



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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Graphic & Digital Media



Project Title
HIKAYATNIMA

Project Description
Malaysian Culture Cosplay
Festival

Tagline
Weaving Stories, Legends
Revived

Design Advisor:

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

Abstract

In the world of event planning, "HikayatNima" stands out as a bright tribute to Malaysian history within the creative portfolio of "ACG Festiverse." While the ACG Festiverse thrives on Anime, Comic, and Gaming cultures, HikayatNima stands out as a cultural cosplay event that weaves together Malay, Chinese, Indian, and other Malaysian cultures. ACG Festiverse, founded in 2022, plays an important role in commemorating Malaysia's Anime, Comic and Gaming scene. Frankie Ng Teck Seng, the creator behind these immersive experiences, inspired the creation of HikayatNima as a means of capturing cultural nuances.





Graphic & Digital Media

HikayatNima emerges from the complex tapestry of ACG Festiverse's event portfolio as a vibrant celebration of Malaysian cultural history, deviating from the Anime, Comic, and Gaming focus to highlight the rich amalgamation of Malay, Chinese, Indian, and other local customs. Despite the popularity of ACG Festiverse, the absence of Malay cultural aspects revealed a fundamental gap in expressing Malaysia's unique character. To address this, considerable efforts were made, including the creation of a dedicated website, collaborations with cultural custodians, custom marketing, a distinctive logo, and a fascinating video commercial.





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