

# MIND REKKA




**ABSTRACT BOOK**

**CCA 2024**

**Unleashing Your  
Visual Creativity**

**COLLEGE OF  
CREATIVE ARTS**

UNIVERSITI TEKNOLOGI MARA  
KEDAH BRANCH



**MONDA**  
**REKKA**

**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,  
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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**

The image features the text 'MINDA RENKKA' in a large, bold, yellow font. The letters are stylized and filled with a grid pattern. Surrounding the text are various yellow icons representing tools and objects: a pencil, a hammer, a saw blade, a wrench, a screwdriver, a paint roller, a magnifying glass, a calculator, a pencil sharpener, a stapler, a paper airplane, a pair of scissors, a pair of pliers, a lightbulb, a pencil case, a ruler, a pencil, a pencil sharpener, a pencil, a pencil sharpener, a pencil, a pencil sharpener. The background is a solid teal color with faint, repeating icons of the same tools and objects.

# GRAPHIC DESIGN & DIGITAL MEDIA

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**NURUL ATIRAH BINTI CHE MAN**  
2022595919  
KCAAD111 5A  
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



### Project Title

Roti Ququs

### Tagline

Gebu Pasti Terpesona

### Project Description

Roti Kukus Berinti Lauk-Pauk

### DESIGN ADVISOR:

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

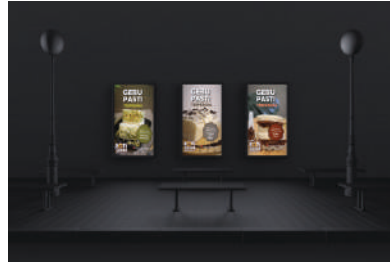
### ABSTRACT

Roti Wap Balik Pulau is a recent addition to Balik Pulau, Penang's culinary landscape, offering a unique take on traditional steam bread. This place, located in a region known for its food, has gained popularity for its quality and innovation. By using local ingredients, Roti Wap Balik Pulau ensures freshness and authenticity in every bite, for both locals and tourists who want to try Penang's many flavors. Recently, they launched a new line of steam bread called Roti Ququs. The rebranding aims to capture the essence of their signature fluffy texture

The tagline "Gebu Pasti Terpesona" describes the product. The name Ququs is a mix of tradition and modernity, demonstrating their commitment to evolving the steamed bread experience. Each Roti Ququs promises to deliver an irresistibly fluffy texture that will leave you enchanted and wanting more.



## GRAPHIC DESIGN & DIGITAL MEDIA



For this final project, the owner has suggested three new fillings for Roti Ququs to add to the menu. First, the pistachio filling has a nutty goodness that goes well with the soft, fluffy bread. Second, the cookies and cream filling are comforting and indulgent for those with a sweet tooth. Last, the sambal ikan bilis filling has a bold Malaysian flavor profile, with spicy chili paste and savory anchovies for the adventurous eaters.

Through Roti Ququs, the designer hopes to highlight Roti Wap Balik Pulau's innovation and quality while also showcasing Penang's flavors. With these new products, the designer hopes to contribute to Roti Ququs's goal of providing more delicious and addictive steam bread for their customers in Balik Pulau and beyond.







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