



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. Each letter is filled with a grid pattern and is surrounded by various icons and tools. The 'M' has a pencil, the 'O' has a saw blade, the 'N' has a pencil, the 'D' has a saw blade, the 'R' has a pencil, the 'E' has a pencil, the 'K' has a pencil, the 'A' has a pencil, and the 'A' has a pencil. The background is dark gray with faint, larger letters and icons.

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



INDUSTRIAL DESIGN

HEJMEN armchair

Design Advisor :

Mrs. Norarifah Ali

Mr. Abu Hanifa Ab Hamid

Abstract

The Hejmen armchair, inspired by the majestic humpback whale, embodies the elegance and grace of these magnificent marine creatures. Designed to offer both comfort and aesthetic appeal, this armchair integrates oceanic elements into a functional piece of furniture. The backrest, shaped to mimic the graceful curve of a whale's fluke, provides ergonomic support, while the deep ocean blue cushions evoke the serenity of the sea. The armrests, seat, and backrest are all upholstered in high-quality fabric and padded, ensuring a cohesive and comfortable experience. The choice of soft, durable fabric enhances the overall tactile experience and adds warmth to the design. The chair's slightly curved legs mimic the humpback whale's sleek appearance and provide stability. The Hejmen Armchair, with its refined design and sea life-inspired tranquility, is the perfect balance of art and utility





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