



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



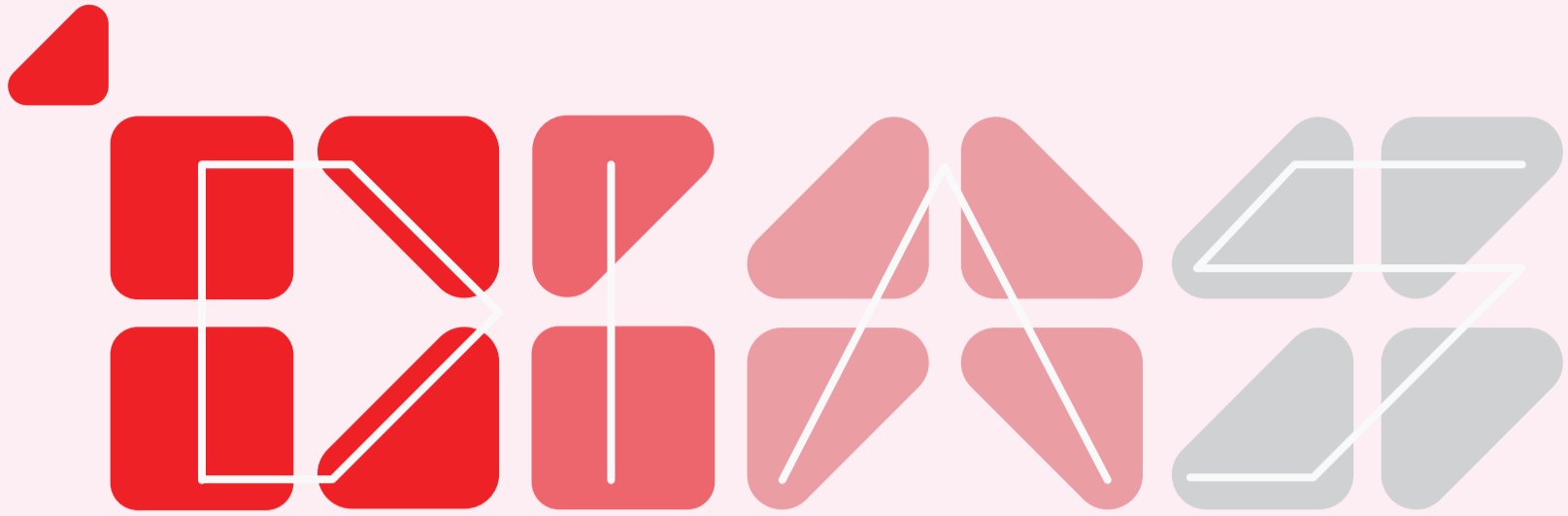
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ABSTRACT**

**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**





SODA SAURUS | POP AND RAWR!!

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ABSTRACT

Soda Saurus is a fun, dinosaur-themed beverage brand that aims to add a splash of flavour and creativity to the lives of kids and families everywhere. Soda Saurus, with its catchy tagline "Pop and Rawr!!", transforms ordinary drinks into a refreshing journey across various eras. Each sip is a delightful burst of fruity goodness, featuring exciting flavours Grape-Pterosaur, Apple Triceratops and Orange Brachiosaurus, all designed to bring joy with every bubbly gulp. Embracing a playful, dino-inspired identity, Soda Saurus seeks to forge connections with its young audience through vibrant colours, adorable dinosaur mascots, and eye-catching packaging. This brand not only satisfies thirst but also sparks creativity and fun with collectible bottle art, interactive promotions, and themed merchandise. With Flavors that are low in caffeine yet high in taste, Soda Saurus perfectly balances parent-approved ingredients with kid-friendly experiences. More than just a drink, Soda Saurus embodies a lifestyle filled with joy, curiosity, and a sense of playful rebellion—where every can pop is met with a joyful rawr! This brand shines by merging a nostalgic love for dinosaurs with a modern, colourful design that appeals to both children and young hearts. Whether it's for a party, a lunchbox treats, or just a fun everyday drink, Soda Saurus brings fizzy excitement that's always bursting with personality. With "Pop and Rawr!!" as our rallying cry, we invite everyone to tap into their inner dinosaur and turn every sip into a prehistoric celebration!

