



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





HUSNA ALIAH BINTI JOHARI
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 DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title
 Holo Munch

Project Description
 Chocolate Chip Cookie with
 Sea Cucumber

Tagline
 Healthy Ingredients,
 Delicious Taste

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

Abstract

This study aims to offer a comprehensive rebranding plan for Ruha Zara Enterprise, a Langkawi-based local business headed by Hasruha Othman, which produces Biskut Cip Coklat Gamat. In 2010, Ruha Zara Enterprise began offering Biskut Cip Coklat Gamat Langkawi, a chocolate chip cookie recipe that included sea cucumber and herbs. Their product attracted a lot of attention due to its uniqueness and numerous purported health benefits. The client's product design is unappealing, nevertheless. In an effort to sound friendlier and more appealing, the product name will now be Holo Munch as part of the rebranding initiative. Apart from that, the logo is not a true representation of the identity of the product. The proposed Holo Munch logo combines striking components to produce a visually appealing and memorable brand, such as a cute mascot and a suitable typography. The product tastes wonderful even with uncommon and healthful ingredients, as evidenced by the tagline "Healthy Ingredients, Delicious Taste."



Graphic & Digital Media



The design concept uses three series of ads to emphasize the product's nutrition and benefits through vector illustration. The product's ability to strengthen the mind is shown in the first series while providing energy is shown in the second. The final benefit, containing lower cholesterol was displayed in the third series. This clever idea is used for corporate products, web designs, and print ads while maintaining consistency across media. Among the corporate goods designed to embody the cheery and welcoming idea are liveries, uniforms, and merchandise. Five marketing tools which are outdoor posters and billboards, subway posters, press ads, and social media ads are combined to form print advertisements. Digital design components are used on the website, displays, and TV advertisements. With the support of a bright and welcoming idea, a cute figure, and a dynamic color palette, Holo Munch aspires to become a more well-known and memorable product among consumers locally and globally.



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