



# MONDRIAN REKA

**ABSTRACT BOOK**

**CCA 2024**

**Unleashing Your  
Visual Creativity**

**COLLEGE OF  
CREATIVE ARTS**

UNIVERSITI TEKNOLOGI MARA  
KEDAH BRANCH



## **Publisher**

College of Creative Arts,  
Universiti Teknologi MARA Kedah Branch,  
08400 Merbok Kedah, Malaysia.  
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Universiti Teknologi MARA Kedah Branch.

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Perpustakaan Negara Malaysia  
Cataloguing – in- Publication Data

Editor : Syahrini Shawalludin, Shafilla Subri, Mohd Syazrul Hafizi Husin, Abu Hanifa Ab Hamid, Norarifah Ali, Zaidi Yusoff, Mohd Taufik Zulkefli,  
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Design & Layout Editor: Suzani Azmin, Syahrini Shawalludin, Shafilla Subri & Mohd Hamidi Adha Mohd Amin.  
Language Editor : Normaziana Hassan & Juaini Jamaludin.

MINDAREKA : Abstract Book.  
E-ISSN :

Printed By :  
Perpustakaan Sultan Badlishah,  
Universiti Teknologi MARA Kedah Branch,  
08400 Merbok, Kedah, Malaysia.





## *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





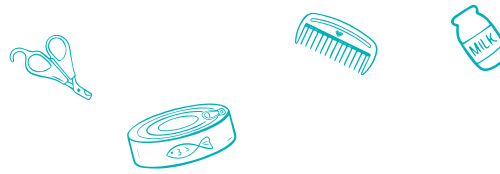
# GRAPHIC DESIGN & DIGITAL MEDIA

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



### Project Title

Purradise Cat House

### Project Description

### Tagline

Ultimate Cat Happiness

Product supplier, hotel and grooming for cat

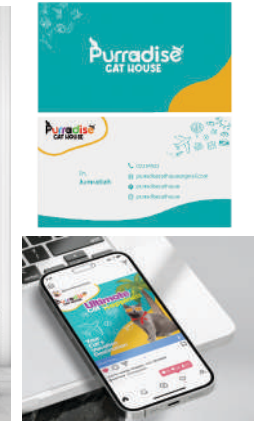
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### ABSTRACT

A beloved place in Sungai Petani, Purradise Cat House, has been serving cat lovers since it was established. Some years ago, it started as Paradise Cat House and quickly became popular with locals for its superior cat care services and wide range of products. Initially located in central Sungai Petani, the store focused on selling basic cat supplies so as to meet the increasing number of people rearing cats in this area. Paradise Cat House underwent a transformation to improve its offerings and brand visibility. After changing hands, the shop was renamed Purradise Cat House. The latter comprised of completely overhauling store logo designs that would change the interior layouts and also make it more appealing; with an environment suitable for cats. As part of the rebranding exercise, there has been an expansion in services to provide comprehensive care for cats. Professional grooming services were introduced by Purradise Cat House where cats are pampered by trained groomers who use mild products specifically made for them. It was a response to local residents' longing for professional grooming services meant to cater for their pets' well-being and comfort.

## GRAPHIC DESIGN & DIGITAL MEDIA





Also, Purradise Cat House started a cat hotel service which provide a safe and comfortable home for cats while their owners are away. In addition to the cozy beddings, stimulating toys and attentive staff that provide personal care to these animals, they can go about their daily activities knowing that their pets are in good hands. In its continued pursuit of excellence, Purradise Cat House diversified its cat supplies with topnotch food brands, litter products, toys, scratching posts among others from reputable companies. This is done so that customers can have what they require to ensure their felines remain happy as well as healthy. At present, Purradise Cat House is a clear example of the kind of passion and focus that should be put in cat care which offers an inviting atmosphere where cats and owners can find all they require in one building. Purradise Cat House remains the best destination for any visitor who needs to buy high quality cat supplies, have their pet groomed by experts or provide temporary accommodation for their pets while away from home.







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