



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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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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Vegetables Bites

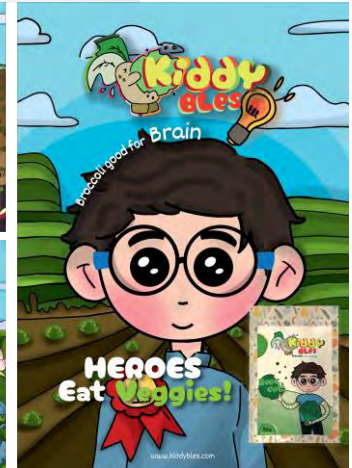
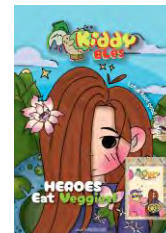
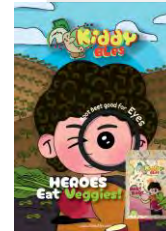
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Abstract

Founded by Rosmawati bt. Shamsudin on July 14, 2017, Kiddybles is a visionary brand committed to revolutionizing children's snacking habits. Operating from its headquarters at Lot 1558, Kg Kok Keli 1, 16040 Tumpat, Kelantan, Kiddybles embodies a mission to provide nutritious and delightful snacking options for kids. Kiddybles operates under the umbrella of Nr.Kidsstore, an innovative online shop specializing in snacks and various home supplies. At the heart of Kiddybles is a dedication to reshaping the narrative of children's snacks by introducing a line of vegetable chips that not only tantalize taste buds but also contribute to the well-being of growing minds and bodies. Kiddybles is not just a brand; it's a movement towards fostering healthier habits, one vegetable chip at a time. Kiddybles, despite its commendable mission to revolutionize children's snacking with nutritious vegetable chips, faces several challenges that hinder its market penetration and appeal to the target audience. The absence of a distinctive logo, plain packaging design, limited promotional activities, and an overall lack of attractiveness for kids and teenagers contribute to the brand's struggles in gaining widespread recognition and consumer acceptance. Thus, Kiddybles can transform its image, making the brand more appealing to its target audience.



Graphic & Digital Media

The combination of a distinctive logo, vibrant packaging, illustrative promotions, and an enticing concept like Vegetable Bites can position Kiddybles as a go-to choice for healthy and enjoyable snacking for kids and teenagers. Kiddybles can undergo a comprehensive transformation that addresses the identified challenges and positions the brand as an exciting and health-conscious choice for kids and teenagers. Such as conducting market research to understand current design trends and preferences among the target audience, developing a comprehensive content calendar for social media platforms, incorporating visually striking illustrations and graphics, or developing gamified content or mobile apps related to VegeBites, providing an interactive and enjoyable experience for the target audience. Kiddybles' design hope lies in transforming its visual identity into a beacon of health, happiness, and creativity. By embracing vibrant designs, interactive experiences, and a commitment to education, this hopeful design vision represents Kiddybles' dedication to shaping a future where healthy habits are synonymous with joy and excitement. In a Nutshell Kiddybles will improve its visual identity into a beacon of health, happiness, and creativity. The brand aspires to not just provide snacks but to be a positive influence on the journey of every child and teenager, where healthy habits intertwine seamlessly with joy and excitement.





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