



# MONDITA REKKA

**ABSTRACT BOOK**

**CCA 2024**

**Unleashing Your  
Visual Creativity**

**COLLEGE OF  
CREATIVE ARTS**

UNIVERSITI TEKNOLOGI MARA  
KEDAH BRANCH



# MONDRA REKA

**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



# MONDRA RENKA



# INDUSTRIAL DESIGN

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**Siti Khadijah Binti Hussain**  
Diploma in Industrial Design

## FreshBite

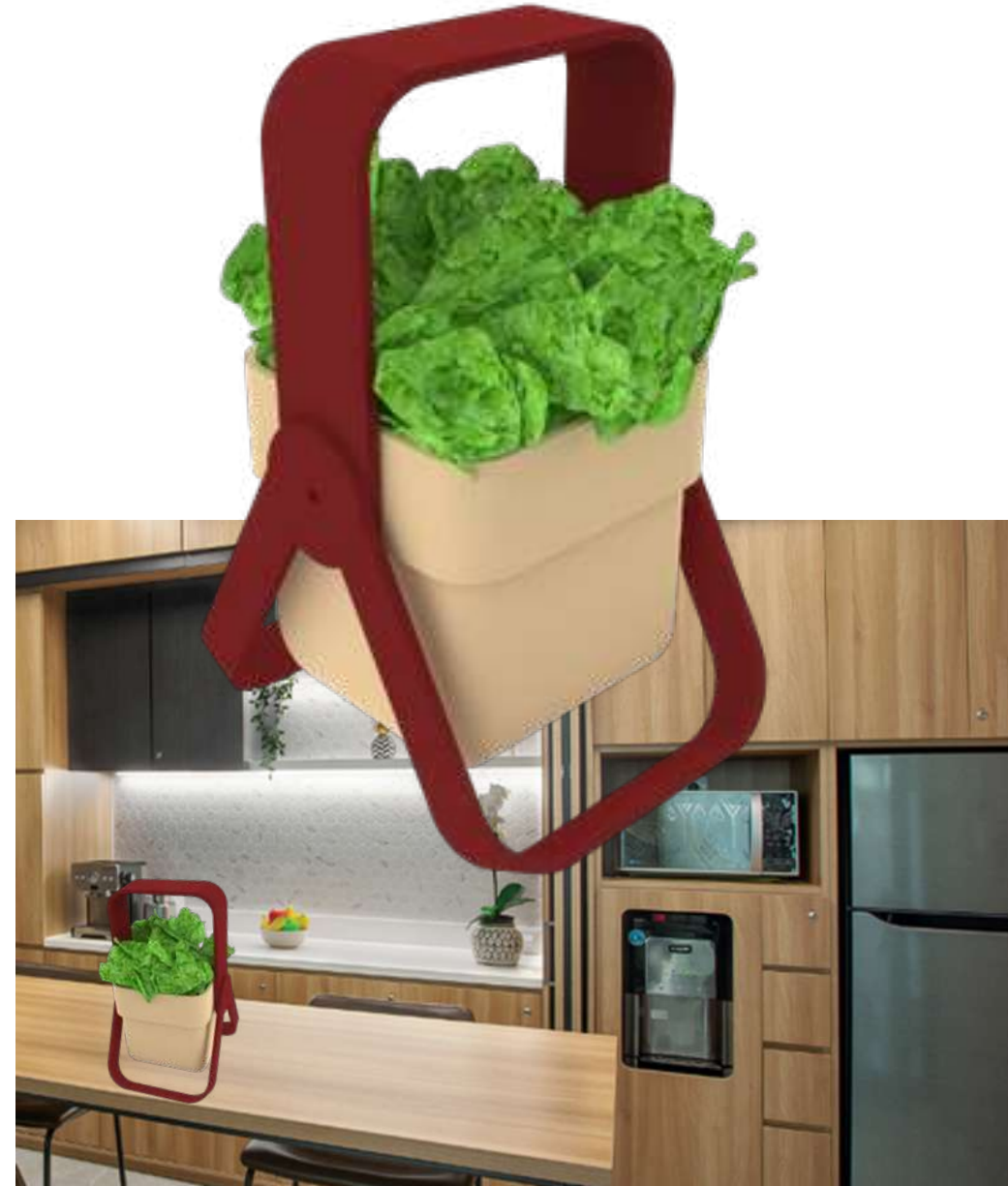
### Design Advisor :

Mr. Mohd Hamidi Adha Mohd Amin

Mr. Ahmad Fazlan Ahmad Zamri

### Abstract

"Freshbite" is an innovative multifunctional planting product designed to enhance the convenience and accessibility of fresh vegetables in office environments. Featuring an ergonomic handle and a built-in stand, "Freshbite" seamlessly integrates into any office pantry. Its unique design allows employees to effortlessly pick fresh vegetables, promoting healthier eating habits and contributing to overall well-being. "Freshbite" not only serves as a practical tool for urban gardening but also as a stylish and functional addition to the modern workspace, encouraging a more sustainable and health-conscious lifestyle among office workers.







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