



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
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)***





STUDY ON ENHANCING FOOD HYGIENE AND SERVING EFFICIENCY FOR MADAD

VISITORS

BENEFITS OF FOOD PORTIONING, CLEAN SERVING, AND ORGANIZATIONAL SYSTEMS IN MADAD DINING HALL [CULINAÉ – SMART HYGIENIC SERVER]

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ABSTRACT

This project aims to develop a smart, practical, and hygienic food-serving tool for the dining hall of Murtadha Dakwah Centre (MADAD) in Sungai Petani, Kedah. During communal dining events such as kenduri and religious gatherings, various challenges were observed, including uncontrolled food portioning, long wait times, utensil contamination, and fly-related hygiene issues. These factors negatively affect the dining experience and can lead to food waste. In response, the CULINAÉ Smart Hygienic Server was developed using a Human-Centred Design (HCD) approach. The final design features an ergonomic scoop with 360° rotation, a controlled dispensing mechanism, and a refillable diffuser wand that emits natural repellent scents to reduce flies around the food area. Additionally, a built-in holder prevents the scoop from falling back into trays, improving hygiene and user confidence. Feedback from users highlighted the product's ease of use, hygiene benefits, and suitability for MADAD's dining environment. In conclusion, CULINAÉ offers a user-friendly, cost-effective, and respectful solution to improving hygiene and service efficiency in shared dining spaces.

KEYWORDS: Food hygiene, smart server, communal dining, portion control, MADAD, human-centered design, fly prevention

INTRODUCTION

Food serving in communal spaces such as the MADAD dining hall is more than just about distributing meals; it reflects hygiene, organisation, and community respect.

During high-traffic events like kenduri or religious programs, observations revealed frequent issues related to food wastage, utensil contamination, and hygiene discomfort due to flies. These inefficiencies not only delay food service but may also compromise the dignity and comfort of MADAD's guests. Based on these insights, the CULINAÉ Smart Hygienic Server was conceptualised. The product aims to optimise the food service experience by combining smart design, user-focused ergonomics, and practical hygiene features. It promotes portion control, enhances cleanliness, and introduces fly-repelling innovation, all while being adaptable to various communal dining situations. With a focus on MADAD's values of cleanliness and efficiency, CULINAÉ delivers a modern solution to long-standing issues in community-based food service.



Figure 1.1 The picture of observation dining hall area



Figure 1.2 The picture of final design of the product (CULINAÉ)

MATERIALS AND METHODS

Initial research was conducted through naturalistic observation during MADAD events. The behaviours of staff and guests during meal service were documented, including utensil handling, portion inconsistencies, and environmental hygiene issues. Particular attention was given to how long queues formed, the contact points between users and tools, and the presence of flies near open trays. To gain deeper insights, semi-structured interviews and surveys were conducted with MADAD volunteers, kitchen staff, and regular guests. These subjects included user discomfort, hygiene concerns, and ideas for improving the experience of serving and receiving food in a communal setting.



Figure 1.3 **Polypropylene (PP)** – Food-grade scoop and structural parts



Figure 1.4 **Silicone grip** – For comfortable, non-slip handle



Figure 1.5 Seari Wangi compatible Diffuser Wand – For repelling flies

DESIGN PROCESS & PROTOTYPE DEVELOPMENT

The design process followed the Human-Centred Design (HCD) approach, ensuring the outcome reflects user needs, cultural appropriateness, and ergonomic usability. A series of sketches, ideation sessions, and 3D models were created using Rhino and rendered using KeyShot. Mockups were tested with users before refining the final concept.

RESULTS AND DISCUSSION/FINDINGS

The CULINAÉ prototype was evaluated through a simulated dining setup involving mock guest flows and food tray arrangements. The testing environment allowed users to interact with the smart hygienic server in a realistic communal dining context. Overall, the results demonstrated clear improvements in hygiene management, ease of use, and user satisfaction. Participants reported that food could be served more quickly and cleanly, largely due to the ergonomic handle design and the controlled scoop mechanism. The inclusion of a built-in diffuser wand was effective. The fixed scoop holder also received positive feedback, as it successfully prevented the scoop from falling back into food containers, minimising the risk of cross-contamination and maintaining a more hygienic environment.



Figure 1.5 The CULINAÉ Smart Hygienic Server during serving demonstration

CONCLUSION & RECOMMENDATION

Findings confirm the relevance and positive reception of the design while also identifying clear paths for improvement. With thoughtful refinements, particularly in enhancing the ergonomics of the handle, ensuring base stability, and providing clearer user guidance, Culiné can become an even more effective tool for organised, clean, and dignified food services. Additionally, developing modular scoop attachments for various food types (such as soups or noodles) would significantly increase the product's versatility. The design holds strong potential to scale and be implemented at future MADAD events and other similar community spaces for portability.



Figure 1.6 The picture of Environment (CULINAÉ)

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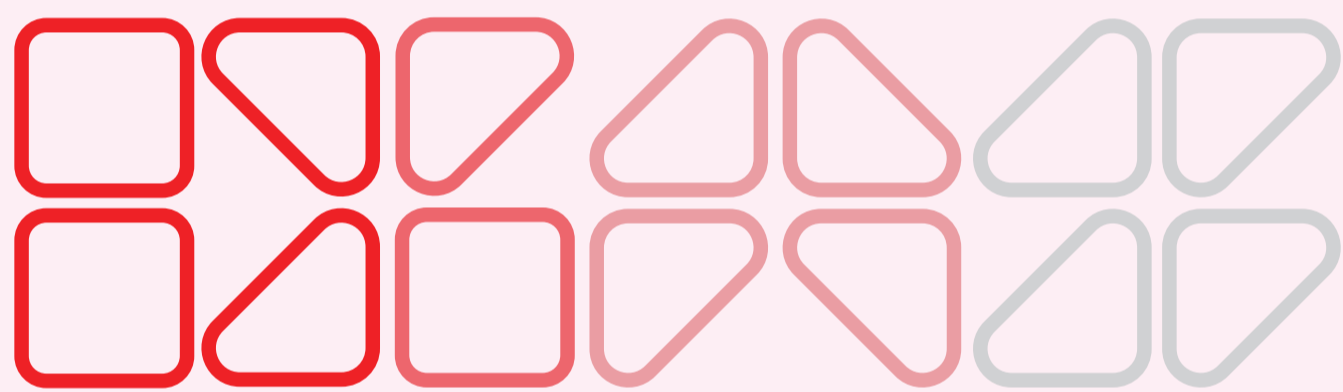


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