



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



Project Title
Pudinkly

Project Description
Custard Pudding

Tagline
Artful Petals, Soulful Flavors

Design Advisor :

En. Mohd Syazrul Hafizi Husin

Pn. Suhaiza Hanim Suroya

Shafiq Subri



This study is about the redesign process of Pudinkly, a business establishment founded by Nur Shahirah Aina in 2021 in the city of Alor Setar. Initially founded as an extra income, Pudinkly is a business that makes handcrafted puddings in the shape of flowers and serves them with rich custard sauce. The menu contains three sorts of floral renderings such as sunflower, daisy, and dahlia. Rebranding was deemed necessary due to a number of design-related concerns. Moreover, the logo design was very colourful, which made it difficult to communicate the essence and personality of the delicious product. Aside from that, the design flaws included the lack of a systematic packaging system and a targeted marketing approach, both of which are crucial for drawing in customers. It would be great to create a new logo that captures the essence of the product, which is the delicious puddings. The intriguing tagline, "Artful petals, Soulful Flavours," goes well with this logo. It is meant to conjure up the exquisite experience of every delicious bite, where the flavour's subtly touch the soul and produce an explosion of emotions with each mouthful.



Graphic & Digital Media



Starting off on a creative path, the theme incorporated into the brand's revamp is the vibrant and expressive world of doodles that represent a variety of happy moments. Pudinky's puddings are a fantastic fit for a variety of joyful occasions, including birthdays, cherished times with loved ones, and the greeting of lovely new-borns. This representation perfectly captures the puddings' adaptable character. 3D modelling is used in the design process to imitate the various pudding variations, and 2D illustrations are used to bring the endearing and relatable characters to life, allowing them to be easily integrated into the various occasion-specific doodles. After that, the design will be applied to the packaging to ensure that the visuals and design aspects are in sync with the brand identity. This consistency extends to TV commercials, series of advertisements, and the improvement of the brand's online presence via websites and related marketing materials





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