



اوپو رسيوني تيكنولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA

EXTENDED ABSTRACT

InViCCAID 2025
1ST INTERNATIONAL VIRTUAL COMPETITION OF CREATIVE
ARTS & INNOVATIVE DESIGN IN TEACHING & LEARNING



Design Innovation Academic Show 2025

Organized by

Faculty of
Art &
Design



اوپو رسيوني تيكنولوگي مارا
UNIVERSITI
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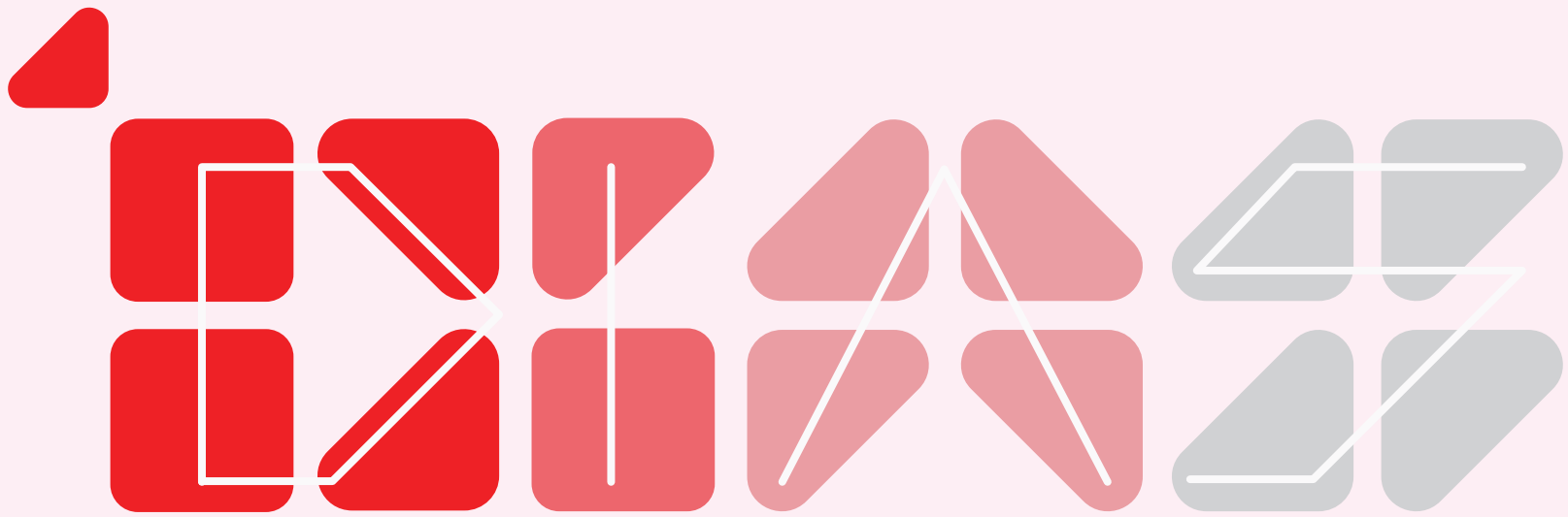
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***EXTENDED
ABSTRACT***

***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)***





VOLTRIS | PERODUA RALLY CAR

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ABSTRACT

This project showcases a conceptual design for Perodua's very first rally car, with the goal of tapping into the brand's potential in the world of motorsports. Built on the well-known and adaptable Myvi chassis, this design takes advantage of its compact size and lightweight build perfect for rally performance. The styling leans into a sporty and aggressive vibe, featuring essential aerodynamic elements like a wider stance, vented fenders, rally-style bumpers, and a rear diffuser that enhance both its functionality and aesthetic appeal. The exterior boasts sharp lines and robust shapes, ready to tackle both gravel and tarmac stages. With an eye on sustainability, this concept runs entirely on a battery-electric system, aligning with the global trend towards greener motorsport solutions. Although it's still just a concept, the design is practical and encourages Perodua to think about launching a performance-orientated subbrand. This proposal not only imagines a capable rally vehicle but also bolsters Malaysia's automotive identity envisioning a homegrown rally car that could proudly represent the nation on international rally stages.

Keywords: Rally Car Design, Perodua, Electric Vehicle (EV), Motorsport Innovation
Malaysian Automotive Identity



INTRODUCTION

Motorsports have consistently served as an exhilarating platform for exploring the limits of automotive performance, durability, and design. While brands like Perodua have made a solid mark in the consumer market in Malaysia, their participation in motorsports, particularly rally racing, has been quite limited. This project unveils a conceptual rally car under the Perodua banner, marking an exciting leap into a new performance-focused segment. Built on the well-known Myvi chassis, this design reimagines Perodua's compact city car as a rally-ready powerhouse. It blends local familiarity with the edgy aesthetics of international rally cars, creating a vehicle that exudes aggression and purpose while still being practical in size and handling. More than just a design concept, this project makes a bold statement showing that national carmakers like Perodua can step into the motorsport arena while remaining true to their foundational values.

