

UNIVERSITI TEKNOLOGI MARA KEDAH BRANCH



ABSTRACT BOOK

CCA **2024** CCA **2024** Unleashing Your Visual Creativity



Publisher

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

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 selfexpression 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



Furniture Design

Underveil Throne ArmChair

Design Advisor : Mrs. Norarifah Ali Mr. Abu Hanifa Ab Hamid

Abstract

The "Underveil Throne" is a revolutionary armchair that merges form and function for an exceptional seating experience, ideal for any veranda. Inspired by the features and character that are extracted from the veiled lady mushroom, it features a unique net-looking form that complements outdoor decor while providing ergonomic support. The design's structure resembles well-measured materials and components to ensure durability and elegance. Its sculptural design is visually appealing and provides ideal lumbar support, encouraging a comfortable sitting posture. Using sustainable materials, the "Underveil Throne" aligns with eco-conscious values,

adding an environmentally friendly touch. This chair redefines modern seating by harmonising design and functionality



