



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
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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 SUSTAINABLE TRANSPORT DESIGN (EXPEDITION CRUISE FOR ADVENTURES) (PERODUA AQUARUSH)

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ABSTRACT

This project presents the Perodua Expedition Cruise, a luxury small-scale cruise vessel conceptualised as Perodua's foray into boutique marine transportation. Designed for affluent adventurers seeking exclusive and immersive experiences, the yacht caters to small groups of 10–15 travellers, blending elegance, comfort, and personalisation with a sustainable edge. With a modern aerodynamic form and expressive angular contours, the design supports expedition travel to remote natural or cultural destinations unreachable by larger ships. The cruise is equipped with divided multifunctional spaces tailored for varied passenger activities, ensuring a more private and customisable voyage. Sustainability is addressed through eco-conscious materials and systems, including energy-saving mechanisms and an optimised hull design for efficiency. This new vision showcases Perodua's capacity to innovate beyond automotive, introducing a premium, low-impact, experience-driven product in the marine sector.

Keywords: Expedition Cruise, Perodua Marine, Small Group Travel, Luxury Yacht, Sustainable Exploration

INTRODUCTION

The rise in personalised, eco-conscious travel has reshaped luxury transport demands particularly within the marine tourism sector. Modern travellers seek not only comfort and exclusivity but also connection with untouched nature and authentic cultural encounters. Recognising this shift, Perodua introduces a conceptual small



expedition cruise yacht, a pioneering step beyond its automotive roots. Designed to access secluded destinations while offering high-end experiences, this vessel aligns with global luxury trends and sustainability goals. This small cruise is optimised for shallow waters and limited-capacity ports that larger vessels cannot reach, allowing deeper immersion into local environments. The project integrates Perodua's identity of smart mobility and functional design into a luxury marine context, redefining the brand's reach and relevance. Through aerodynamic styling, spatial versatility, and elegant detailing, the concept fuses exploration and leisure for premium clientele seeking more than conventional cruising.

MATERIALS AND METHODS

The development of the Perodua Expedition Cruise began with comprehensive design research focused on luxury small yacht trends, user behaviour in adventure travel, and modern sustainability practices. Key sources included yacht builder case studies, design blogs, naval architecture forums, and trend reports on luxury marine tourism. Design exploration was followed by sketch ideation, spatial zoning plans, and digital tape drawing renderings to express the dynamic, contemporary silhouette. The structure draws inspiration from aviation and sea life especially eagle wings reflected in the strong, forward-thrusting lines and geometric visual flow. Material and layout decisions prioritised modularity, comfort, and low environmental impact. Simulations and comparisons with real-world expedition yachts informed decisions regarding proportions, user flow, and technical features. While no physical prototype was built, the concept adheres to real-world feasibility based on current marine design practices and technologies.

RESULTS AND DISCUSSION / FINDINGS

The final design manifests as a sleek, high-performance small expedition cruise yacht that balances modern styling with technical precision. The angular tape drawing showcases an aerodynamic upper body, sweeping side elements, and structured form transitions that reflect speed, exploration, and elegance. The yacht's outer silhouette includes a prominent forward-leaning mast structure and layered



decks with open views, enhancing both visual appeal and functional access to scenic environments. Interior space is zoned into diverse user experiences, allowing separation between relaxation, activity, and group interaction areas. The layout includes private lounges, a viewing deck, dining space, and compact cabins all designed to accommodate small groups without sacrificing privacy or luxury. Sustainable features include smart energy systems (such as solar-powered lighting and ventilation) and an optimised hull for reduced water resistance and lower fuel consumption. Materials are selected for durability, aesthetics, and environmental responsibility. The design prioritises flexibility—each journey can be tailored to the needs of the group, promoting a sense of exclusivity and immersion. Through its form and function, the vessel aligns with the growing market for luxury exploration while enhancing Perodua's image as a future-ready mobility innovator.

CONCLUSION AND RECOMMENDATION

The Perodua Expedition Cruise concept positions the brand at the forefront of lifestyle-driven mobility by stepping boldly into the luxury marine tourism sector. It showcases the seamless and innovative translation of the automotive design philosophy—efficiency, identity, and user-centric experience into a marine context. By offering a luxurious, sustainable, and highly personal travel alternative, the vessel appeals to affluent modern explorers looking for deeper cultural and natural engagement. This project opens up new potential markets for Perodua while affirming its commitment to design excellence, brand expansion, and responsible innovation. Future recommendations include detailed engineering collaboration, prototype scaling, and real-world testing for maritime certification. The concept is well-positioned to influence emerging trends in compact luxury cruises and eco-adventure travel.

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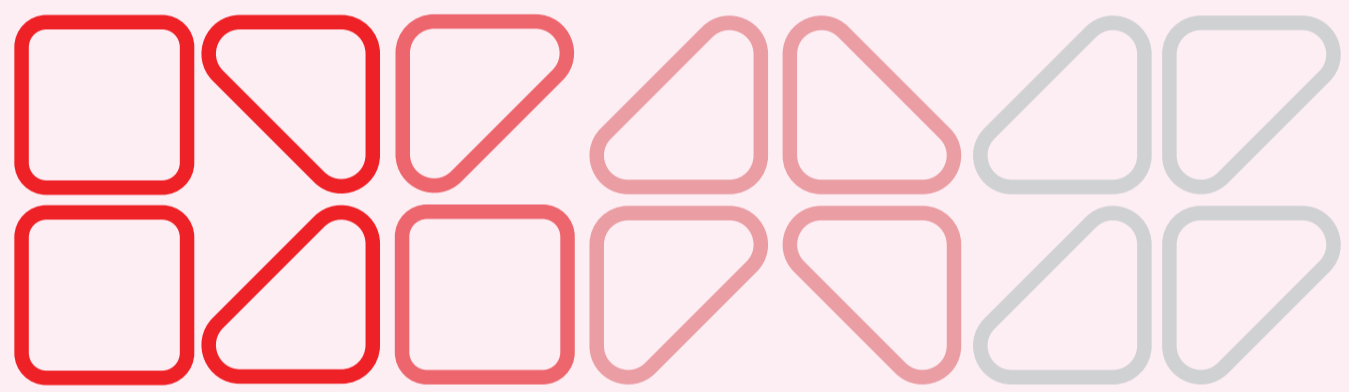
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