MATERIALS AND METHODS

The primary method used to gather findings for the Perodua rally car project was online research. We obtained most of the information from the official Perodua website, which helped us understand the brand's design language, vehicle dimensions, and styling direction. We also consulted rally-related platforms like WRC official websites, car rally forums, and motorsport pages to delve into the technical aspects and features of rally cars. Other relevant websites focused on car design trends and automotive styling were also used to support the development of a concept that blends Perodua's identity with the performance and aesthetics of modern rally cars.



Figure 1.1 The picture of final body structure

RESULTS AND DISCUSSION/FINDINGS

Based on the research and methodology conducted through official websites such as Perodua, WRC, and various automotive design platforms, I have designed a Perodua rally car with a sporty and aggressive theme. The overall shape emphasises a strong, muscular, and dynamic appearance, making it highly suitable for rally tracks across different terrains. Although the car is specifically designed as a two-seater rally vehicle, a slightly modified version can also be adapted for daily use to meet practical needs. As part of a sustainable design approach, the car is powered by a fully electric drivetrain, equipped with a dual-motor all-wheel-drive (AWD) system for better traction and performance during high-speed rally stages. It uses a lithium-ion battery pack with a capacity of around 65–75 kWh, allowing for a competitive driving range while minimising carbon emissions. Fast-charging capability is included to reduce downtime between stages. Visually, the car features a rich blue color, enhanced with abstract and extreme graphic sticker designs, along with the Perodua logo boldly placed on the body to reinforce its brand identity. This concept blends environmental responsibility with motorsport excitement, aligning with future-forward mobility trends.

CONCLUSION & RECOMMENDATION

In conclusion, the development of this Perodua rally car concept demonstrates how local automotive identity can be elevated through a bold, sporty, and aggressive design while still embracing sustainable technology. The use of a fully electric drivetrain, featuring a dual-motor AWD system and a lithium-ion battery pack, reflects the growing importance of eco-friendly innovation in motorsport and vehicle design. Inspired by thorough online research from official Perodua sources, WRC platforms, and car styling references, the concept balances high-performance capabilities with visual impact and cultural relevance. The design not only focuses on functionality for rally purposes with a strong, muscular exterior and aerodynamic features but also considers potential adaptation for daily use, proving the concept's versatility. The integration of rich blue color tones, abstract sticker graphics, and the Perodua logo strengthens its identity as a Malaysian-born rally vehicle aimed at young drivers and motorsport fans.



Figure 1.2 The picture of Environment (VOLTRIS)

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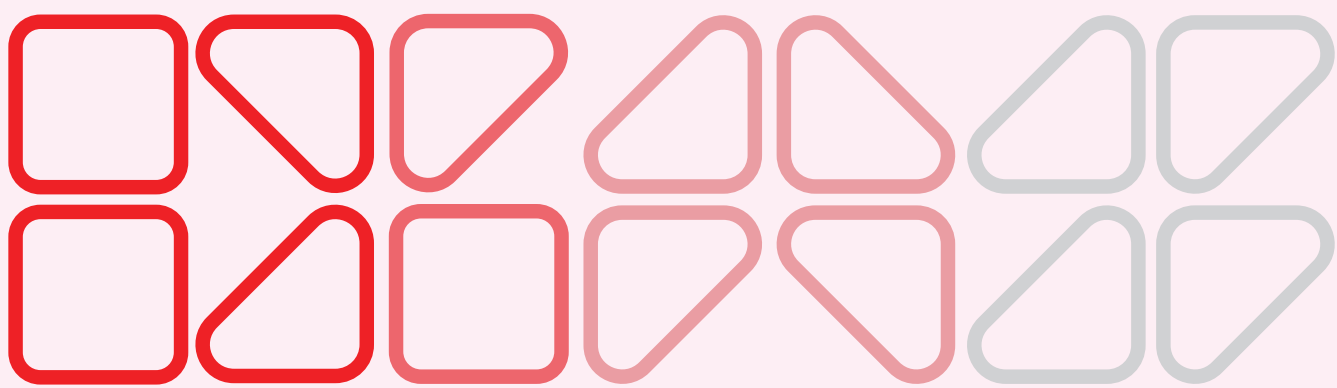


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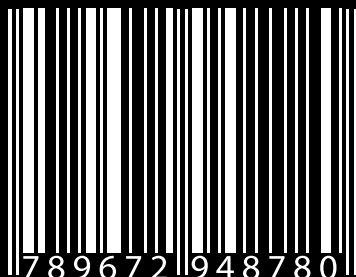
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