



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

15
FEBRUARY
2024

Publisher

College of Creative Arts,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok Kedah, Malaysia.

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Perpustakaan Negara Malaysia

Cataloguing – in- Publication Data

Editor : Shafilla Subri (Dr), Mohd Hamidi Adha Mohd Amin, Asrol Hasan, Ahmad Fazlan Ahmad Zamri, Mohd Syazrul Hafizi Husin, Mohd Hamidi Adha Mohd Amin, Nurul Ayn Ahmad Sayuti (Dr), Wan Noor Faaizah Wan Omar (Dr), Muhamad Aiman Afiq Mohd Noor, Abu Hanifa Ab.Hamid, Ahmad Fazlan Ahmad Zamri, Zaidi Yusoff, Mohd Taufik Zulkefli, Prof Madya Dr Azhari Md Hashim, Hasnul Azwan Bin Aziz (Dr), Khaled Omar, & Muhammad Amin Syazani Helmi

Co-Editor : Faryna Mohd Khalis (Dr), Fadila Mohd Yusof, Syahrini Shawalludin, Syafiq Abdul Samat, Abdullah Kula Ismail, Suhaiza Hanim Suroya, Mohamad Hazmi Shoroin, Mohd Zambri Azizan, Mohamat Najib Mat Noor, Tunku Zahira Tunku Zamil, & Muhammad Danial Harith Zainol

Design & Layout Editor: Abdullah Kula Ismail, Shafilla Subri (Dr), Mohd Hamidi Adha Mohd Amin.

Language Editor : Ts. Normaziana Hassan & Juaini Jamaludin.

MINDAREKA CCA 2024 : Visual Abstract Book.
E-ISSN :

Printed By :
Perpustakaan Sultan Badlishah,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok, Kedah, Malaysia.



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



Graphic & Digital Media

Project Title
Black Jar

Project Description
Coffee Flavoured Chocojar

Tagline
Coffee Flavoured Chocojar

Design Advisor :

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

Abstract

The goal of this study is to provide a thorough rebranding strategy for the Chocojar product. Muhammad Hariz Hapipudin created this inventive product locally in Gombak, Selangor, in July 2020, formerly known as Kilos Choco. It mixes the energizing properties of coffee with the luscious appeal of chocolate in a new way. To more accurately reflect its coffee flavor, the product name Black Jar has replaced Kilos Choco in the rebranding project. Their unattractive emblem and the absence of product names are among the current design flaws. The suggested Black Jar logo combines eye-catching graphics and text to create a visually appealing and memorable brand. The combination of fine chocolate and strong coffee aromas, with chocolate coffee coated in tiny coco crunch for a wonderful crunchiness, is at the core of the Black Jar experience. Targeting a broad audience across all age groups, the alluring Chocojar line provides a variety of coffee flavors, such as Hazelnut Latte, Vanilla Latte, and Mocha Latte. "Feel the Bold of Deliciousness," the tagline, sums up the flavorful and rich experience with Black Jar's Coffee Flavoured Chocojar, guaranteeing a sensory explosion with each bite.



Graphic & Digital Media



Across three ad series, the design concept uses vector images to highlight happy events. While the second series shows the audacity of riding a hot air balloon, the first series captures the exhilaration of skating and extends it into space. The third design emphasizes the thrill of riding a roller coaster. Business products, print advertisements, and digital graphics carry over this happy idea, ensuring consistency across several channels. Corporate apparel, uniforms, and merchandising, among other things, embody the happy idea. Print advertisements consist of a set of advertisements and five auxiliary marketing techniques, including outdoor posters, billboards, subway posters, guerrilla marketing, and social media advertisements. Digital design components cover the website, exhibits, and TV ads. In conclusion, the redesigned Black Jar revitalizes the well-known Kilos Choco brand with its eye-catching aesthetic and unique coffee-flavored Chocojar.



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