



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, including a saw blade, a pencil, a hammer, a wrench, a magnifying glass, a calculator, a lightbulb, and a pencil sharpener. The background is dark gray with faint, larger letters and icons scattered throughout.

ABSTRACT BOOK

Publisher

College of Creative Arts,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok Kedah, Malaysia.
Copyright 2024 College of Creative Arts,
Universiti Teknologi MARA Kedah Branch.

Copyright@ is held by the owners/authors. The Visual Abstract e-Book is published in All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form of any means electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher or author.

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,
Mohd Hamidi Adha Mohd Amin, Ahmad Fazlan Ahmad Zamri

Co-Editor : Nurul 'Ayn Ahmad Sayuti, Abdullah Kula Ismail, Faryna Mohd Khalis, Fadila Mohd Yusof, Syafiq Abdul Samat, Suhaiza Hanim Suroya, Mohamad Hazmi Shoroin, Mohd Zamri Azizan, Mohamat Najib Mat Noor, Asrol Hasan, Azhari Md Hashim, Azmri Mamat Nawwi, Dinah Rakhim, Hasnul Azwan Azizan@ Mahdzir, Nazri Abu Bakar, Muhammad Aiman Afiq Mohd Noor, Nizar Nazrin & Mohd Rozman Mohd Nasir,

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.

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



INDUSTRIAL DESIGN

BEETLE BLISS

Design Advisor :

Mrs. Norarifah Ali

Mr. Abu Hanifa Ab Hamid

Abstract

This project aims to design an armchair named Beetle Bliss, inspired by the delicate and captivating aesthetics of a ladybird. The focus is on creating a piece that provides comfort and functionality for apartment living while adding a touch of nature-inspired elegance to the interior space. Beetle Bliss will incorporate the distinct color palette, patterns, and forms associated with ladybirds, seamlessly blending organic shapes with modern design elements. This fusion will result in a unique and stylish armchair that enhances the visual appeal and ambiance of any apartment setting. The design concept revolves around capturing the essence of the ladybird's charm. Key features, such as the iconic red and black color scheme, polka dot patterns, and smooth, rounded forms, will be translated into the armchair's structure and upholstery. The name Beetle Bliss reflects the aim to evoke the beauty of ladybirds in nature, bringing a nature-inspired touch to modern interiors.





UNIVERSITI
TEKNOLOGI
MARA