



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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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





NOR MARDIANA ALIAH BINTI MOHD FAUZIE

2021602212

KCAAD111 5B

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



Project Title

Ayaq Buah

Project Description

Fresh Juice Various Flavors

Tagline

Segar Luar Biasa

Design Advisor :

Dr. Shafilla Subri

Dr. Faryna Mohd Khalis

Mdm. Suhaiza Hanim Suroya

Abstract

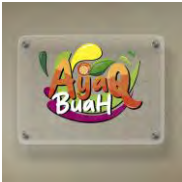
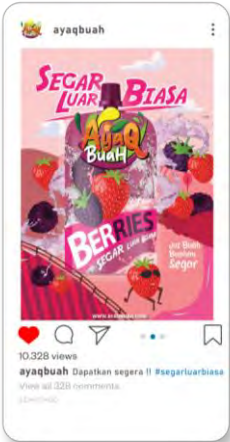
The goal of this project is to re-propose a fruit juice product's entire branding design. Initially called Ayaq World, Siti Aisyah Kamaruddin established this locally produced specialty drink in Kuala Lumpur in 2017. This product is a unique blend of innovation and fruit appeal, with a pleasant aroma. As part of a rebranding drive, the company charged the product name from Ayaq World to Ayaq Buah to more clearly identify the beverage product. Current design problems include their unattractive logo and the absence of a clear name for their goods. The proposed logo for Ayaq Buah combines endearing graphics and text to produce a visually appealing and distinct brand. The core of the Ayaq Buah experience is a text and water vector combination that makes use of nicely displayed fruits and leaves. There is an intriguing assortment of fruit juices available in different fruit flavors, such as avocado, berries, and mango. aiming for a wide range of age groups in your audience. With the promise to stimulate the senses with every sip, the tagline "Segar Luar Biasa" embodies a savory and rich voyage with Ayaq Buah.



Graphic & Digital Media



Graphic & Digital Media



Across the three advertisement series, the theme highlights freshness through vector illustration. The first series shows the sea full of mango juice. Whereas the second series shows happiness in the lake. Third, the layout emphasizes how enjoyable it is to unwind on the farm. Applying this innovative idea ensures synchronization across multiple platforms, including print advertisements, internet design and business products. Corporate apparel, such as uniforms and liveries, is created to showcase novel ideas. Print advertisements include a range of commercials as well as five supplementary marketing methods, including billboards, subway posters, outdoor posters, and acrylic posters. Television ads, exhibitions and websites utilize digital design elements. In conclusion, the relaunch of Ayaq Buah revitalizes the long-standing Ayaq World brand.





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