



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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College of Creative Arts,
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)



Graphic & Digital Media



Project Title
Sweet Touch Ceramic

Project Description
Custom made Ceramic
Flowers

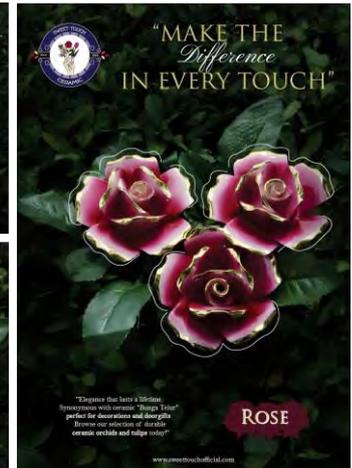
Tagline
Make The Difference in Every
Touch

Design Advisor :

EN MOHD SYAZRUL HAFIZI HUSIN
PN SUHAIZA HANIM SUROYA
DR SHAFILLA SUBRI

Abstract

The objective of this research is to suggest a thorough revamp of Sweet Touch Ceramic, a ceramic manufacturing enterprise founded by Nurul Syifa Binti Abdul Rahman in 1988. His business, a ceramic company that has been around for a while, is still in operation in Ulu Klang, Ampang and Kuala Ketil, Kedah. Sweet Touch Ceramic has created various handcrafted ceramic items, including strikingly beautiful and distinctive ceramic flowers. The former logo was replaced as part of the redesign process because it was no longer appropriate for the package and the product. Current design flaws don't accurately reflect the product. Their attention can be captured by the suggested Sweet Touch Ceramic logo, which will establish a sophisticated and appealing visual identity. The selected ceramics company focuses on its unique products and offers a wide range of ceramics, but its specialty is ceramic floral products. The "Bunga Telur" ceramic flower, created by Sweet Touch Ceramic, is the foundation of their product line. The slogan, "Make the Difference in Every Touch," highlights the handcrafted nature of their ceramic creations, which have long piqued the curiosity of a broad audience with a focus on both inside and outside of Malaysia



Graphic & Digital Media

Presenting Sweet Touch Ceramic's elegance and beauty. In keeping with the original ceramic concept, the brand's identity is straightforward and incorporates the ceramic flower insignia to preserve their initial product choice. Even though the original logo and packaging design were more accessible, they had trouble drawing in customers. The redesign project aimed to elevate the brand by means of an eye-catching logo and redesigned packaging that linked to the real and ceramic rose, tulip, and orchid flowers. The suggested design, which incorporates a popular natural concept, includes TVCs, kiosks, SMT, websites, and 3D. The recent revamp, which was influenced by doodling and photographic images, establishes Sweet Touch Ceramic as a strong competitor in the ceramic industry. In summary, the development story of Sweet Touch Ceramic features the distinctive usage of ceramic flowers, making it distinct enough to be acknowledged and compete with different kinds of businesses worldwide. This allows Malaysian ceramic enterprises to focus on their work one at a time on quality, capability, and universal appeal.





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