



**CCA 2024**  
**Unleashing Your  
Visual Creativity**

# VISUAL ABSTRACT BOOK

COLLEGE OF CREATIVE ARTS  
UNIVERSITI TEKNOLOGI MARA (UiTM).CAWANGAN KEDAH



# VISUAL ABSTRACT BOOK

MINDAREKA DESIGN SHOW CCA

15  
FEBRUARY  
2024

# Publisher

College of Creative Arts,  
Universiti Teknologi MARA Kedah Branch,  
08400 Merbok Kedah, Malaysia.

Copyright 2024 College of Creative Arts,  
Universiti Teknologi MARA Kedah Branch.

**Copyright@** is held by the owners/authors. The Visual Abstract e-Book is published in All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form of any means electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher or author.

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), Muhammad 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.



**Publisher**

College of Creative Arts,  
Universiti Teknologi MARA Kedah Branch,  
08400 Merbok Kedah,  
Malaysia.

Copyright 2024 College of Creative Arts,  
Universiti Teknologi MARA Kedah Branch.

**Copyright@** is held by the owners/authors. The e-Bulletin RMU4U is published in All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form of any means electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher or author.

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, Ayn Muhammad Aiman Afiq Mohd Noor, Abu Hanifa Ab.Hamid, Wan Noor Faaizah Wan Omar (Dr) Ahmad Fazlan Ahmad Zamri, Zaidi Yusoff, Mohd Taufik Zulkefli, Prof Madya Dr Azhari Md Hashim, Hasnul Azwan Bin Azizan (Dr)

**Co-Editor** : Faryna Mohd Khalis (Dr), Fadila Mohd Yusof, Zaidi Yusoff, Syahrini Shawalludin, Normaziana Hassan, Syafiq Abdul Samat, Juaini Jamaludin, Abdullah Kula Ismail, Suhaiza Hanim Suroya, Mohamad Hazmi Shoroin, Mohd Zambri Azizan,

**Design & Layout Editor:** Abdullah Kula Ismail, Shafilla Subri (Dr), Mohd Hamidi Adha Mohd Amin.

**Languages Editor** : TS Normaziana Hasan & Juaini Jamaludin.

MINDAREKA CCA 2024 : Visual Abstract Book.  
E-ISSN :

**Printed By :**

Perpustakaan Sultan Badlishah,  
Universiti Teknologi MARA Kedah Branch,  
08400 Merbok, Kedah,  
Malaysia.



# GRAPHIC

## MEDIA DIGITAL







**NURUL HUSNA BINTI MOHAMMAD ZAKI**  
2021458198  
KCAAD111 5C  
DIPLOMA IN ART AND DESIGN (GRAPHIC DESIGN AND DIGITAL MEDIA)



**Project Title**  
Fanta sticks

**Project Description**  
Fruity Snack

**Tagline**  
Fantastic Fruity Fun!

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

## Abstract

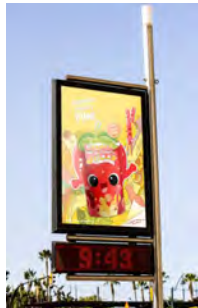
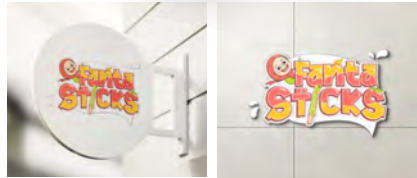
The present study aims to offer a comprehensive rebranding plan for the Fanta Sticks product. Siti Nur Shamirah binti Muhammad Hidayat founded Pepero Homemade by Mira Foodies, a freshly made snack that was first introduced on September 19, 2019, in Arau, Perlis. The business offers a wide range of flavors, but it places special emphasis on its distinctive flavor—chocolate pepero pretzels and breadsticks. The word "fantastic," which means "wonderful," served as the inspiration for the name of the popular snack brand Fanta Sticks. The logo was created by combining vibrant images of a green apple, strawberry, and banana in a pleasing fashion to symbolize the range of flavors contained in this delectable treat. The owner of the product is seen holding the emblem next to her, grinning and doing a "good" hand gesture that captures the essence of flavor and excitement. This imaginative arrangement of photos captures the joyful experience that patrons can anticipate. The tagline, "Fantastic Fruity Fun," sums up the fruity snacks' rich and flavorful trip of three fruits: green apple, strawberry, and banana. Every mouthful of Fanta Sticks fruity snacks promises sensory enlightenment.

## Graphic Design





## Graphic Design



The design concept highlights humorous moments using vector images in three series of advertising. Together, these elements forge a delectable brand identity that assures consumers of a joyful and fulfilling experience with every mouthful of delightfully crispy white chocolate-covered fruit chip breadsticks. The unique and captivating concept presented by this product's innovative design aims to draw in and capture a new consumer base. In addition to meeting evolving consumer needs and preferences, the well-designed product has a unique appeal that will appeal to its target market. Because of its creative design and commitment to meeting the needs of contemporary consumers, this product is positioned to have a significant impact on attracting the interest and loyalty of a new customer base and fostering success in a market that is always evolving.





# VISUAL

## ABSTRACT BOOK

COLLEGE OF CREATIVE ARTS  
UNIVERSITI TEKNOLOGI MARA (UiTM).CAWANGAN KEDAH