



MONDITA REKKA

ABSTRACT BOOK

CCA 2024

**Unleashing Your
Visual Creativity**

**COLLEGE OF
CREATIVE ARTS**

UNIVERSITI TEKNOLOGI MARA
KEDAH BRANCH

MINDA REKKA

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



The image features a vibrant teal background with a subtle pattern of faint, larger-scale icons related to design and technology. The central focus is the text "MONDRA RENKA" rendered in a bold, yellow, sans-serif typeface. The letters are intricately layered with various tool-related icons: a pencil tip inside the 'M', a gear inside the 'O', a hammer above the 'D', a saw blade on the right side of the 'N', a pencil inside the 'R', a pair of scissors on the left side of the 'E', a camera on the right side of the 'N', a magnifying glass on the left side of the 'A', a hand saw on the right side of the 'A', a paint roller on the right side of the 'R', a keyboard on the left side of the 'K', a calculator on the left side of the 'A', and a power button on the right side of the 'A'. The letters themselves are filled with a grid pattern. Surrounding the text are several other icons: a paperclip, a cube, a pencil, a hammer, a gear, a saw blade, a hand saw, a magnifying glass, a camera, a pair of scissors, a hand saw, a paint roller, a keyboard, a calculator, and a power button. The overall composition is a dense and creative visual representation of design tools and processes.

GRAPHIC DESIGN & DIGITAL MEDIA



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



Project Title

Ottoman Archery

Tagline

Aim with Ease

Project Description

Archery product supplies and service

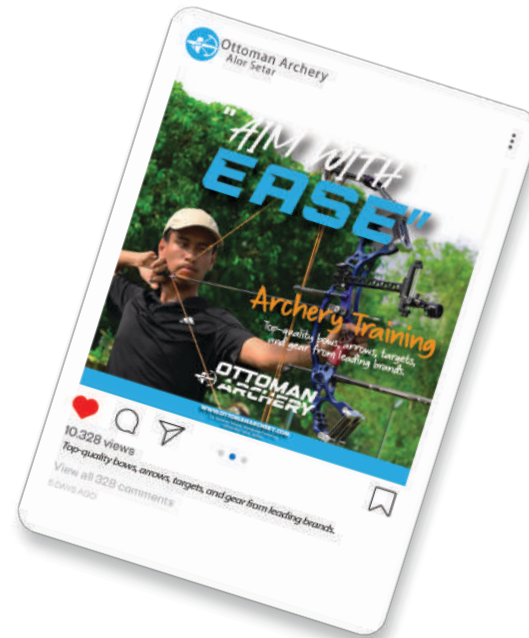
DESIGN ADVISOR:

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

ABSTRACT

Ottoman Archery established in 2015 that is one of the archery clubs in the town of Alor Setar, Kedah. Our business is inclined to the archery sport for a long time. We offer professional training through the land-based training camps, participation in in-house and outdoor events, and by the sale of the finest archery goods done at a profitable price. Situated in a unique location, Ottoman Archery is the main place of the people, interested in archery sports, that they gather and come from everywhere in the region to stay for more days. We have gained a great name by developing the traditional archery techniques through modern exercise strategies and ensuring a holistic walker for all our members. Our training options can be designed according to the expertise of different athletes. For example, the one with no experience can get information from teachers with real experience and professional qualifications, while the advanced one gets advice from coaches who have experience as professionals. Guarantying them safety, we have a rule that always makes our participants obey the correct rules in a safe and empathetic atmosphere. As far as training goes, Ottoman Archery is well-known for the running of competitive events, which command the attention of competitors not only in Kedah, but also from other places. The tournaments become the centre stage for the archers to display their capabilities, compete at the highest level, and create a sense of unity and sportsmanship. Precise planning by the organizers results in the tournaments being a real mental and physical test and gratification to those involved.





Ottoman Archery underwent its transformation through the makeover of our existing logo and concept, providing an amazing look for the new logo. The new version looks ever so sleek with a chic streak, which indicates that the company has an eye for innovation, and at the same time, has valued the historical traditions of archery and is still looking forward to the bright future. Our updated version contains the utilization of the most fabulous training facilities, technology-wise equipment, and a friendlier aspect of customer service. The major goal of this newly designed image is to entice an even bigger group with a much higher level of delivery to our existing clients. As a result of our new improved style, Ottoman Archery is at the fulfilment of its dreams, having gained a whole lot of experience in sport, proper professionalism, and a kaleidoscopic environment, which carries everyone on a ride. As an organization, we are exhilarated and promise to continue supporting archery, which will ultimately transform people into disciplined, active, and joyfully human.





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