

MIND REKKA



ABSTRACT BOOK

CCA 2024

**Unleashing Your
Visual Creativity**

**COLLEGE OF
CREATIVE ARTS**

UNIVERSITI TEKNOLOGI MARA
KEDAH BRANCH

The title 'MONDRA REKA' is rendered in a bold, blocky, lime green font. Each letter is intricately designed with various icons and tools integrated into its structure. For example, the 'O' in 'MONDRA' features a circular saw blade, and the 'A' in 'REKA' has a hammer. Other icons include a pencil, a magnifying glass, a calculator, a lightbulb, a gear, and various arrows. The background is a dark grey with faint, larger-scale versions of the same title and icons scattered throughout.

MONDRA REKA

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

The text 'MINDA RENKKA' is rendered in a large, bold, sans-serif font. Each letter is filled with a grid pattern and is intricately designed to incorporate various tools and objects. The 'M' contains a pencil, a paperclip, and a hexagonal nut. The 'I' features a saw blade. The 'N' is formed by a hammer and a saw blade. The 'D' has a saw blade. The 'A's are filled with a grid pattern and are surrounded by a hammer, a pencil, a curved arrow, a power drill, and a spray can. The 'R' includes a saw blade and a pair of scissors. The 'E' has a fountain pen nib. The 'K' is surrounded by a magnifying glass, a curved arrow, a pair of pliers, and a power drill. The 'A' at the bottom right contains a power drill and a spray can. The 'K' also features a calculator and a power drill. The background is a light blue gradient with faint, repeating icons of tools and letters.

GRAPHIC DESIGN & DIGITAL MEDIA



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

GEMALAI

Project Title
GEMALAI

Tagline
The Evil Of Gawai

Project Description
2D Comic

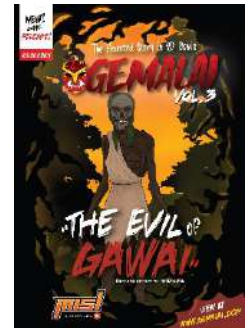
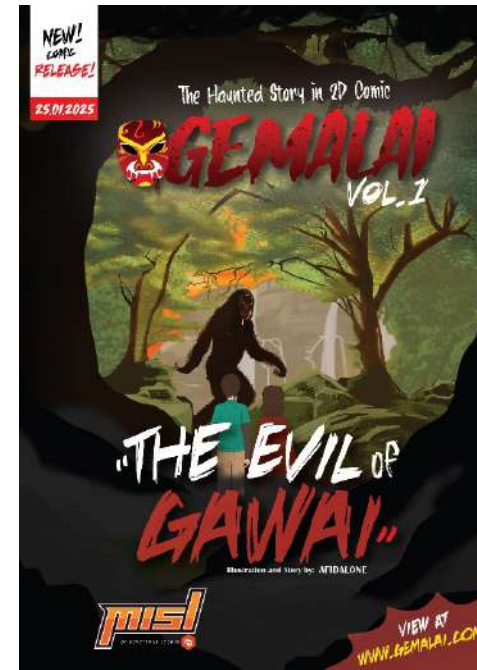
DESIGN ADVISOR:

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

ABSTRACT

CoPlace 2, a bustling location on Jalan Usahawan Cyberjaya, Selangor, is home to Boneybone Studio. It has become a by word for creativity in horror comics. With a vision of going beyond storytelling norms, Boneybone Studios, under the MISI brand, has earned its name for creating edgy tales and unique artwork. It instantly captured a global readership with loads of comics that explore psychological terror, supernatural phenomena, and existential dread. The journey started with the aim of mixing traditional horrors with innovative methods of storytelling. All their creations are diverse in terms of messages, thus inviting controversy among them about which is better. Each comic produced under MISI print exhibits extreme delicacy, as evidenced by careful attention to details that stimulate art and deeply suspenseful plot lines. Besides, there is an ongoing wait for the new episodes of "Gemalai: The Evil of Gawai" to add to its splendid portfolio. With this ambitious project, we go deep into Sarawakian folklore, drawing inspiration from the rich tapestry of myths and legends that have given shape to that region's cultural landscape. It has at its core Keiro and Haira, twin siblings who come back home to Sarawak Country with the aim of fully participating in the Gawai festival, a period characterized by happy events and paying homage to one's ancestors. However, when Haira unsuspectingly stumbles upon Gemalai near a lonely riverbank, the calmness associated with their return home gets disrupted.

GRAPHIC DESIGN & DIGITAL MEDIA



Keiro



Gemalai



Haira

GRAPHIC DESIGN & DIGITAL MEDIA



With its craftiness and wickedness, the Gemalai becomes obsessed with Haira, with whom it unleashes a set of traumatic clashes that test the twins' bravery and tenacity. The story unfolds, presenting readers with a tale of ancient myths confronting contemporary fears as they grapple with issues like identity, family relationships, and the innate desire to confront darkness. "Gemalai: The Evil of Gawai" has a fresh take on Sarawak folklore by interweaving cultural authenticity with suspense through its exquisite plotting and evocative pictures. Boneybone Studio masterfully directs this series, creating a narrative substance that extends beyond the book covers. Each episode builds upon the suspense from its predecessors, weaving together one suspenseful piece after another, leaving readers eagerly anticipating new plot twists. The studio depicts Sarawakian traditions and beliefs, immersing readers in a Gawai atmosphere where supernatural events unfold.



Gemalai: "The Evil of Gawai" continues to delight its viewers. Boneybone Studios combines creative excellence with storytelling maturity, resulting in MISI books that are not just narratives, but also memories that stay with the reader long after one has read the last page. Boneybone Studios is continually pushing boundaries with each new project it takes on, and this makes them a pioneer in their genre. Their stories are about dark fantasies that come from rich cultural sources but extend too much into symbolism and surrealism.





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