



**CCA 2024**  
**Unleashing Your  
Visual Creativity**

# VISUAL ABSTRACT BOOK

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



CCA 2024  
Unleashing Your  
Visual Creativity

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MINDAREKA DESIGN SHOW CCA

15  
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2024

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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







ALMA SAFHIA BINTI SAIFUL AZHAR  
2021888382  
KCAAD111 5A  
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)

donna

**Project Title**  
Donna

**Project Description**  
Ice Cream Yogurt

**Tagline**  
It's Cool When It's Green

**Design Advisor :**

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



Graphic & Digital Media

**Abstract**

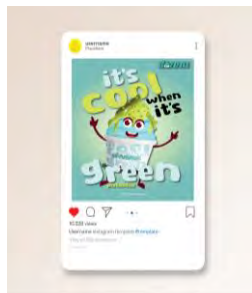
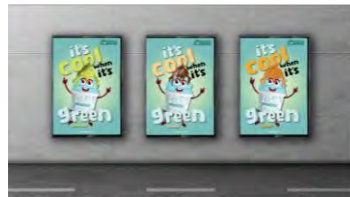
This abstract explores the difficulties that Donna, a made-up person, encounters in the business world. Donna's difficulties are typical of the many problems that workers in modern businesses face. The main issues include inadequate work-life balance, low employee engagement, and ineffective communication. This abstract offers businesses a comprehensive strategy to address these issues, emphasising the improvement of organizational culture and worker well-being.

The recommended course of action entails putting strategic objectives into action, like encouraging open lines of communication, creating creative work cultures, and placing a high priority on employee mental health. The design methodology strives to establish a more welcoming and encouraging work environment by utilising cutting-edge management strategies and contemporary technologies. Through the utilisation of employee feedback, frequent survey administration, and the implementation of flexible work policies, organisations can customise their approaches to suit the distinct requirements of their labour force.





## Graphic & Digital Media



To disseminate these ideas, a targeted poster advertising campaign is recommended. Strategic placement in communal areas within corporate settings, along with digital platforms, can effectively communicate the proposed changes. The visual appeal of the posters will grab the attention of employees, sparking interest in the proposed solutions and encouraging a collective effort towards a healthier work environment.

In conclusion, the abstract advocates for a holistic approach to address corporate challenges, emphasizing the importance of employee well-being and efficient communication. By implementing the proposed strategies, companies can create a more positive and productive work culture, ultimately benefiting both employees and the organization as a whole.



# VISUAL

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