



CCA 2024
**Unleashing Your
Visual Creativity**

VISUAL ABSTRACT BOOK

COLLEGE OF CREATIVE ARTS
UNIVERSITI TEKNOLOGI MARA (UiTM).CAWANGAN KEDAH



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Visual Creativity

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MINDAREKA DESIGN SHOW CCA

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Universiti Teknologi MARA Kedah Branch,
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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 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.



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Project Tittle

MALAYLAH! BY MAKERZ

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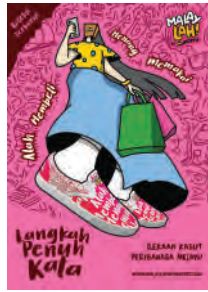
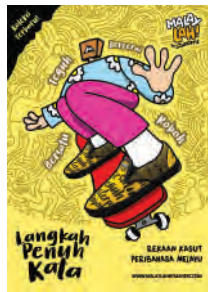
LANGKAH PENUH KATA

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- Pn Nurul Atikah Adnan
- En Abdullah Kula Ismail
- En Syafiq Abd Samat
- Dr Shafilla Subri

Abstract

Presenting "Malaylah," a line of sneakers from Petaling Jaya, Selangor-based Malaysian business Makerz, which was founded in November 2020. "Boswan," also known as Azwan Islam Ahmad Shah, established Makerz. A new collection called "Malaylah!" has designs based on old Malay proverbs. The three distinct designs in the collection, each with a proverbial aspect, highlight the brand's commitment to bringing cultural wisdom into modern fashion and embody the phrase "Langkah Penuh Kata." "Dimana bumi dipijak, disitu langit dijunjung," the first design, is powerful embodiment of respect and appreciation for one's surroundings. The sneaker graphically captures the spirit of this proverb by highlighting the earth's and sky's interdependence and promoting harmony and unity. "Bersatu teguh, bercerai roboh," the second design, illustrates the strength that results from cooperation and togetherness. Makerz's meticulously designed sneaker design embodies the proverb's message of unity and perseverance, providing wearers with a poignant reminder of the value of sticking together when faced with adversity. The final design, "Alah membeli, menang memakai," captures the notion that prudent financial decisions result in significant gains. This aphorism is cleverly incorporated by Makerz into an eye-catching sneaker, inspiring people to pursue their goals with consideration and to enjoy the fruits of their decisions.



Langkah Penuh Kata

Graphic Design & Digital Media



"Malaylah" cleverly combines complex doodle design components with typography that features Malay proverbs, alluding to the rich cultural legacy of Malaysia. The collection offers a distinctive and visually striking aesthetic that honors Malaysia's linguistic and cultural heritage through a smooth fusion of history and contemporary. In addition to giving the sneakers a unique look, the typography's incorporation of Malay proverbs represents the brand's dedication to conserving and promoting the nation's cultural identity. Malaylah's attractiveness is further enhanced by Kasut Makerz's choice to use doodle design elements, which results in a visually lively and contemporary look. The doodle drawings exhibit a tasteful fusion of modern artistry and heritage, drawing inspiration from a variety of facets of Malaysian society. In summary, Makerz's creative approach to fusing ethnic components into modern clothing offers customers a platform for celebrating and connecting with their history in addition to footwear. The Malaylah collection adds something special and significant to the sneaker fashion industry, demonstrating Makerz's dedication to both style and cultural storytelling. The brand's dedication to both innovation and respect for culture. The collection is a sign of Malaysia's rich cultural diversity in addition to providing a fashionable and cozy footwear option.





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