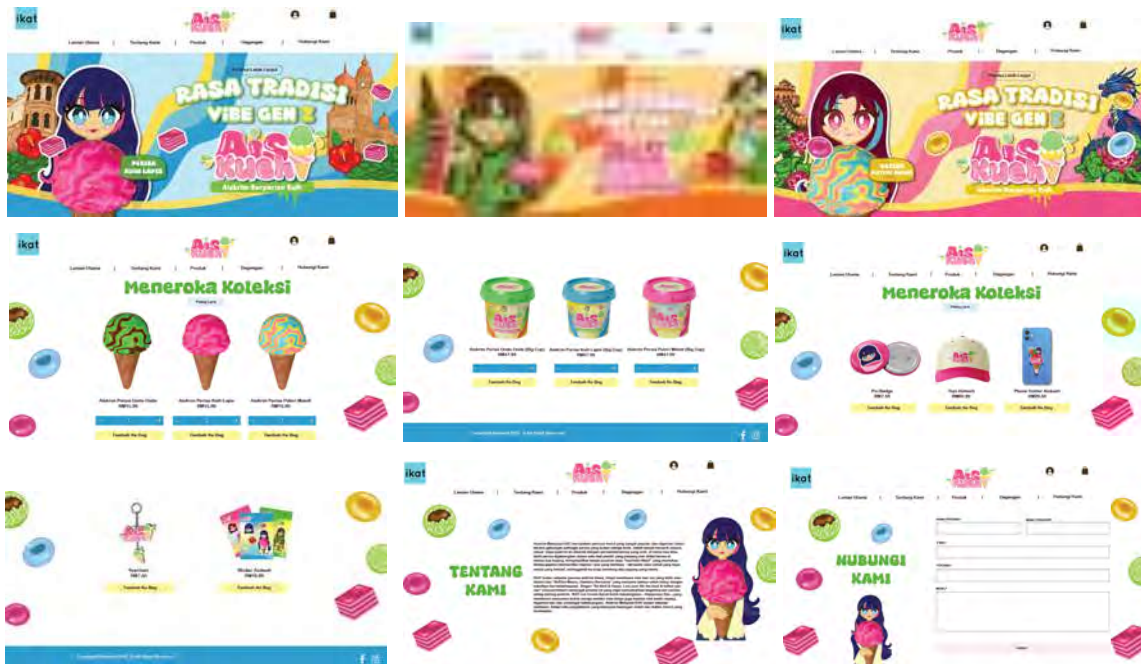


Figure 1.4 Official Website

## FINDINGS AND RESULTS OF THE AISKUEH

The findings from the Aiskueh project reveal that merging cultural traditions with contemporary design trends can lead to a powerful and meaningful brand



experience. By utilizing both print and digital design elements, Aiskueh effectively conveys its core message— “Rasa Tradisi, Vibe Gen Z”—by transforming traditional kuih into a playful, youthful ice cream concept. The use of soft pastel colors, charming character designs, and culturally inspired motifs has garnered positive feedback for its creativity and emotional resonance. The packaging and poster design beautifully showcase the heritage of each kuih, while the digital aspects, including the website, animated logo, TV commercial, and exhibit design, offer a vibrant and interactive storytelling experience. This project also underscores the significance of culture in branding and illustrates how design can serve as a bridge between generations. Ultimately, the results show that Aiskueh has the potential to resonate with Gen Z audiences in a way that is not just visually appealing but also meaningful, nostalgic, and proudly local.

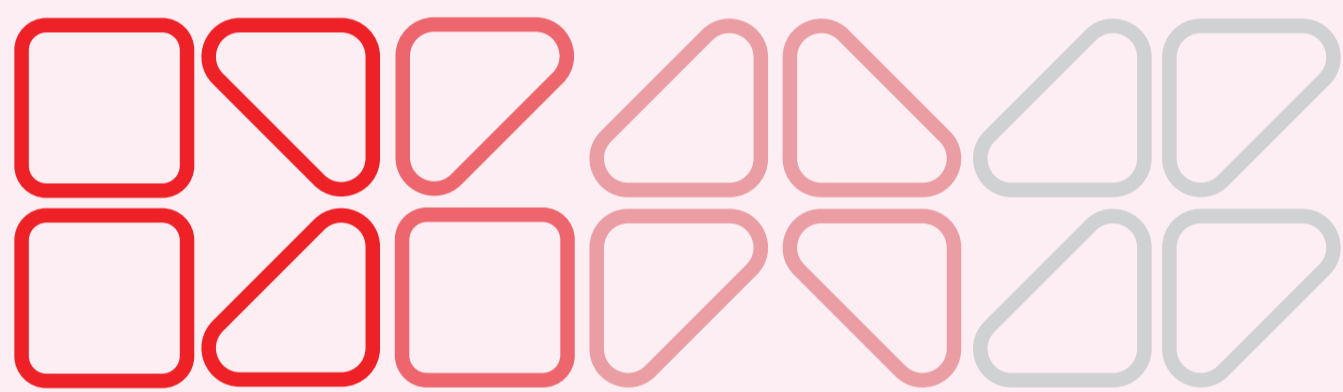
## CONCLUSION AND RECOMMENDATION

To wrap things up, the Aiskueh project is a fantastic example of how we can take traditional cultural elements, like Asian kuih, and give them a fresh, modern twist that really speaks to Gen Z. By blending those nostalgic flavors with a contemporary design—think packaging, character creation, print media, digital platforms, and interactive content—Aiskueh shows us that preserving culture can be both meaningful and marketable. The design journey showcased the beauty of traditional kuih and highlighted the importance of storytelling in branding. Each creative piece brought the tagline “Rasa Tradisi, Vibe Gen Z” to life across various platforms. Looking ahead, Aiskueh could consider broadening its flavor offerings to include a wider variety of culturally diverse kuih from other Asian countries. Plus, adding more interactive elements like mobile apps, AR filters, and gamified website features could really draw in those digital-savvy audiences. Partnering with local artists or cultural organizations could also enhance the brand’s authenticity and educational impact. Finally, to keep things consistent, it would be wise for Aiskueh to continue evolving its visual identity while staying true to the original idea of merging tradition with youth culture.



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# DMS



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