



# EXTENDED ABSTRACT



**InViCCAD 2025**  
1<sup>ST</sup> 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  
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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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**D**esign  
*Innovation*  
**A**cademic  
**S**how 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  
(Bachelor)**





## SERI BABA NYONYA | RADIO

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### ABSTRACT

SERI BABA NYONYA is a portable radio design that combines traditional Baba Nyonya aesthetics with modern functionality. Inspired by the rich Peranakan cultural heritage of Melaka, Malaysia. The radio incorporates the iconic Baba Nyonya tile patterns commonly seen in traditional homes to reflect the enduring identity of the community. The design pays homage to the intricate artistry and symbolic value of Peranakan motifs while adapting them into a user-friendly contemporary electronic device. The objective of the project is to preserve cultural value and visual heritage, while responding to today's lifestyle needs through thoughtful and functional product design. By fusing tradition with technology, SERI BABA NYONYA serves not only as a nostalgic audio device but also as a meaningful expression of cultural appreciation in everyday life.

**Keywords:** Baba Nyonya, Peranakan heritage, cultural design, portable radio, traditional tiles

### INTRODUCTION

SERI BABA NYONYA portable radio is a cultural product that combines modern functionality with traditional Baba Nyonya aesthetics, inspired by the rich Peranakan heritage of Melaka. The design features iconic tile patterns to preserve and celebrate cultural identity in everyday objects (Khoo, 1996; Yip, 2013).



However, traditional designs like these are increasingly neglected in modern consumer products (Abd Kadir & Adnan, 2022). Sidai Craft, for example, offers limited designs that highlight Melaka's heritage, reducing their appeal to culturally conscious consumers (Omar & Muhamad, 2019). Furthermore, most portable radio today lacks cultural meaning, reflecting a wider issue of limited design research on Baba Nyonya culture (Huang et al., 2024). This project aims to fill that gap by creating a radio that acts not only as a functional device but also as a meaningful cultural artifact, promoting heritage appreciation through product design.

## MATERIAL AND METHODS



Figure 1.1 The picture of Final Product

The development of the SERI BABA NYONYA portable radio combined modern materials with traditional Peranakan design. The whole body of the radio was made using 3D printing, using both PLA for easy shaping and eco-friendliness, and ABS plastic for strong, glossy parts. These materials make the radio lightweight, durable, and suitable for daily use.

To recreate the signature Baba Nyonya tile patterns, a clear epoxy resin was applied over printed designs. This gave the surface a shiny, ceramic-like look, just like the tiles found in traditional Melaka homes. These sketches focus on combining heritage style with comfort and usability.

Once the final shape was chosen, it was turned into a 3D model using Rhino software, which allowed accurate control over size, structure, and details. The design was then rendered in KeyShot software, which added realistic lighting and materials to show how the final product would look.

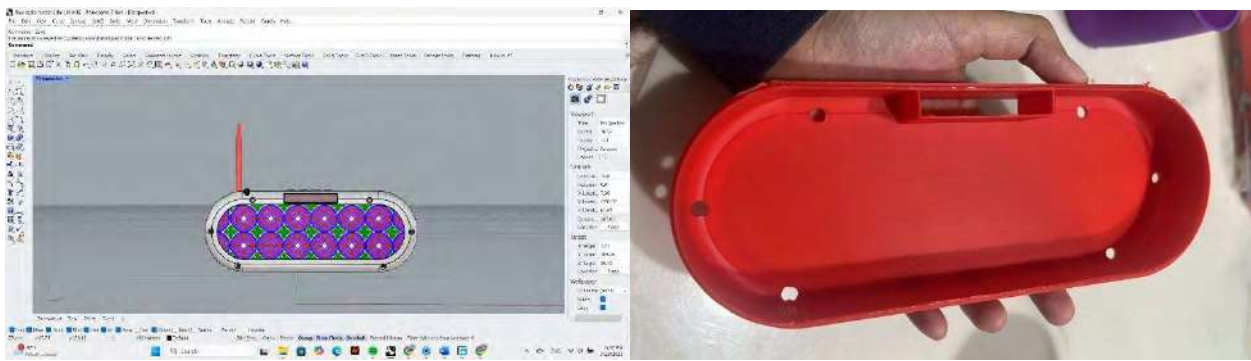


Figure 1.2 about using 3d rhino software and 3d printing



Figure 1.3 The picture of Environment (SERI BABA NYONYA)

## RESULTS AND DISCUSSION/FINDING

The final product embodies the essence of Baba Nyonya culture through its use of traditional tile motifs and color schemes. The oval form ensures portability while subtly referencing vintage radios. The visual appeal of the tile pattern draws emotional connections with users who appreciate heritage, making the product suitable for both older users and design-conscious younger consumers. Functionally, the radio operates efficiently, providing clear sound with user-friendly



controls. The integration of cultural identity elevates this radio from a simple electronic device to a heritage-inspired lifestyle product.

Challenges encountered include aligning digital patterns with the product's curved surface and maintaining authenticity without compromising usability. These were resolved through precise mapping techniques and consultation with cultural references.

## **CONCLUSION & RECOMMENDATION**

The SERI BABA NYONYA portable radio successfully combines cultural storytelling with modern design and practical functionality. By integrating traditional Baba Nyonya tile patterns into a contemporary product, the design demonstrates how heritage elements can be preserved and celebrated through everyday objects. The project highlights the potential of cultural design in creating consumer products that are emotionally and visually meaningful.

For future development, it is recommended to expand the product line to include other Peranakan-inspired electronic devices, such as a desk clock, to further promote the cultural theme. In addition, using more sustainable materials, such as biodegradable plastics or recycled components, will enhance environmental and cultural responsibility. Collaboration with local artists or heritage centers is also encouraged to ensure authenticity, preserve traditional craftsmanship, and support local creative industries.

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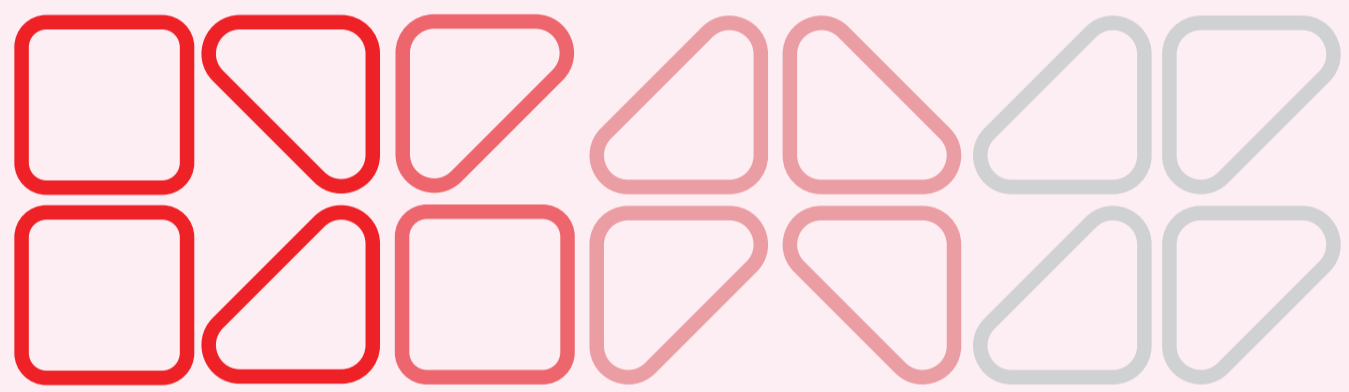


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# DMS



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