



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

MEDIA DIGITAL





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Graphic & Digital Media

Project Title
 LEGENDA MERAK PUTIH

Project Description
 2D Animation

Tagline
 Pengembaraan Menembusi Waktu



Sarah

Indra

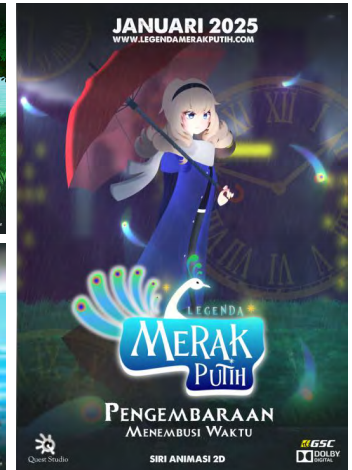
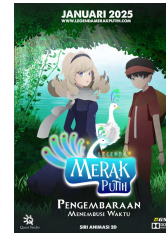
Design Advisor :

Dr. Shafilla Subri
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 Mdm. Suhaiza Hanim Suroya



Abstract

This project further develops the quality and ideas of Quest studio, a local animation studio established on October 7, 2014 by Haji Kamarudin bin Ismail. The location of studio in Co-labs Coworking, B-02-01 & B-02-02 Block B, Sekitar 26 Enterprise Persiaran Hulu Selangor, Seksyen 26, Shah Alam, Malaysia. They have shown an animated series of fighters, hopefully not only for entertainment but also to provide useful knowledge and instill love for this sovereign country. Quest Studio boosts the local cartoon and animation industry by presenting selected animation series that are of good quality and beneficial to the audience. They published work is also one of the masterpieces of national animation pioneers, sifu and saviours. In an effort to continue the new season of the Pejuang series that will highlight the names of fighters and heroines that have not yet been published, Now the issue of the new animation series will be shared by them all entitled Mat Kilau Pejuang Terbilang. The Pejuang series that has been broadcast has now reached the end of the episode which is titled fighter Salleh Toi, the defender of the people from the state of Perlis.



Graphic & Digital Media



Their effort to dignify the animation and stories of the local people's struggle against the colonialists is not just entertainment, but a guide and example as well as useful knowledge for us to continue fighting in life and even succeed in this world and the afterlife. In addition to its thematic depth, Legenda Merak Putih serves as a cultural ambassador, celebrating the richness of folklore and traditions. The animation product invites viewers on a cultural journey, exploring the nuances of mythical tales while fostering a deeper appreciation for diverse narratives. The local animation studio faces multifaceted challenges in establishing a competitive presence within the industry. Limited access to cutting-edge technology and resources poses a hurdle in delivering high-quality animations that meet contemporary standards. Additionally, the scarcity of skilled animators and creative professionals in the local talent pool hinders the studio's capacity to produce diverse and engaging content.



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