Keywords: Fizzy, Dinosaur, Playful, Flavourful, Kids



INTRODUCTION

Soda Saurus is a fun and imaginative branding project that emerged from the Graphic Design Project course, where the focus was on visual storytelling, brand identity, and packaging design. This project revolves around creating a fictional soda brand aimed mainly at kids and families, mixing elements of fun, creativity, and a touch of prehistoric charm. The main goal of Soda Saurus is to craft a visually striking and engaging product that captures the attention of young audiences and stands out on store shelves with its vibrant colours, playful illustrations, catchy typography, and smart layout. The brand's catchy tagline, "Pop and Rawr!!", perfectly captures its lively and energetic spirit, making each drink feel like an unexpected adventure. The design journey included developing a unified visual identity—covering everything from logo design and character mascots to label packaging and promotional materials—while adhering to essential design principles like balance, contrast, unity, and keeping the audience in mind. This assignment delves deeply into the entire brand creation process, from initial sketches to digital execution, while maintaining a keen focus on user experience, market trends, and emotional branding. The result showcases how thoughtful design can enhance a product's appeal, foster brand recognition, and convey a clear, entertaining message to its intended audience. Through Soda Saurus, this project highlights the incredible impact of graphic design in turning a simple beverage into an exciting and unforgettable brand experience.

DESIGN AND DEVELOPMENT OF SODA SAURUS

The design and development of Soda Saurus focused on building a cohesive and engaging visual identity across multiple platforms, including packaging design, merchandise, advertising, and supporting marketing tools (SMT). The packaging was developed to capture attention instantly with bold colours, playful typography, and friendly dinosaur mascots tailored to each flavour such as Grape- Pterosaur, Apple-Triceratops, and Orange-Brachiosaurus creating an instantly recognizable brand image that appeals to children and parents alike. Bottle and can designs were kept vibrant, with strong visual

contrast and fun textures to evoke a sense of excitement and movement. For merchandise items, a range of kid-friendly products such as stickers, tote bag, mug, and reusable bottles were created to strengthen the brand presence and extend the playful experience beyond the drink itself. The advertising approach included both print and digital formats, using energetic slogans like “Pop and Rawr!!!” combined with colourful visuals to create memorable, eye-catching posters and banners suitable for schools, malls, and outdoor settings. On the digital front, supporting marketing tools (SMT) such as Instagram posts, animated GIFs, and interactive filters were developed to engage young audiences and their parents online, encouraging user participation and brand sharing through fun challenges and mascot-themed content. All designs maintained consistency in colour palette, illustration style, and brand tone, reinforcing the cheerful and adventurous identity of Soda Saurus across every touchpoint.



Figure 1.1 Logo design and Packaging design of Soda Saurus

POP AND RAWR !!: A PRINT DESIGN PROJECT

Soda Saurus is a fun and imaginative print design project aimed at crafting a lively and cohesive brand identity for a fictional children's soda drink. This initiative dives into various print media to effectively convey the brand's playful, energetic, and dinosaur-themed vibe. At the heart of the design are bold, vibrant colors, friendly illustrations, and engaging typography that truly connect with young audiences. Key elements of the print design include product packaging, like labels for bottles and cans, all designed to be visually striking and easily recognizable on store shelves. The project also features promotional materials such as posters, banners, and point-of-sale displays that embody the brand's cheerful spirit and catchy tagline, "Pop and Rawr!!" to grab attention in both retail and event environments. Additionally, there's merchandise packaging, including sticker packs, Tote Bag, and Mug inserts, which help extend the brand identity beyond just the drink. By maintaining consistency in layout, color schemes, and visual hierarchy, all printed items align perfectly with the brand's personality and marketing objectives. Soda Saurus showcases how print design can create an engaging and immersive experience for its target audience, blending functionality with creativity to boost product visibility and customer interaction.





