



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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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 & Digital Media

Project Title
Lepat Pisang Macchiato

Project Description
Premium Coffee

Tagline
Aroma Klasik Gaya Baru



Design Advisor :

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

Abstract

Introducing "Lepat Pisang Macchiato" by KOPUKUIH. A groundbreaking instant coffee product that transcends traditional expectations, redefining the very essence of instant coffee. Crafted with precision and passion, this exceptional blend is a symphony of flavours, aroma, and convenience, designed to elevate your coffee experience to unprecedented heights.

In addition to its creative menu options, KOPIKUIH promotes Malaysian culture by appealing to a wide range of age groups with its sweet drink choices. To pronounce KOPIKUIH, simply combine two Malay words: "kopi," meaning coffee dish, and "kuih," meaning a tasty traditional meal frequently consumed by Malaysians. This word combination demonstrates the café's desire to provide unique flavours by infusing flavours from local sweets into coffee production.

Without a visually appealing and recognizable exterior, the product lacks the ability to capture the attention of consumers in a crowded market, hindering its potential for market penetration and growth. The absence of a well-designed packaging and logo not only undermines the product's visibility on shelves but also diminishes its ability to communicate key brand attributes, quality, and differentiation from competitors. Consequently, addressing this packaging and branding deficiency is crucial to maximizing the product's market appeal, fostering brand recognition, and ultimately driving consumer engagement and loyalty. It is not limited by space, time, or individual preferences. As seen in the print advertisements, it reflects the idea of connection, inviting coffee enthusiasts to enjoy a cup anywhere, anytime, with anybody.



Graphic & Digital Media





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