



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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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

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



Graphic & Digital Media

Project Title
SalsaKrup!

Project Description
Sambal Bilis Salsa

Tagline
Pedas Berdansa!

Design Advisor:

Dr. Shafilla Subri

Dr. Faryna Mohd Khalis

Mdm. Suhaiza Hanim Suroya

Abstract

For my client PapaHomemade Sambal Bilis Garing, a fantastic dried anchovy sambal store founded by Noor Efandi bin Abdul Rashid in 2015 at his hometown in Taman Tun Sardon in Penang, my project involves producing and designing the SalsaKrup! edition flavoured dried anchovy sambal. PapaHomemade was founded by Mr. Efandi as a side gig to supplement his income. From there, the concept developed into a successful sambal business as a consequence of high demand for the original, specially-tasting recipe. The company is quite skilled at producing sambal and bite-sized food items. The well-known Sambal Bilis Garing is the product that sells the best. The logo for the recently added flavours to the brand is a complex construction that incorporates the identities of the ingredients and anchovies.

The tagline "Pedas Berdansa" conveys the joy and emotions of customers who sampled the novel flavours, guaranteeing that they would be returning for more. Just like others say, "It's amazing! You might even start dancing." As previously mentioned, Sambal Salsa Tomyam, Sambal Salsa Cili Merah, and Sambal Salsa Cili Hijau are the new flavoured sambal that is available at PapaHomemade. These additional flavours play with the intensity of the heat and the distinct flavour that results from combining them with the dried anchovies. The creation of the packaging and ancillary marketing materials comes after the creation of these new tastes since they are crucial in spreading awareness of these flavours among consumers.



Graphic & Digital Media



The design initiative has us concentrating on persuading the general audience to try these new flavors and letting them experience the unique taste for the first time, to inform customers about the product's contents, nutritional value, and ideal age range. The Mexican sauce salsa served as a major inspiration for the flavour of SalsaKrup!. This indicates that since the flavour is unfamiliar to locals, it is best to advertise the product with elements that are eye-catching and bold. The website, social media, and television video commercial all use the same striking features and graphic aspects. Given that teens and young people use social media primarily, it is imperative that advertisements on screens are strongly conveyed. Rivals still have to take SalsaKrup! seriously, despite the fact that it is almost certainly going to become a well-known flavour. To sum up, SalsaKrup! wants to introduce new flavours to the local Malaysian population, encouraging them to try new foods and broaden their culinary horizons beyond what they would typically find on the island.



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