



EXTENDED ABSTRACT



InViCCAD 2025
1ST 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



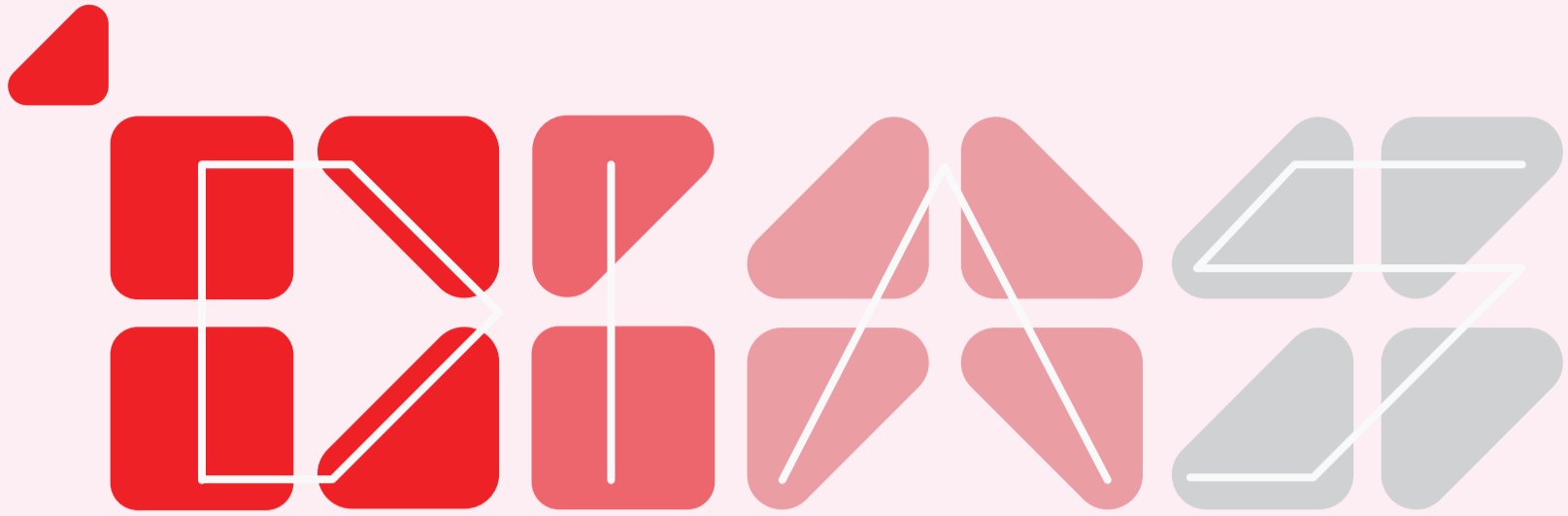
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**EXTENDED
ABSTRACT**

**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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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





***Industrial
Design
(Diploma)***





A STUDY ON ENHANCING VISITOR AND CAT INTERACTION EXPERIENCES FOR TAMAN KUCING MADAD

POCKETPAW : CAT CARRYING POUCH

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ABSTRACT

This project adopts a human-centered design (HCD) approach to develop Pocket Paw, a wearable ergonomic cat-carrying pouch designed to improve interaction between visitors, especially children, and cats at Taman Kucing MADAD, a community cat park under MADAD. Through on-site observations, interviews with staff, and surveys involving young visitors and their parents, the study identified key challenges, including the difficulty children face in handling cats safely, the risk of unintentional harm to pets, and limited opportunities for secure hands-free bonding experiences. The research combined qualitative methods (observations and interviews) with quantitative data (structured questionnaires), revealing cultural considerations such as appropriate behaviour around animals, gender dynamics and safety concerns within a community and religious setting. These insights informed the design of Pocket Paw, a soft, breathable, and child-friendly cat pouch that enhances comfort for both the user and the cat. The design promotes empathy, responsibility, and safe interaction, while aligning with Sustainable Development Goals (SDGs), such as good health, quality education (through responsible pet care), and community engagement. The outcomes of this project offer a replicable model for similar pet-friendly environments in religious or public spaces, where cultural values and emotional well-being intersect with functional design.

Keywords: Human-Centered Design, Child-Pet Interaction, Product Design

INTRODUCTION

In today's growing culture of pet-friendly public spaces, the MADAD Cat Park has become a meaningful destination for animal lovers seeking therapeutic, educational, and recreational experiences. However, the absence of safe, comfortable ways for visitors to carry or cuddle cats often results in awkward or unsafe interactions that may cause stress to the animals or discomfort to the users. Recognising this issue, the cat pouch was developed as a practical and empathetic solution tailored to the unique environment of the cat park. This product focuses on enabling safe, hands-free interaction between visitors and cats through a thoughtfully designed wearable pouch. Designed with comfort, security, and ease of use in mind, the cat pouch supports meaningful bonding experiences while prioritising the well-being of both humans and animals. By offering a structured yet gentle way to carry cats, especially those that are shy, disabled, or in recovery, this design enhances the overall park experience and promotes responsible animal handling in shared community spaces.



