



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





NUR ALIAH ADINA BINTI ASMADI
2021841222
KCAAD1115C
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Tittle

CHOVASTRA CAKES

Product Description

VARIETY OF CAKES

Tagline

FUN IN EVERY BITE

Design Advisor :

En Mohd Syazrul Hafzi Husin
Pn Suhaiza Hanim Suroya
Dr Shafilla Subri

Abstract

This study is about redesigning for my client, a handmade cake business owned by Cik Nur Zahirah Binti Shamsul. The business was established in 2018 and sells cakes as their main product. A brand of homemade cake business. Originally known as Chovastra Bakes, In order to more accurately represent the cake, the product name Chovastra Bakes will now be Chovastra Cakes as part of the rebranding strategy. They located at No. 87, Jalan Delima 17, Taman Kota Masai, 81700 Pasir Gudang, Johor. Two of the current design issues are their unattractive logo and their lack of product designations. To create a visually appealing and memorable brand, the suggested Chovastra cakes combines eye-catching graphics and text. The tagline, "Fun in every bite," captures the idea that every taste leaves you wanting more and is best experienced while having fun with those you love. Across three ad series, the design concept uses graphic illustrations to highlight cheerful situations. Using the "batik cake" concept of Chovastra Cakes' most recent cake collection features three distinct flavours. There are three different which is matcha batik cake, indulgence batik cake, and biscoff batik cake are included in this cake collection. Whether it's a birthday celebration, a picnic, or a day spent playing in the park, all three batik cakes are suitable for celebration and enjoyment at any time.



Graphic Design & Digital Media

The first series shows the happiness of going on a picnic with your special someone, while the second series shows celebrating a birthday. Playing on a playground brings excitement to life in the third design. This cheerful concept extends to corporate items, print ads, and digital designs, ensuring synchronization across various platforms. Corporate items, including livery, uniforms, and merchandise, are designed to reflect the cheerful concept. There are five supporting marketing tools such as billboards, guerilla marketing, subway posters, social media ads, and outdoor posters. Digital design elements cover the website, exhibitions, and television commercials. The conclusion is that Chovastra cakes will be more well-known and fascinating.





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