



# MONDRA REKA

**ABSTRACT BOOK**

**CCA 2024**

**Unleashing Your  
Visual Creativity**

**COLLEGE OF  
CREATIVE ARTS**

UNIVERSITI TEKNOLOGI MARA  
KEDAH BRANCH



MONDRA  
REKA

The title 'MONDRA REKA' is rendered in a bold, blocky font where each letter is filled with a grid pattern. The letters are surrounded by various icons and tools, including a pencil, a saw, a hammer, a magnifying glass, a calculator, a lightbulb, a gear, and a compass. The background is dark gray with faint, larger letters and icons scattered throughout.

**ABSTRACT BOOK**

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## *Rector's Message*

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"**

Prof. Dr. Roshima Haji Said  
Rector  
UiTM Kedah Branch

## *Head of College's Message*

**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.**

**Dr. Nurul 'Ayn Ahmad Sayuti  
Head of College of Creative Arts,  
UiTM Kedah Branch**





# GRAPHIC DESIGN & DIGITAL MEDIA

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**MUHAMMAD SYAHIN BIN SAIFUL**  
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 KCAAD111 5A  
 DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



**Project Title**

Primal Akari

**Tagline**

Rise of The Nine-Tailed Fox

**Project Description**

2D Animation

**DESIGN ADVISOR:**

Ms. Syahrini Shawalludin, Dr. Shafilla Subri, Mrs. Mohd Syazrul Hafizi Husin

**ABSTRACT**

Inspidea is a renowned animation studio founded in 2002 and headquartered in Petaling Jaya, Selangor, Malaysia. The studio is known for its innovative approach to animation. The studio's commitment to excellence has positioned it as a leader in the animation industry. Its portfolio spans a variety of genres and styles. Primal Akari: Rise of the Nine-Tailed Fox, the latest venture from Inspidea, promises to be a ground-breaking addition to their impressive line-up. He has already garnered numerous prestigious awards for his exceptional work in animation. The Primal Akari weaves together ancient Japanese mythology. It creates a visually stunning and narratively compelling story. Akari is the film's central character. She is a mystical nine-tailed fox navigating a world where globalization has dramatically impacted nature. The mythical fox is known for its intelligence and magical abilities. Throughout Akari's journey, The film explores how globalization and technological advancement affect the natural world. The extraction of their magic continues until they die.

**GRAPHIC DESIGN & DIGITAL MEDIA**



AKARI



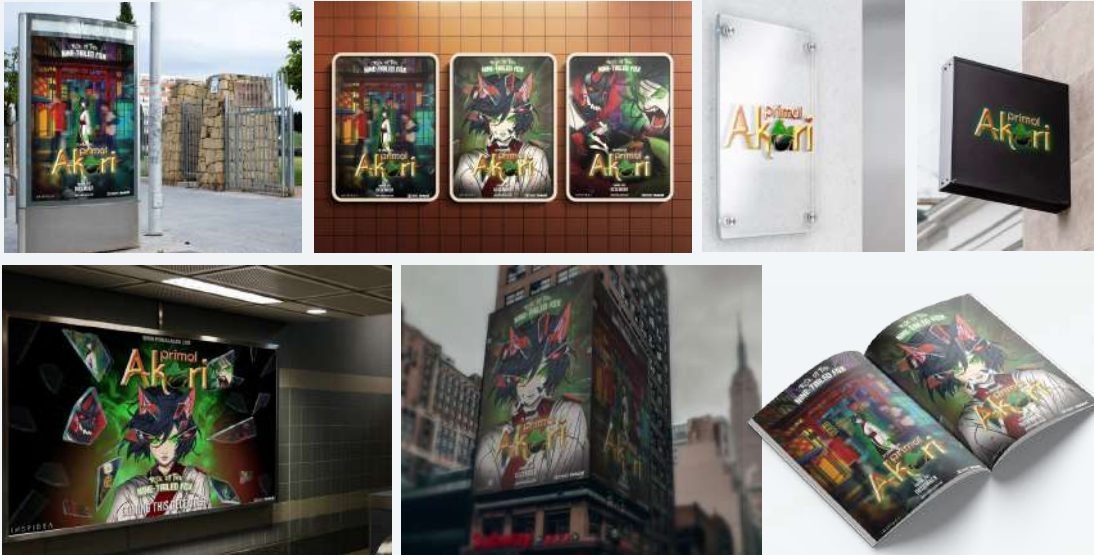
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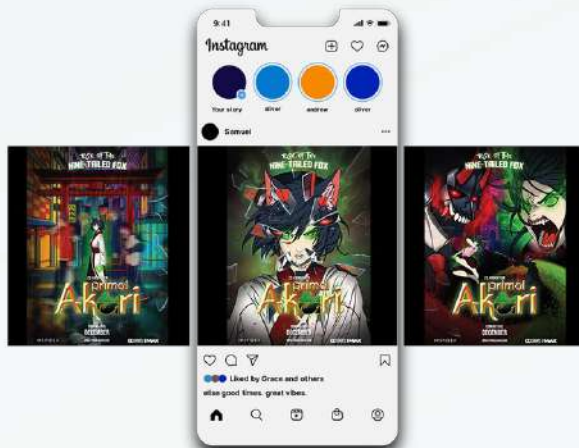
DR. SHINIGAMI



# GRAPHIC DESIGN & DIGITAL MEDIA



As Akari delves deeper into her quest, She tries to uncover the truth behind her people's exploitation. It mirrors the broader theme of preserving nature in the face of relentless globalization. Futuristic elements serve as a powerful narrative vehicle to explore these complex themes. Akari's character represents the resilience of nature. Cultural heritage endures in a world that is undergoing rapid change. The natural environment and technological advancement should coexist harmoniously. Primal Akari: Rise of the Nine-Tailed Fox is more than just a visually stunning animation. The work seamlessly blends cultural motifs with contemporary themes. Of what animation can achieve. The film provides audiences with work that is both entertaining and And meaningful. It solidifies its status as a pioneering force in the animation industry.







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