



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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GRAPHIC

MEDIA DIGITAL





RUZZARDIBA BINTI RAMLI
2021823922
KCAAD111 5C
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



Graphic & Digital Media

Project Title
BKFC

Project Description
Boneless Korean Fried
Chicken

Tagline
Tender Bites, No Bones in
Sight

Design Advisor :

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

Abstract

The study suggests a thorough overhaul for the iconic Bolehja Kitchen dish, boneless Korean fried chicken (BKFC). Founded by Muhammad Adib bin Azizan, BKFC debuted on October 28, 2018, in Kangar, Perlis, providing mouthwatering chicken in three tantalizing flavors. Spice aficionados will enjoy the Hot Pepper variety, fans of traditional Korean flavors will enjoy the Soy Garlic flavor, and those who prefer sweet and acidic flavors will enjoy the Honey Mustard kind. Bolehja Kitchen is known for its delicious food, but its unappealing colors and unrepresentative logo provide a design problem. Using a fun mascot and eye-catching colors that perfectly convey the essence of Korean fried chicken is the redesign option. "Tender Bites, No Bones in Sight," the tagline, suggests a crisp and delightful experience. Using vector images, the design concept is expanded to a series of advertisements that highlight the sweetness of honey mustard while showcasing happy situations across three themes: spicy, balanced with soy and garlic. This idea, which is reminiscent of a Korean doodle, is incorporated into print advertisements, digital designs, and business products in a way that makes it consistent across several media.



Graphic & Digital Media

Corporate products including merchandise, liveries, and uniforms all showcase the Korean doodle aesthetic. Print advertisements include outdoor posters, subway posters, guerrilla marketing, billboards, and social media ads. The website, exhibits, and TV ads are all covered by digital design components. The main objective of this makeover is to bring BKFC up to par with other well-known international brands. Bolehja Kitchen wants to build a visually appealing and memorable brand that appeals to customers both locally and worldwide. To this end, the brand incorporates culturally relevant design elements, a cute character, and a brilliant color palette. The revamped BKFC logo and packaging help the company establish a powerful and recognizable brand identity in the cutthroat food industry.





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