



CCA 2024
Unleashing Your
Visual Creativity

VISUAL ABSTRACT BOOK

COLLEGE OF CREATIVE ARTS
UNIVERSITI TEKNOLOGI MARA (UiTM).CAWANGAN KEDAH



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MINDAREKA DESIGN SHOW CCA

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College of Creative Arts,
Universiti Teknologi MARA Kedah Branch,
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Rector's Message

Prof. Dr. Roshima Haji Said

Rector

UiTM Kedah Branch

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"



Head of College's Message

Dr. Nurul 'Ayn Ahmad Sayuti

Head of College of Creative Arts,
UiTM Kedah Branch

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.



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College of Creative Arts

Diploma in Industrial Design

ABACATE

Design Advisor :

Mr. Abu Hanifa Ab Hamid

Mr. Ahmad Fazlan Ahmad Zamri

Abstract

Nature's wonderful systems, designs, and ability to improve many aspects of life provide numerous chances. Our rising knowledge and technical advancements have created this possibility.

To capture the nature-inspired idea for the armchair, the designer investigated three design concepts. Avocado. After careful consideration, the avocado fruit was selected as the concept for the furniture project. ABACATE's design process involved extensive research on virtual resources and observations of houses decorated with avocados. The design primarily makes use of thick boards for the seating area and bends metal to create a circular structure.

With this discovery, the designer created the ABACATE armchair, which is specially designed and comfortable for use in the terrace house and is suitable to be placed in the living room. The form of the armchair, which has a rounded shape, is inspired by the avocado fruit. Positioned at the centre of the armchair, the seat is extracted from the fruit seed itself. The middle portion is yellow in accordance with the hue of the fruit filling, and the green is derived from the skin of the outer half. The colour combination can make the colour seem more like an armchair.





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