

Representation of UiTM Institutional Identity through Corporate Attire in Minecraft Avatars

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Abstract—Institutional clothing can provide a recognisable visual reference for avatars in shared virtual environments. This paper examines UiTM Korporat 2.0.0, a Minecraft Bedrock pack of 21 skins and its web preview studio. A focused literature review connects Minecraft avatar practices, context-dependent clothing, and group appearance to the institutional design rationale. Corporate shirts, headscarf variants, and graduation robes provide selectable representations within a university theme. The catalogue preserves original names and observed features. The asset pipeline maps 64-by-64 pixel textures to 12 classic and nine slim models. Process figures, archive inspection, animation tests, development records, and gameplay screenshots document the artifact. UiTM attire guidelines inform visual consistency; recognition, collaboration, and learning outcomes require direct evaluation.

Index Terms—Minecraft, institutional identity, corporate colours, avatar design, skin pack, WebGL

I. INTRODUCTION

Digital avatars provide visible cues about individual preferences and group affiliation [1]. For university-associated activities, corporate attire offers a reference for avatar appearance. Its adaptation should preserve the institutional theme while retaining selectable differences between characters.

UiTM Korporat 2.0.0 is a Minecraft Bedrock skin collection developed by the author. Corporate-shirt designs draw on UiTM corporate-attire specifications [2]; the collection also includes graduation robes, headscarf variants, and stylised characters. Its public Skin Studio provides preview and download access [3]. The practical problem is to present these assets clearly, preserve their intended model geometry, and explain how the collection represents its institutional theme.

The contribution comprises a complete catalogue of 21 skins, an archive-derived preview workflow, and a technical account with gameplay illustrations. The system integrates established packaging and rendering tools.

II. LITERATURE REVIEW AND DESIGN RATIONALE

A. Minecraft Skins and Avatar Identity

Minecraft packs associate PNG textures with named characters and geometry [4]. Fu *et al.* studied 48 children aged 8–13, including 13 Minecraft players, and identified self-representation, alternative identities, and social relationships as customisation motivations [5]. Coordinated Minecraft appearances included family and activity themes. This supports

offering choices within shared attire, although institutional branding was not tested.

Triberti *et al.* found that clothing changed more than body features or accessories when 94 participants created gaming and job-context avatars [6]. Martey and Consalvo examined appearance and group identity [1]; Ratan and Hasler related identity-oriented customisation to group satisfaction [7]. Van der Land *et al.* examined combined team and member-avatar similarity [8]. These studies motivate shared institutional cues with individual variation, without establishing an effect of university colours.

B. Corporate Attire as a Design Reference

UiTM’s 2025 specifications position corporate attire as an expression of professionalism, institutional identity, and university values. The approved design and restriction on physical-shirt modification justify close attention to prescribed colours, stripes, and emblem positions [2]. Pantone 130C (gold), 254C (purple), and 655C (dark blue) guide the palette. Pixel-art adaptation preserves prominent garment cues while simplifying fine lettering and seams. Digital RGB approximations and scene lighting cannot establish a calibrated Pantone match.

III. METHODS AND IMPLEMENTATION

A. Skin Creation and Texture Construction

The author drew the attire artwork from scratch on default Steve and Alex skin templates using the MinecraftSkins.net editor [9]. The 2025 UiTM document guided recolouring, stripe patterns, and the Pantone-based palette [2]. The templates provide the underlying character layout; the institutional garments are drawn as pixel textures rather than simulated fabric.

Each inspected skin is a 64-by-64 RGBA image. Its texture atlas maps coloured regions onto the head, torso, arms, and legs. Blue torso regions, purple shoulder details, gold collar/cuff accents, and stripe motifs express corporate attire; headscarf, hair, beard, and robe variations distinguish characters. Front, side, and rear faces must align across texture boundaries. Transparent outer-layer regions allow selected details to overlay the base appearance. Geometry is declared explicitly as classic or slim [4], preserving the intended arm mapping during preview.

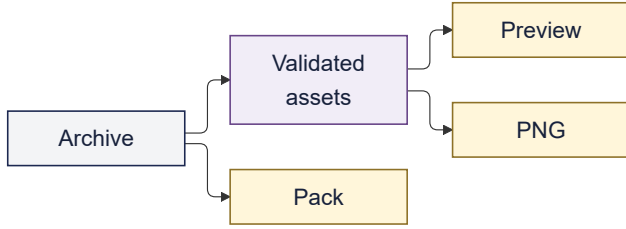


Fig. 1. Archive validation supplies catalogue and texture assets to the preview. Pack and PNG outputs preserve the original files.

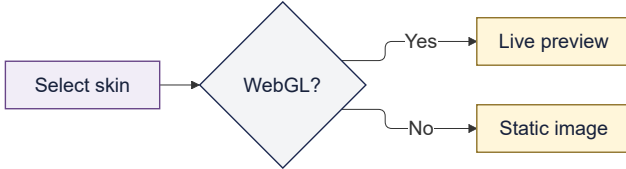


Fig. 2. Preview flow with declared geometry, live controls, and a static fallback. Downloads remain available in both modes.

