



MONDITA REKKA

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 blade, a hammer, a wrench, a magnifying glass, a calculator, a lightbulb, and a gear. The background is dark gray with faint, larger letters and icons scattered throughout.

ABSTRACT BOOK

Publisher

College of Creative Arts,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok Kedah, Malaysia.
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Perpustakaan Negara Malaysia
Cataloguing – in- Publication Data

Editor : Syahrini Shawalludin, Shafilla Subri, Mohd Syazrul Hafizi Husin, Abu Hanifa Ab Hamid, Norarifah Ali, Zaidi Yusoff, Mohd Taufik Zulkefli,
Mohd Hamidi Adha Mohd Amin, Ahmad Fazlan Ahmad Zamri

Co-Editor : Nurul 'Ayn Ahmad Sayuti, Abdullah Kula Ismail, Faryna Mohd Khalis, Fadila Mohd Yusof, Syafiq Abdul Samat, Suhaiza Hanim Suroya, Mohamad Hazmi Shoroin, Mohd Zamri Azizan, Mohamat Najib Mat Noor, Asrol Hasan, Azhari Md Hashim, Azmri Mamat Nawwi, Dinah Rakhim, Hasnul Azwan Azizan@ Mahdzir, Nazri Abu Bakar, Muhammad Aiman Afiq Mohd Noor, Nizar Nazrin & Mohd Rozman Mohd Nasir,

Design & Layout Editor: Suzani Azmin, Syahrini Shawalludin, Shafilla Subri & Mohd Hamidi Adha Mohd Amin.
Language Editor : Normaziana Hassan & Juaini Jamaludin.

MINDAREKA : Abstract Book.
E-ISSN :

Printed By :
Perpustakaan Sultan Badlishah,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok, Kedah, Malaysia.

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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



MINDA RENKKA

GRAPHIC DESIGN & DIGITAL MEDIA



NURSYUHADA BINTI MOHD AFFANDI
2021648516
KCAAD111 5A
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)

Magnetique
 HIJAB

Project Title	Magnetique Hijab	Tagline	Seal & Magnet Your Style
Project Description	Pinless Hijab		

DESIGN ADVISOR:

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

ABSTRACT

The Jasmine is a Malaysian company that specializes in creating innovative hijabs with built-in magnetic fasteners, a concept devised to eliminate the need for traditional hijab pins. Founded by Yusufariq Ikmal, the brand aims to address common issues faced by hijab-wearing women, such as the inconvenience and discomfort of using pins. This study to rebranding The Jasmine product become Magnetique Hijab. The Magnetique Hijab is an innovative headscarf designed to blend style and convenience for modern Muslim women. This groundbreaking hijab incorporates magnetic fasteners, eliminating the need for traditional pins or brooches, and ensuring a secure, comfortable fit. The embedded magnets are discreet and lightweight, making it easy to put on and take off, perfect for busy lifestyles. Crafted from high-quality, breathable fabric, the Magnetique Hijab provides all-day comfort while allowing for versatile styling options to suit any occasion. Whether for casual wear or elegant events, this hijab adapts effortlessly, offering a chic look without hassle of constant readjustment. The tagline "Seal" emphasizes the secure hold provided by the magnetic fasteners, while "Magnet" highlights the ease and efficiency of using magnets.





The tagline "Seal & Magnet your style" perfectly captures the essence of this product. "Seal" emphasizes the secure hold provided by magnetic fasteners, while "Magnet" highlight the ease and efficiency of using magnets. The Magnetique Hijab uniquely blends retro elegance with modern convenience, contemporary functionality. This headscarf features vintage-inspired patterns and colors, evoking a sense of nostalgia and sophistication. The elegant drapes and smooth lines of the fabric capture the grace of classic fashion, making the wearer feel both chic and refined.





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