



**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

# 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** : Shafilla Subri (Dr), Mohd Hamidi Adha Mohd Amin, Asrol Hasan, Ahmad Fazlan Ahmad Zamri, Mohd Syazrul Hafizi Husin, Mohd Hamidi Adha Mohd Amin, Nurul Ayn Ahmad Sayuti (Dr), Wan Noor Faaizah Wan Omar (Dr), Muhamad Aiman Afiq Mohd Noor, Abu Hanifa Ab.Hamid, Ahmad Fazlan Ahmad Zamri, Zaidi Yusoff, Mohd Taufik Zulkefli, Prof Madya Dr Azhari Md Hashim, Hasnul Azwan Bin Aziz (Dr), Khaled Omar, & Muhammad Amin Syazani Helmi

**Co-Editor** : Faryna Mohd Khalis (Dr), Fadila Mohd Yusof, Syahrini Shawalludin, Syafiq Abdul Samat, Abdullah Kula Ismail, Suhaiza Hanim Suroya, Mohamad Hazmi Shoroin, Mohd Zambri Azizan, Mohamat Najib Mat Noor, Tunku Zahira Tunku Zamil, & Muhammad Danial Harith Zainol

**Design & Layout Editor:** Abdullah Kula Ismail, Shafilla Subri (Dr), Mohd Hamidi Adha Mohd Amin.

**Language Editor** : Ts. Normaziana Hassan & Juaini Jamaludin.

MINDAREKA CCA 2024 : Visual Abstract Book.  
E-ISSN :

**Printed By :**  
Perpustakaan Sultan Badlishah,  
Universiti Teknologi MARA Kedah Branch,  
08400 Merbok, Kedah, Malaysia.



# 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.



**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 e-Bulletin RMU4U 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** : Shafilla Subri (Dr), Mohd Hamidi Adha Mohd Amin, Asrol Hasan, Ahmad Fazlan Ahmad Zamri, Mohd Syazrul Hafizi Husin, Mohd Hamidi Adha Mohd Amin, Ayn Muhammad Aiman Afiq Mohd Noor, Abu Hanifa Ab.Hamid, Wan Noor Faaizah Wan Omar (Dr) Ahmad Fazlan Ahmad Zamri, Zaidi Yusoff, Mohd Taufik Zulkefli, Prof Madya Dr Azhari Md Hashim, Hasnul Azwan Bin Azizan (Dr)

**Co-Editor** : Faryna Mohd Khalis (Dr), Fadila Mohd Yusof, Zaidi Yusoff, Syahrini Shawalludin, Normaziana Hassan, Syafiq Abdul Samat, Juaini Jamaludin, Abdullah Kula Ismail, Suhaiza Hanim Suroya, Mohamad Hazmi Shoroin, Mohd Zambri Azizan,

**Design & Layout Editor:** Abdullah Kula Ismail, Shafilla Subri (Dr), Mohd Hamidi Adha Mohd Amin.

**Languages Editor** : TS Normaziana Hasan & Juaini Jamaludin.

MINDAREKA CCA 2024 : Visual Abstract Book.  
E-ISSN :

**Printed By :**

Perpustakaan Sultan Badlishah,  
Universiti Teknologi MARA Kedah Branch,  
08400 Merbok, Kedah,  
Malaysia.



# GRAPHIC

## MEDIA DIGITAL





**ANISHA NURSYAMIMI BINTI RAMIZAN**  
2021429986  
KCAAD111 5A  
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



**Project Title**  
Kopiii

**Product Description**  
Kopi dengan Tiga Tingkat

**Tagline**  
Aroma Bertakhta di Hati

### Design Advisor :

Pn nurul atikah adnan  
En abdullah kula ismail  
En syafiq abd samat  
Dr shafilla subri

### Abstract

Kopiii offered by Kopi Kuih emerges as a distinctive coffee experience founded by Encik Firdaus and located in Laguna, Sungai Petani, Kedah. Boasting three enticing flavors-Kopi latte, Mocha and Matchakop-the brand face a significant design gap with no dedicated website, relying solely on social media for promotion. In response, I crafted a comprehensive solution, introducing a captivating new logo that resonates with the essence of Kopiii.

This transformative journey extended to the digital realm, where I meticulously designed an alluring website to enhance the brand's online presence. Simultaneously, a robust brand identity was developed to reinforce Kopiii's distinct character. Employing a dynamic live-action approach ,this new brand image was seamlessly integrated a cross advertising merchandise, supporting marketing tools, and a compelling video commercial.

## Graphic & Digital Media





# Graphic & Digital Media

The strategic fusion of visual appeal and cohesive brand narrative is poised to propel Kopiii into the digital forefront, captivating a broader audience and attracting new customers. Through this holistic branding effort, Kopi Kuiu's Kopiii is primed to flourish with a fresh, innovative concept, securing its place as a go-to destination for coffee enthusiasts.





# VISUAL

## ABSTRACT BOOK

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