Figure 1.1 The picture of observation in MADAD Cat Park



Figure 1.2 The picture of final design of the product

MATERIALS AND METHODS

The cat pouch was developed using a combination of lightweight, durable, and pet-friendly materials along with thoughtful fabrication techniques to ensure comfort, safety, and functionality for both cats and visitors at MADAD Cat Park. The main body of the pouch was made from breathable, padded cotton canvas to provide a soft interior for the cat while maintaining enough structure for safe carrying. At the front, press studs were integrated to allow the pouch to be folded neatly when not in use, making it compact and easy to store or transport. The back of the pouch featured adjustable webbing straps secured with press studs, allowing users to fasten the pouch securely around their waist or across their body, depending on comfort and carrying preference.

The construction process involved reinforced stitching in key areas to support weight and movement, and lightweight interfacing was used between fabric layers to enhance shape and durability. Prototype testing was conducted on-site, using non-intrusive observation as visitors interacted with the cats using the pouch. Feedback was also gathered through short interviews with staff and users to assess usability, cat behaviour, and handling confidence. This input informed iterative improvements to the design, ensuring the final product delivered a balanced experience of functionality, animal safety, and user satisfaction.



Figure 1.3 Nylon Fabric



Figure 1.4 Webbing Straps



Figure 1.5 Press Studs



Figure 1.6 The picture of Sewing Process

RESULTS AND DISCUSSION

Findings from observation and usability testing highlighted the specific needs of children 11 years old when interacting with cats at the MADAD Cat Park. The cat pouch was well received by both young users and accompanying adults, as it provided a safer, more structured way for children to carry and cuddle cats without causing stress to the animals. The wearable design helped reduce common risks, such as improper handling or accidental dropping, while also making the interaction more enjoyable and confidence-boosting for the child. Parents and staff noted calmer behaviour in the cats, especially those that are shy, small, or disabled, when carried in the pouch. Feedback emphasised the importance of lightweight, breathable materials for comfort; secure press studs for ease of folding and fastening; and adjustable webbing straps to accommodate different child sizes. The soft, ergonomic construction ensured both safety and emotional bonding, while the manual fabrication methods supported small production and easy refinement. Overall, the

cat pouch addressed key concerns around safety, comfort, and engagement, offering a child-friendly solution that enhanced learning and connection in a supervised, animal-focused environment.



Figure 1.7 The picture of Environment

CONCLUSION & RECOMMENDATIONS

This project successfully introduced a cat pouch specifically designed for children under 11 years old, aimed at enhancing safe and interactive engagement between young visitors and cats at MADAD Cat Park. By applying user-centred design principles and using breathable, lightweight materials along with simple fastening mechanisms like press studs and adjustable webbing straps, the final product prioritises both child comfort and animal welfare. The pouch provides a hands-free, structured way for children to carry and bond with cats, especially those that are shy, disabled, or in recovery. Observation and feedback confirmed the product's positive impact on safety, confidence, and emotional connection. As a result, the pouch improves the overall visitor experience while fostering responsible pet handling from a young age. Future recommendations include offering the pouch in multiple sizes to accommodate a wider age range, incorporating washable inner linings for better hygiene, and providing illustrated user guides for easier adoption by parents and staff. With continued refinement, the cat pouch has strong potential for use in educational petting areas, animal therapy programs, and other family-friendly animal environments across Malaysia.



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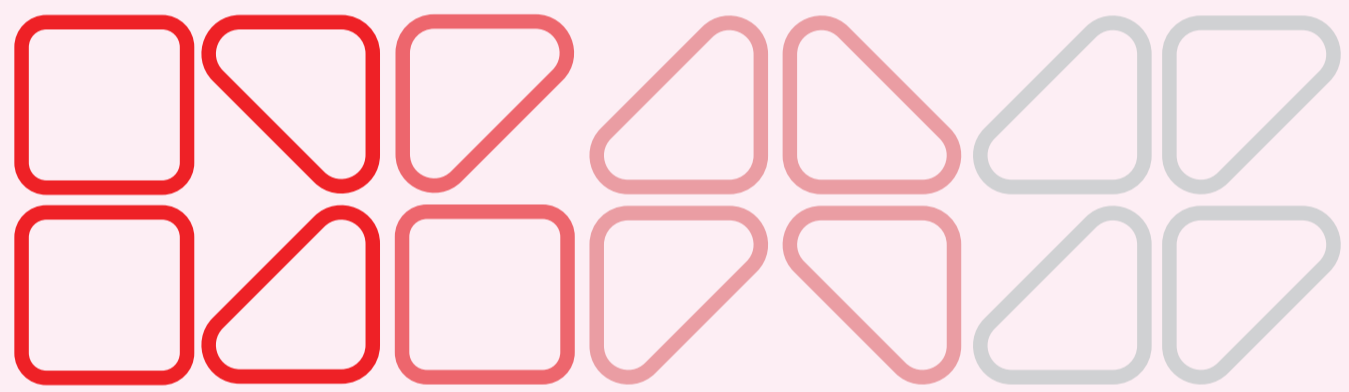
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