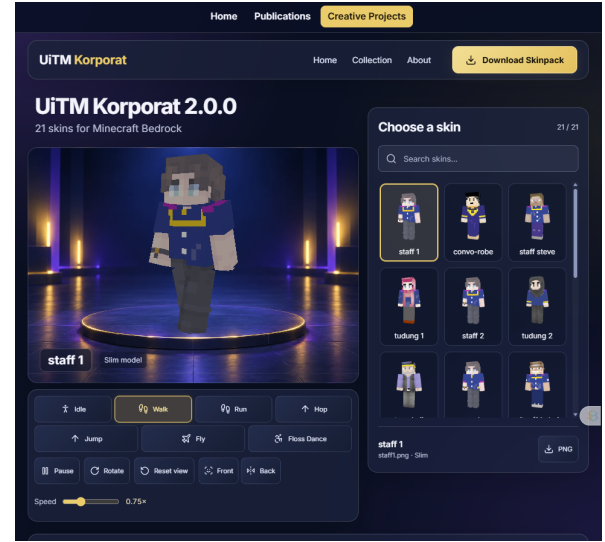


Fig. 3. Author-supplied WebGL Skin Studio screenshot showing staff 1 with slim geometry, Walk selected, the skin gallery, and preview and download controls.



(a) corporate-shirt variant



(b) another gameplay viewpoint



(c) headscarf variant

Fig. 4. Author-supplied Minecraft gameplay screenshots illustrating corporate clothing and a headscarf variant in an outdoor environment. The screenshots provide visual examples, not evidence of collaboration outcomes.

B. Packaging and Inspection

The archive contains 21 skins: 12 classic and nine slim. Skin definitions connect PNG filenames, geometry, and localisation keys; language files supply displayed names, and the manifest identifies the skin-pack module [4]. The inspected archive is 84,544 bytes (82.6 KiB).

Preparation uses fflate to resolve labels, validate PNG signatures and dimensions, and extract original assets (Fig. 1). The web download matches the source SHA-256. Table I preserves exact labels and observational descriptions. The review combined archive inspection, three custom-animation tests, saved development checks, and focused public-site inspection; no participant study was conducted.

C. Animated Website Preview and Its Advantages

React, TypeScript, Vite, and skinview3d 3.4.2 supply the website and viewer [10]. Selecting a gallery entry loads its texture and declared geometry into one live model. A request identifier prevents stale selections from replacing newer ones. WebGL failure retains a static image and downloads (Fig. 2); Fig. 3 shows staff 1 with Walk selected at 0.75× [3].

Rotation, zoom, and front/back views reveal garment surfaces hidden in a thumbnail. Walk and Run expose sleeve and leg surfaces as limbs move; Hop, Jump, Fly, and Floss Dance offer further poses for inspecting colour placement and texture continuity. Pause and speed controls permit closer examination. These motions animate the viewer's model; the downloaded PNG contains appearance data, not a new gameplay animation.

Jiang and Benbasat found that video and interactive presentations improved perceived website diagnosticity relative to static pictures, with actual knowledge gains depending on task complexity [11]. Applied here, selectable motion provides a rationale for informed appearance selection before import, without repeated client-side trials. A benefit to UiTM users remains to be measured. Reduced-motion defaults and static fallback retain a still-view option.

IV. RESULTS

Table I groups the 21 skins into corporate/staff variants (14), headscarf variants (five), and graduation robes (two). Figure 4 shows three author-supplied gameplay views: two resemble

