



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





MUHAMMAD U'MAIR BIN SHAHRUN FAHMI
 2021208822
 KCAAD111 5C
 DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title
 Burgerlora

Project Description
 Flavor Burger

Tagline
 Authenticity In Every Bite

Design Advisor :

En Mohd Syazrul Hafizi Husin
 Pn Suhaiza Hanim Suroya
 Dr Syafilla Subri

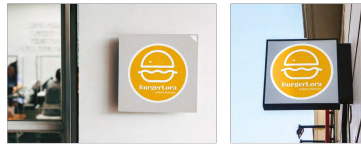
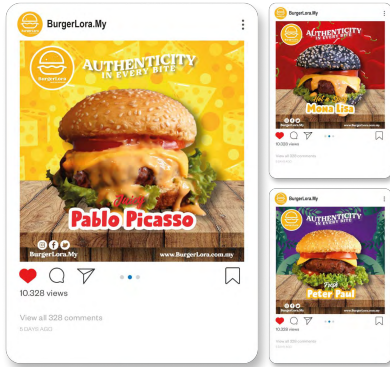
Abstract

Take a tasteful trip through the evolution of Burgerlora, a delicious take on the classic Langit Cheese Burger. Located in the busy center of Ipoh, Perak, this restaurant faced a problem when its logo and dull packaging were inconsistent when it first opened on February 15, 2015. As a result, a comprehensive redesign project was initiated, bringing the packaging and logo into line with the genuine brand identity. The carefully created packaging and logo feature fonts that are meant to be readable from a distance in addition to reflecting the essence of the items. This redesign creates an identity that connects with the essence of the product, going beyond a simple visual makeover. The brand-new slogan, "Authenticity In Every Bite," perfectly captures Burgerlora's essence, where premium Australian meat imports serve as the foundation for this mouthwatering discovery. The understated logo design foreshadows a high-end experience, paving the way for a calculated marketing revolution. Step inside an engrossing world of commercials that have been tastefully decorated with color. Vibrant colors grab the eye and make the burger product look good, but it also tastes great, spicy, juicy, and incredibly fresh.

Graphic & Digital Media



Graphic & Digital Media



This ad story is told through social media, periodicals, subways, and bus stops. With a new logo that draws inspiration from Pinterest boards, Burgerlora is poised to become a major player in the fast-food industry. Get ready for an extraordinary experience, as each mouthful serves as a tribute to the authenticity ingrained in Burgerlora's redesigned brand. Finally, Burgerlora invites you to get yourself ready for an incredible eating experience, where each bite serves as more than just a meal, it is a symbol of the authenticity that has been woven into the very fabric of the restaurant's redesigned identity. Embark on this flavorful journey, where every mouthful commemorates the skill and commitment that characterize Burgerlora's renewed essence.





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