



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

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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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GRAPHIC

MEDIA DIGITAL





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Graphic & Digital Media



Project Title

ROCKCOON

Project Description

WAFER ROLL

Tagline

CRUNCH & ROLL, FUEL
 YOUR ROCK 'N' ROLL SOUL!

Design Advisor :

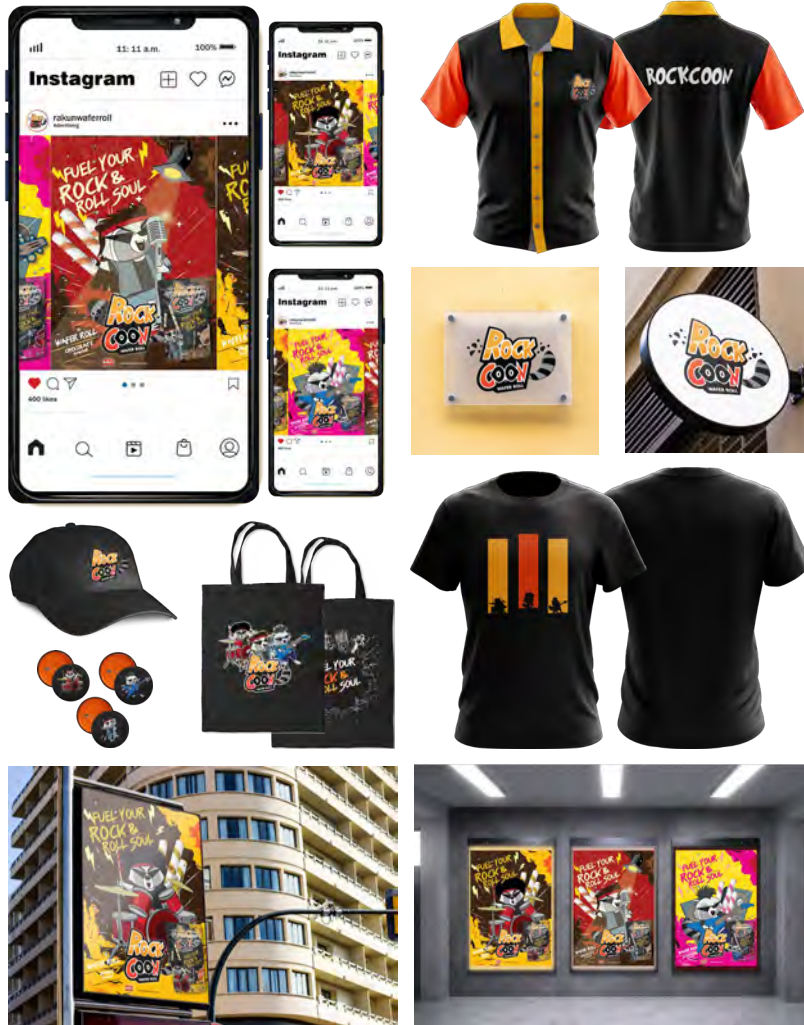
Dr. Shafilla Subri
 Dr. Faryna Mohd Khalis
 Pn. Suhaiza Hanim Suroya

Abstract

The purpose of this study is to provide a thorough rebranding strategy for the wafer roll product. Rakun Bites which is a wafer roll product from VIKI FOOD INDUSTRIES SDN BHD, founded by Mr. Ong Kok Beng on November 3rd, 1997, is a well-known wafer stick snack confectionery manufacturer and supplier in Malaysia. The company was established in Alor Setar, Kedah. It is currently managed by Mr. Ong Chu Wei. The issue about the product "Rakun" is their logo design is unattractive, there is poor social media advertising, the packaging is not very appealing, and there is no design for the advertisements. There are proposal outlines a strategic plan to address key issues affecting the promotion of Rakun wafer roll products. Focusing on logo redesign, social media advertising, packaging, and ads design, the objective is to enhance the brand's image, elevate consumer engagement, and strengthen market competitiveness. My method is re-design the logo. Develop a new logo that effectively captures the essence of Rakun Bites wafer rolls. The proposed ROCKCOON logo blends text and eye-catching graphics to develop a memorable and visually pleasing brand. Then, improving social media Advertising with implement a comprehensive strategy to enhance brand visibility through compelling content. Next, Improving packaging design. Transform packaging to be visually appealing and



Graphic & Digital Media



aligning with consumer preferences. The design concept highlights joyous occurrences using vector images across three ad series. All 3 ads series are the combination of rock and roll Musical Excitement and Crispy Taste. The rock and roll raccoon mascot singing and playing the musical instrument which is drum and guitar brings excitement and joy, while the crispy wafer roll creates a sensation of deliciousness. This combination creates the impression that this product is not only visually pleasing, but also provides the enjoyment of a crunchy taste. This rock and roll raccoon mascot concept is carried over into business products, print ads, and digital visuals, ensuring consistency across several platforms. Merchandising, uniforms, and corporate attire are a few examples. Print ads are composed of a series of ads and five supporting marketing strategies, such as social media ads, subway posters, outdoor posters, billboards, and guerilla marketing. Digital design elements include TV commercials, displays, and websites.





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