



MONDRA REKA

ABSTRACT BOOK

CCA 2024

**Unleashing Your
Visual Creativity**

**COLLEGE OF
CREATIVE ARTS**

UNIVERSITI TEKNOLOGI MARA
KEDAH BRANCH

Publisher

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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!

“UiTM KEDAH SOARING FOR EXCELLENCE”

Prof. Dr. Roshima Haji Said
Rector
UiTM Kedah Branch

Head of College's Message

It fills me with immense joy to witness the extraordinary dedication of both the organizing team and students in ensuring the resounding success of this event. Our concern for the future of our students, particularly in navigating the complexities of the new normal, drives us to create a more vibrant and promising world for them. Thus, the significance of MINDAREKA 2024 - Unleashing Your Visual Creativity, orchestrated by our College of Creative Arts, UiTM Kedah Branch, cannot be overstated as it epitomizes our noble aspiration.

A heartfelt expression of gratitude is owed to our tireless organizing committee whose unwavering commitment, boundless energy, and meticulous attention to detail have been instrumental in realizing the objectives of this event. MINDAREKA 2024 - Unleashing Your Visual Creativity serves as a pivotal platform for all students, particularly those in their final year, to showcase their talents and skills. This platform not only fosters self-expression but also lays the groundwork for students to navigate their professional paths in the future.

I extend my sincerest congratulations and appreciation to the organizing committee, faculty staff, students, and all stakeholders whose collective efforts have ensured the resounding success and cherished memories of this event. To the students, your dedication and hard work are commendable, and as you embark on this new chapter in life, I wish you the very best. May you embrace the opportunities that lie ahead with courage and determination. Best of luck to each of you.

Dr. Nurul 'Ayn Ahmad Sayuti
Head of College of Creative Arts,
UiTM Kedah Branch



GRAPHIC DESIGN & DIGITAL MEDIA



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 DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title

Kohi Bar

Tagline

A Sip of Japan's Serenity

Project Description

Japanese Concept Coffee & Bar

DESIGN ADVISOR:

Ms. Syahrini Shawalludin, Dr. Shafilla Subri, Mrs. Syazrul Hafizi Husin

ABSTRACT

The "Kohi Bar" project introduces a Japanese-themed coffee and bar concept designed to offer a peaceful and culturally rich experience. By blending traditional Japanese styles with modern design, the project creates a unique brand that captures the calm beauty of Japan. The packaging features vibrant yet simple designs with bold, clear lettering, reflecting the elegance of Japanese art. Each element of the packaging is meticulously crafted to evoke a sense of tranquility and authenticity, making the experience of enjoying the coffee as soothing as a visit to a Japanese garden. The tagline "A Sip of Japan's Serenity", clearly communicate the project's goal: to give customers a relaxing and enriching experience with every cup of coffee. The aims is to transport customers to a serene, Japanese-inspired environment, offering them a brief escape from their daily routines. This carefully thought-out concept not only highlights the aesthetic appeal but also emphasize the soothing and calm nature that the brand wants to impart to its customers.

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Raspberry Black Forrest



On the Rock Sunrise



Matcha spresso

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A wide range of promotional materials has been created to keep the brand message consistent and visible. These include outdoor ads, digital marketing content, and branded items, all designed to highlight the cultural theme and attract a broad audience. The visuals are inspired by famous Japanese images like cherry blossoms, Mount Fuji, and traditional wave patterns, adding a touch of Japanese culture to the brand. The project also uses a modern marketing methods, such as social media and mobile apps, to connect with customers and build a strong online presence. This approach ensures that the Kohi Bar stand out and connect with people on a deeper level. Overall, Kohi Bar project blends cultural heritage with modern branding to create unique and memorable coffee experience, inviting customers to enjoy "A Sip of Japan's Serenity" in every sip of the drink.



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