



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



Project Title
4 Love Petals

Project Description
Bouquets & Gifts

Tagline
Memorable Delivery Of Love

Design Advisor

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

Abstract

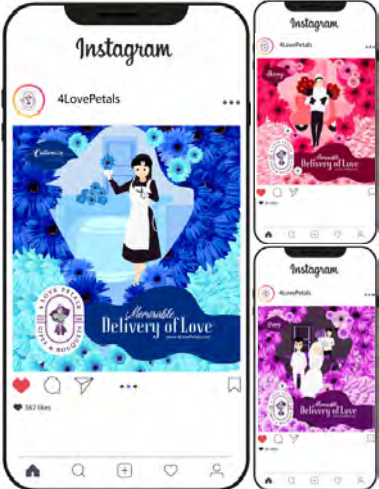
In an effort to improve consumer relations, Hati Gift Shop, which was founded in Perlis in 2020 by Mr. Mohd Latif Bin Ramli, redesigned its logo. Acknowledging design flaws, the business resolved difficulties with imprecise service representation and poor communication. In order to address this fully, Hati Gift Shop adopted modifications to its name, tagline, and logo. The redesign put a lot of effort into including floral themes to emphasize its three main services: supplies, arrangements, and flower delivery. Including symbolic images in the logo—such as bouquets of flowers—became a way to express the company's message visually. The purpose of adding the descriptor "bouquets and gift" was to improve the way that customers understood what Hati Gift Shop offered. The rebranding process also included choosing the name "4 Love Petals," which captures the spirit of the company. The slogan "Memorable delivery of Love," which was selected, reaffirmed the dedication to offering a special and remarkable gifting experience.

Graphic & Digital Media



Graphic & Digital Media

Hati Gift Shop adopted a unique approach to design by fusing genuine flower imagery with cartoons found in their ads. This innovative approach, unusual in the flower delivery sector, sought to draw clients in with its distinctiveness. Hati Gift Shop might stand out from the competition by strategically combining real flower and illustrations in its advertising campaigns. This would attract to customers looking for unique and meaningful presents. In conclusion, the rebranding objective of Hati Gift Shop is to become a preferred location for people looking for unusual and deeply meaningful gifts in addition to gorgeous flowers. The organization wants to be known for its uniqueness, inventiveness, and the emotional experiences it provides to its clients.





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