



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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GRAPHIC

MEDIA DIGITAL





ALISSA BINTI MOHD NIZAM
2021436304
KCAAD1115A
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title
FinFriends

Project Description
Store That Sells A Variety of Fish
and Aquarium Needs

Tagline
Fin-tastic Fish For All!

Design Advisor :

Mdm. Nurul Atikah Adnan
Sir Abdullah Kula Ismail
Sir Syafiq Abd Samat
Dr. Shafilla Subri

Abstract

Aqua Nation, a Shah Alam-based aquarium retail store in Malaysia, currently grapples with design and identity issues manifesting in its plain logo, incomplete corporate items, and a basic, cramped store interior. This essay presents a comprehensive redesign proposal aimed at addressing these challenges. The initiative encompasses the creation of a more captivating logo, the design of cohesive corporate items, and the transformation of the store's interior to enhance both aesthetic appeal and operational efficiency. Furthermore, this proposal introduces a rebranding strategy, suggesting a change in the company's name to "FinFriends" along with the development of corresponding promotional posters. To amplify the reach of the rebranded image, a multi-platform advertising approach is recommended. This includes the strategic placement of print ads in banners, acrylic posters, and social media channels, as well as in subway locations.

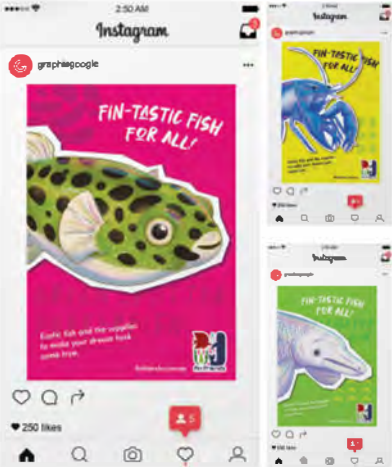


Graphic & Digital Media



Graphic & Digital Media

Through these diverse mediums, the aim is to cultivate a stronger market presence for FinFriends. Anticipating the positive impact of these design enhancements and rebranding efforts, the objective is to attract a broader consumer base across Malaysia. By positioning FinFriends as a distinctive and appealing destination for aquarium-related products and services, the hope is to foster a dedicated following and establish the brand as a key player in the market. This holistic approach seeks to not only address the immediate design deficiencies but also position the business for sustained growth and recognition in the competitive aquarium retail landscape.





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