



MONDRA REKA

ABSTRACT BOOK

CCA 2024

**Unleashing Your
Visual Creativity**

**COLLEGE OF
CREATIVE ARTS**

UNIVERSITI TEKNOLOGI MARA
KEDAH BRANCH



MONDRA
REKA

The title 'MONDRA REKA' is rendered in a bold, blocky font where each letter is filled with a grid pattern. The letters are surrounded by various icons and tools, including a pencil, a hammer, a saw, a magnifying glass, a calculator, a lightbulb, a gear, a compass, and a pencil sharpener. The background is dark gray with faint, larger letters and icons scattered throughout.

ABSTRACT BOOK

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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



MINDA RENKKA

GRAPHIC DESIGN & DIGITAL MEDIA



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



Project Title

Timoor

Tagline

Eastern Your Vibes

Project Description

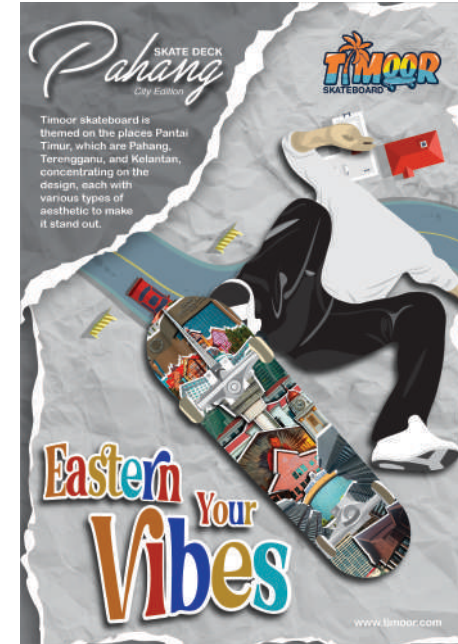
Skate Deck

DESIGN ADVISOR:

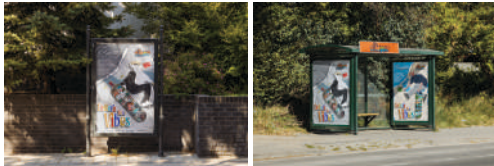
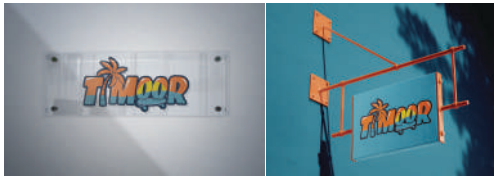
Ms. Syahrini Shawalludin, Dr. Shafilla Subri, Mr. Mohd Syazrul Hafizi Husin

ABSTRACT

This study aims to suggest a comprehensive rebranding of Shifty Skateshop, well known in Kuantan, Pahang, for selling skate parts such as decks, wheels, trucks, and more. Founded in 2002 by Mohd Zulkhairi Mohd Nor, known as Joe Kuantan, Shifty Skateshop has been a cornerstone of the local skateboarding community. Introducing Timoor, a fresh and unique skateboarding brand inspired by the rich culture of Pantai Timur (the East Coast of Malaysia) and named after "timur," meaning east. Drawing from Shifty Skateshop's legacy, Timoor embodies the spirit of the region's skateboarding scene. The logo, featuring the sun and waves, captures the essence of Pantai Timur's famous monsoon seasons. Timoor's tagline, "Eastern Your Vibes," brings the serene and vibrant atmosphere of the eastern coast to every ride. The skateboards highlight the diverse landscapes of Pantai Timur, from Pahang's bustling cityscapes to Terengganu's pristine beaches and Kelantan's scenic hills. Timoor celebrates the natural beauty and calming nature of Pantai Timur, ensuring that, whether riding the decks or simply admiring them, there is a connection to the tranquil vibes of the eastern coast.



GRAPHIC DESIGN & DIGITAL MEDIA



Timoor decks serve both as skateboarding equipment and stylish display pieces for any setting. The promotion of these products includes a mix of advertising strategies, such as billboards, indoor and outdoor ads, and active engagement on social media platforms like Instagram. These efforts aim to share Pantai Timur's unique story with a broader audience.

Owning a Timoor deck aims to bring joy and a sense of connection to Pantai Timur's beautiful, calming nature, enhancing the experience of every ride or simply the admiration of the deck.



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