Figure 1.2 Overall items print design for Soda

SODA SAURUS: A DIGITAL DESIGN PROJECT

The Soda Saurus digital design project is all about creating a fun and interactive brand experience for a fictional soda aimed at kids. It makes use of various digital platforms to really bring the brand to life. One of the standout features is a vibrant logo animatic that captures attention with its lively animations, cheerful sound effects, and the catchy tagline “Pop and Rawr!,” which perfectly embodies the brand's playful spirit. To introduce Soda Saurus to its audience, a colourful and engaging TV commercial was crafted, featuring animated characters, dynamic transitions, and storytelling that resonated with both kids and families. The website acts as the brand's main digital hub, boasting a playful interface filled with interactive elements like character biographies, flavour choices, downloadable activities, and fun games designed for kids. It's visually appealing, responsive, and easy to navigate on any device. Plus, a digital exhibit design was created to showcase how the brand would look in a real-world setting, like a launch event or a children's expo. This exhibit features large screens, looping animations, interactive touch panels, and digital kiosks, all aimed at creating an immersive brand

experience. Together, these components illustrate how digital design tools can craft a cohesive and engaging multimedia brand experience, connecting with the target audience in a fun and meaningful way, both online and offline.



Figure 1.4 Official Website

FINDINGS AND RESULTS OF THE SODA SAURUS PROJECT

The Soda Saurus digital design project is all about creating a fun and interactive brand experience for a fictional soda aimed at kids. It makes use of various digital platforms to really bring the brand to life. One of the standout features is a vibrant logo animatic that captures attention with its lively animations, cheerful sound effects, and the catchy tagline “Pop and Rawr!,” which perfectly embodies the brand’s playful spirit. To introduce Soda Saurus to



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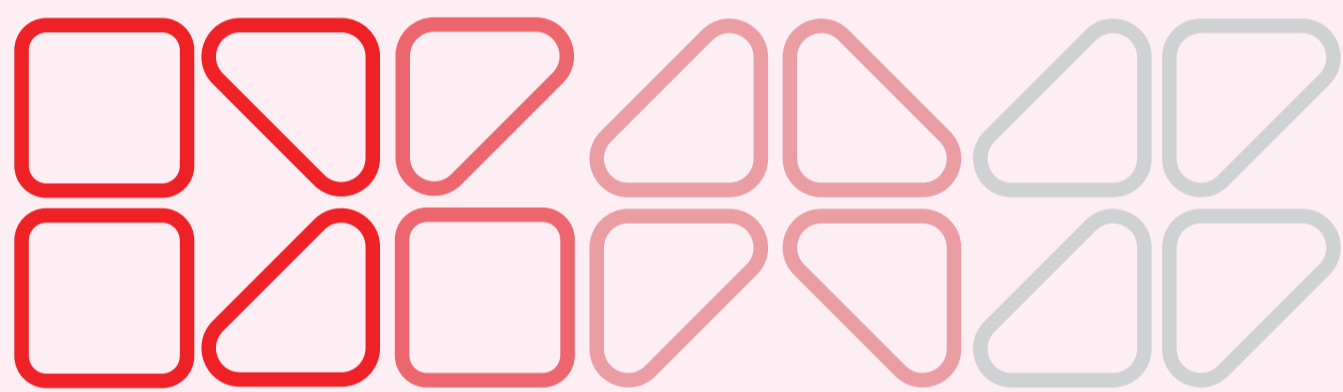
CONCLUSION AND RECOMMENDATION

To wrap things up, the Soda Saurus project really showcased how effective cohesive branding, imaginative storytelling, and multimedia design can be in creating a fun and engaging product for kids and families. By blending a strong visual identity with playful themes and interactive features, the brand successfully conveyed its personality across both print and digital platforms. The consistent use of bright colours, friendly mascots, and the catchy tagline "Pop and Rawr!!" all played a big role in crafting a memorable and emotionally resonant brand experience. Looking ahead, it would be excellent for Soda Saurus to expand its digital footprint with mobile games or augmented reality (AR) features to keep young audiences even more engaged. Plus, doing more thorough audience testing with both kids and parents could really help fine-tune the user experience and enhance product-market fit. Teaming up with illustrators, animators, and marketing experts could also boost the brand's visibility and visual coherence. All in all, Soda Saurus has a lot of potential as a children's beverage brand and stands out as a fantastic example of blending creative design with audience appeal.



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