



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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Publisher

College of Creative Arts,
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





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2021490502
KCAAD1115C

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



Graphic & Digital Media

Project Title
Mama's Petopia

Project Description
Pet Shop Dedicated To
Providing Every Pets Need

Tagline
"For Pet Lovers, By Pet Lovers"

Design Advisor :

En. Mohd Syazrul Hafizi Husin
Dr. Shafilla Subri
Pn. Suhaiza Hanim Suroya

Abstract

Isniah Binti Usin and Benjamin Pinto founded Cinta Mama Pets in 2014, and since then, it has transformed from a side gig to a bustling neighborhood business called Mama's Petopia. This pet shop has made a name for itself in the market by being a customer-focused business and by taking its cues from the fascinating world of small animals and cats. Mama's Petopia focuses on a wide variety of pet necessities, with an emphasis on items ranging from accessories to dietary supplements. The company's local roots are apparent; it is run by indigenous people, whose redesigned logo perfectly captures the spirit of their firm. The logo incorporates images of the house and its animal occupants, maintaining a unique style while adhering to the general concept of the pet shop. Under the motto "For Pet Lovers, By Pet Lovers," Mama's Petopia is dedicated to supplying exceptional products and services, affordable prices, and high-quality care and attention to a wide range of animal-loving customers. The business emphasizes accuracy and skill in its services, guarantees unmatched hospitality, and provides consumer and environmentally sustainable products. Due to issues with the original logo's visibility, Mama's Petopia decided to remodel it and came up with a catchphrase to draw in and keep customers.



Graphic & Digital Media

The rebranding endeavor focuses on visually appealing and structurally refined brand aspects, integrating corporate paraphernalia with the store's thematic ambiance. Influenced by prominent industry players' triumphant positive and negative logo designs, Mama's Petopia has repositioned itself as a strong competitor in the worldwide pet supply and retail market. The story culminates with a description of Mama's Petopia's development into a leading organization in the pet product services and sales sector, distinguished by accuracy, style, and creativity, with the goal of becoming a global leader.





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