TABLE I
SKIN CATALOGUE ORGANISED INTO THREE MAIN CLOTHING GROUPS

Skin name	Model	Description based on texture and rendered appearance
A. Corporate and staff-themed variants (14 skins)		
staff 1	Slim	Brown-haired character with light blue eyes, a dark blue corporate shirt, purple shoulders, yellow collar detailing, and grey trousers.
staff steve	Classic	Short light-brown hair, a blue corporate shirt with purple shoulders and yellow collar, and purple lower garments.
staff 2	Slim	Brown-haired character with a blue, purple, and yellow corporate shirt and grey trousers; the front appearance closely resembles staff 1.
tuan haji	Classic	Blue-and-yellow headwear, a lavender outer garment over a grey central panel, and grey trousers.
corpo boy	Slim	Brown-haired character with a blue shirt, yellow neck accent, purple sleeve cuffs, and grey trousers.
uitm fl koboi	Classic	Brown broad-brimmed headwear and pale horizontal facial detail, with a blue corporate shirt, purple shoulders, and dark blue lower garments.
staff prof3	Classic	White hair and a long white beard over a blue corporate shirt, purple shoulder accents, and purple lower garments.
staff prof2	Classic	Dark hair and a long dark beard over a blue corporate shirt, purple shoulder accents, and purple lower garments.
staff prof1	Classic	Orange-brown hair and a long matching beard over a blue corporate shirt, purple shoulder accents, and purple lower garments.
staff woman	Slim	Brown hair framing the face, with a blue corporate shirt, purple shoulders, yellow collar and sleeve accents, and dark grey lower garment.
staff 3	Classic	Dark grey hair and dark facial detail, a blue corporate shirt with purple shoulders and yellow collar, and purple lower garments.
staff greyman	Classic	Short grey hair, a blue corporate shirt with purple shoulder accents and yellow collar detailing, and purple lower garments.
staff 4	Classic	Brown hair and a short brown beard, with a blue corporate shirt, purple shoulders, yellow collar, and purple lower garments.
staff 5	Classic	Short dark hair and contrasting facial detailing, with a blue corporate shirt, purple shoulders, yellow collar, and purple lower garments.
B. Headscarf variants (5 skins)		
tudung 1	Slim	Pink and maroon headscarf framing the face and extending over a blue shirt; dark lower garment with reddish-brown hem.
tudung 2	Slim	Dark grey headscarf surrounding the face and covering the upper chest, with a blue shirt, yellow sleeve trim, and dark lower garment.
tudung 3	Slim	Pale green headscarf extending down the chest, with a blue shirt, yellow sleeve bands, and dark patterned lower garment.
tudung 4	Slim	Red headscarf surrounding the face and covering the upper chest, with a blue shirt, yellow sleeve bands, and dark lower garment.
tudung 5	Slim	Blue-grey headscarf with lighter edge details, a blue shirt with yellow sleeve bands, and dark patterned lower garment.
C. Graduation robes (2 skins)		
convo-robe	Classic	Dark-haired character in a long blue graduation-style robe with yellow neckline, sleeve bands, and lower-edge trim.
convo robe 2	Classic	Short dark hair and a long blue graduation-style robe with yellow chest and sleeve detailing and a pale, yellow-edged hem.

staff 1/staff 2 and one resembles tudung 1. Exact selection identifiers are absent.

The three animation tests passed during the initial review. Saved development records document 147 skin-action checks, 21 matching PNG downloads, responsive checks, and a forced static fallback. The focused public-site inspection observed selection and download controls [3]; it did not repeat the complete suite. These checks document technical behaviour and visible appearance.

V. DISCUSSION

A. Proposed Uses in Minecraft Worlds

Special events and virtual orientation: Corporate shirts could identify a UiTM event's shared theme during open days, alumni gatherings, research showcases, and orientation activities. Robes could support graduation-themed gatherings. Attire provides a visible context cue [1], [6]; player names and assigned roles should identify hosts because skins alone cannot authenticate staff.

Virtual education and custom worlds: UiTM-themed avatars could accompany group construction, geometry exercises, or sustainability design challenges. Andersen and Rustad examined Minecraft mathematics activities in higher education and identified collaborative processes [12]. A purpose-built UiTM world could organise shared projects and exhibitions around tasks, feedback, and reflection, with skins linking participants visually to the institution. The instructional contribution comes from activity design, rather than clothing alone.

Virtual and educational tours: Staff-themed guide avatars could lead visitors through reconstructed campus facilities or explain historical buildings, orchards, and environmental exhibits. García-Fernández and Medeiros assessed Minecraft heritage communication through immersion, motivation, and representational fidelity [13]. This motivates tours combining attire with sourced information, checkpoints, and discussion; clothing supplies institutional context while the world supplies educational content.

B. Gender Representation and Staff Appearance

The labels “corpo boy” and “staff woman,” beard/hair variants, and five tudung designs offer masculine and feminine presentations of staff-associated attire. The headscarf variants depict one clothing practice associated with women in the local setting; staff woman provides a non-headscarf option. Shared colours across these designs keep institutional affiliation consistent. This is a stylised selection, not a demographic model of UiTM employees.

Han and Ho’s interviews with 20 players show that avatar customisation can support varied gender expression [14]. Users should therefore choose freely: hair, headscarves, beards, and slim/classic geometry do not determine the user’s gender. Selection also does not confer an employment role or professional rank.

C. Limits and Evaluation

These applications are proposals. Slattery *et al.*’s review found medium or high bias risk across all 29 included Minecraft intervention studies [15]. Follow-up should test skin visibility, appearance-selection accuracy and time, perceived representation, and tour/task outcomes. A themed-versus-generic comparison should hold activities constant to examine attire separately.

VI. CONCLUSION

UiTM Korporat 2.0.0 presents 21 institution-themed Minecraft skins through a public studio. The catalogue preserves original names and observed appearance; figures explain preparation, preview, and gameplay representation. Corporate colours and garment themes maintain a shared appearance with individual choice. Collaboration, recognition, and educational outcomes require direct evaluation.

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