CCA 2024 Unleashing Your Visual Creativity VISUAL ABSTRACT BOOK

COLLEGE OF CREATIVE ARTS UNIVERSITI TEKNOLOGI MARA (UITM), CAWANGAN KEDAH



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 : Shafilla Subri (Dr), Mohd Hamidi Adha Mohd Amin, Asrol Hasan, Ahmad Fazlan Ahmad Zamri, Mohd Syazrul Hafizi Husin, Mohd Hamidi Adha Mohd Amin,Nurul Ayn Ahmad Sayuti (Dr), Wan Noor Faaizah Wan Omar (Dr), Muhamad Aiman Afiq Mohd Noor, Abu Hanifa Ab.Hamid, Ahmad Fazlan Ahmad Zamri, Zaidi Yusoff, Mohd Taufik Zulkefli, Prof Madya Dr Azhari Md Hashim, Hasnul Azwan Bin Azizan (Dr), Khaled Omar, & Muhammad Amin Syazani Helmi

Co-Editor : Faryna Mohd Khalis (Dr), Fadila Mohd Yusof, Syahrini Shawalludin, Syafiq Abdul Samat, Abdullah Kula Ismail, Suhaiza Hanim Suroya, Mohamad Hazmi Shoroin, Mohd Zambri Azizan, Mohamat Najib Mat Noor, Tunku Zahira Tunku Zamil, & Muhammad Danial Harith Zainol

Design & Layout Editor: Abdullah Kula Ismail, Shafilla Subri (Dr), Mohd Hamidi Adha Mohd Amin.

Language Editor : Ts. Normaziana Hassan & Juaini Jamaludin.

MINDAREKA CCA 2024 : Visual Abstract Book. E-ISSN :

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



Rector's Message

Prof. Dr. Roshima Haji Said Rector UiTM Kedah Branch

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"



Head of College's Message

Dr. Nurul 'Ayn Ahmad Sayuti

Head of College of Creative Arts, UiTM Kedah Branch

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 selfexpression 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.



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College of Creative Arts

Industrial Design

Furniture Design

ARMONTS Armchair

Design Advisor :

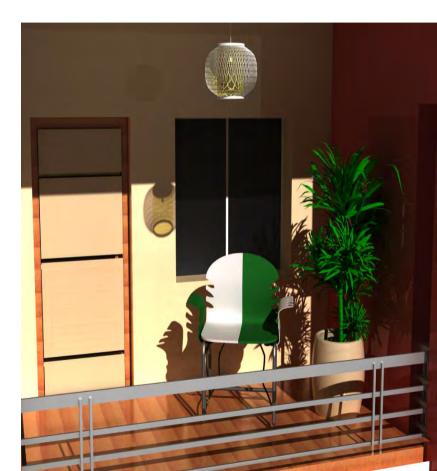
Mr. Abu Hanifa Ab Hamid Mr. Ahmad Fazlan Ahmad Zamri

Abstract

Nature has always been a source of inspiration for humans. To capture the nature-inspired theme for the armchair, the designer explored three design concepts: swan, cactus, and monstera. After careful analysis, the Monstera leaf emerged as the main concept for the "ARMONTS" armchair design.

ARMONTS's design process involved extensive research on virtual sources and observation of houses decorated with Monstera leaves. The desired location for the furniture is in the condominium, and the design mainly uses plywood bending techniques and metal as the main structure, as well as matte steel elbows as connectors.

With this discovery, the designer created ARMONTS, a specially designed and comfortable armchair for the balcony of a suburban condominium. The inspiration taken from Monstera leaf is evident in the design, which incorporates unique features such as thin lines that resemble Monstera leaf curling and veins. The use of green and white colours, influenced by the colour of variegated monsterra, enhances the distinctive character of the chair, making it a standout piece for outdoor seating.







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