



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

# VISUAL ABSTRACT BOOK

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



CCA 2024  
Unleashing Your  
Visual Creativity

# VISUAL ABSTRACT BOOK

MINDAREKA DESIGN SHOW CCA

15  
FEBRUARY  
2024

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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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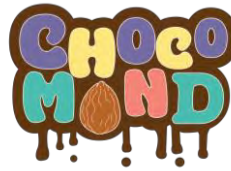
# GRAPHIC

## MEDIA DIGITAL





AMIRA SAHIRA BINTI ABDUL WAHAB  
2021449186  
KCAAD 111 5A  
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



## Graphic & Digital Media

**Project Title**  
Chocomond

**Project Description**  
Crunchy Nuts Coated with  
Premium Chocolate

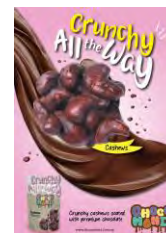
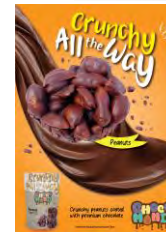
**Tagline**  
Crunchy All The Way

### Design Advisor :

Pn. Nurul Atikah Adnan  
En. Abdullah Kula Ismail  
En. Syafiq Abd Samat  
Dr. Shafilla Subri

### Abstract

Chocomond, established in 2022 under the guidance of Nursherinna binti Ismail, introduces a delectable masterpiece known as "Coklat Badam Crunchy" skillfully blending the richness of almonds, cashews, and peanuts. The product has an enticing flavor profile, however the brand has problems with its unattractive logo that is only made of text, no tagline, a minimal social media presence for marketing purposes, and generic packaging. A thorough revival approach is suggested to get beyond these obstacles. Rebranding the product as "Crunchy Almond Chocolate," making eye-catching promotional products, designing distinctive and enticing product packaging, and coming up with an intriguing tagline are all part of this. The use of vivid and upbeat colors is intended to particularly appeal to the target audience of kids in the 10–12 age range.





# Graphic & Digital Media

These tactical improvements are subtly incorporated into a variety of media, including commercial videos, business collateral, the official website, and advertising. In essence, kids between the ages of 10 and 12 will find this strategic redesign quite intriguing. The incorporation of a catchy tagline, appealing packaging, and lively branding not only addresses existing challenges but positions Chocomond's "Coklat Badam Crunchy" as a coveted treat among the discerning preferences of young consumers. The rejuvenated marketing strategy ensures that Chocomond stands out in the competitive chocolate landscape, promising to become the preferred choice for a delightful and unforgettable chocolate experience for the youthful audience.





# VISUAL

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