



MONDITA REKKA

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. Each letter is filled with a grid pattern and is surrounded by various icons and tools. The 'M' features a pencil and a saw blade. The 'O' has a saw blade. The 'N' has a pencil and a saw blade. The 'D' has a saw blade. The 'R' has a saw blade. The 'E' has a pencil and a saw blade. The 'K' has a pencil and a saw blade. The 'A' has a saw blade. The 'R' has a pencil and a saw blade. The 'E' has a pencil and a saw blade. The 'K' has a pencil and a saw blade. The 'A' has a saw blade. The background is dark gray with faint, larger letters and icons.

ABSTRACT BOOK

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TABLE of CONTENT

- Rector's Message
- Head of College's Message

Diploma in Art & Design
(Graphic Design & Digital Media)

Page

8 - 27

Diploma in Art & Design
(Industrial Design)

28 - 59



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 image features the text "MINDA RENKKA" in a large, bold, white font. The letters are filled with various icons representing different professions and industries. The background is a solid blue color with faint, repeating icons of various tools and objects. The overall style is modern and creative.

The icons used in the letters include:

- M:** A pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw, a pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw.
- I:** A pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw, a pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw.
- N:** A pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw, a pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw.
- D:** A pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw, a pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw.
- A:** A pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw, a pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw.
- R:** A pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw, a pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw.
- E:** A pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw, a pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw.
- N:** A pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw, a pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw.
- K:** A pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw, a pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw.
- A:** A pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw, a pencil, a paper airplane, a lightbulb, a magnifying glass, a gear, a wrench, a hammer, a saw.

GRAPHIC DESIGN & DIGITAL MEDIA



MUHAMMAD FIRDAUS B. AZAMAN
2022505479
KCAAD111 5A
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title	Tagline
BUJANG KAIL	LEMBAH PARA PEMANCING
Project Description	Fishing Equipment

DESIGN ADVISOR:

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

ABSTRACT

DG Tackle, a leading supplier of top-notch fishing gear, is situated in the picturesque Lembah Bujang area. DG Tackle is committed to serving both new and experienced fishermen by providing a wide selection of items that are made to improve fishing. We obtain rods, reels, lines, lures, and accessories from reputable manufacturers who are renowned for their dependability and skill. DG Tackle, formerly known as Bujang Kail, is repositioned as a leader in the fishing equipment market, serving the requirements of fishermen in Lembah Bujang. This change represents a strategic shift meant to improve customer interaction and better match with local culture. Offering a wide range of fishing equipment, such as rods, reels, lines, and accessories, Bujang Kail upholds the same dedication to quality and customer satisfaction that characterized DG Tackle. Bujang Kail not only seeks to meet but surpass the expectations of fishing enthusiasts, ensuring they have the knowledge and skills necessary to flourish in the many fishing habitats of Lembah Bujang. This is achieved via a renewed emphasis on innovation and community involvement.



GRAPHIC DESIGN & DIGITAL MEDIA



This abstract examines the DG Tackle to Bujang Kail strategic rebranding, which is marked by an updated corporate colour scheme, new logo, and improved advertising tactics. Bujang Kail, formerly known as DG Tackle, has changed to better appeal to its target market of Lembah Bujang fishing lovers. The rebranding campaign includes a new corporate colour scheme that highlights the area's natural beauty and a revised logo that captures the spirit of adventure and quality associated with fishing. Furthermore, Bujang Kail has stepped up its marketing initiatives to provide clients with even more value, such as exclusive events, loyalty programs, and special discounts. Bujang Kail is more than just a fishing shop, it's a comprehensive hub for all fishing enthusiasts. In addition to offering a wide range of high quality fishing equipment, from rods and reels to bait and tackle, Bujang Kail also provides expert maintenance services. Whether you need a reel repaired, a rod refurbished, or routine equipment checks, the skilled technicians at Bujang Kail ensure your gear is always in top condition. This commitment to both product and service excellence makes Bujang Kail a trusted destination for anglers seeking reliable equipment and professional support. Bujang Kail stands ready to enhance the fishing experience for enthusiasts of all levels. Our rebranding is more than just a new name; it signifies our pledge to be a trusted partner in every angler's journey, ensuring they have the best tools and support for every adventure.



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