



CCA 2024
**Unleashing Your
Visual Creativity**

VISUAL ABSTRACT BOOK

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



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Visual Creativity

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MINDAREKA DESIGN SHOW CCA

15
FEBRUARY
2024

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

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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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The image displays a collection of 16 creative posters arranged in a 4x4 grid. Each poster is a unique piece of graphic design for a different product. The products include skin care items like 'Revitalize Skin Naturally' and 'NATOLEAF', food and beverage items like 'Aroma Klasik Baru', 'Merak Putih', 'Heroes Eat Veggiest', 'Bloom Plants with Style', 'Lapisan Sarawak', and 'Carry with Style', and a character-based product 'Kiddy'. The posters use a variety of styles, from realistic product shots to stylized illustrations, typography, and patterns. The designs are diverse, showcasing different creative approaches to product marketing.



NUR MAISARAH NASIBAH BINTI YUSNIZAM

2021480018

KCAAD111 5B

DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title
MOSSY EARTH

Project Description
FRAGRANCE (NATURE)

Tagline
EARTH SENSES SYMPHONY

Design Advisor :

Dr. Shafilla Subri

Dr. Faryna Mohd Khalis

Mdm. Suhaiza Hanim Suroya

Abstract

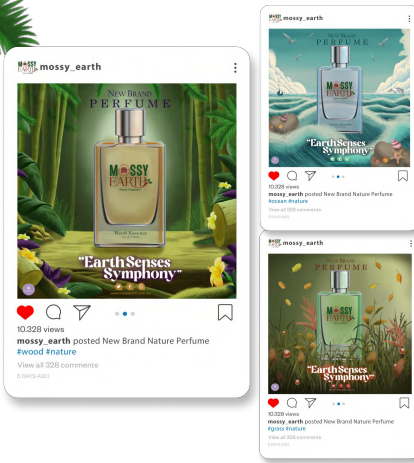
This study is about rebranding for fragrance products. This fragrance product from Scilla Perfume has been established since 2018 by Nabila Aisyah Binti Abdul. Scilla Perfume is located at 54-1, Jalan Lagenda 5, Melaka. The venture specializes in a variety of fragranced flowers, with a distinct focus on its signature product. The rebranding name changed from Scilla Perfume into Mossy Earth to represent flowers fragrance concept to nature fragrance concept. The product introduces the three types of nature senses namely Mossy Earth, that present a wood essence, ocean essence, and grass essence. A natural fragrance product like "Mossy Earth" with the tagline "Earth Senses Symphony" would probably have consumers interested in unusual and distinctive aromas outside of traditional perfumes as part of its target demographic. A shift from conventional flowery or fruity aromas is suggested by the promise of a wood, ocean, and grass senses, making it appealing to individuals seeking something new. "Mossy Earth" brings up images of a scent that captures the earth's deep, organic nature. The word "symphony" brings up images of a masterfully composed work, suggesting that the scent is a skillfully constructed harmony of earthy tones. With a symphony of natural scents, the Mossy Earth fragrance engages and thrills the senses as more than just a perfume, as conveyed by this tagline.

Graphic & Digital Media



Graphic & Digital Media

The design concept uses a realistic illustration on vectors to show the variation of nature themes. The design concept is to solve the problem a new design for packaging for make interactive packaging to capture the specific target audience for the product so that all the customers can buy and use it everywhere every day. However, this product contains ingredients that are widely known to the normal community. The items that I will propose for my final project are, namely, three series of advertisements, packaging design, television commercial, merchandise item and a website. In conclusion, the design concept that produces it is to attract the community to continue to love the environment. It can stand equal with other international products or even be in a higher position if there is a wider opportunity to be marketed as an established product.





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