



**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

# VISUAL ABSTRACT BOOK

MINDAREKA DESIGN SHOW CCA

15  
FEBRUARY  
2024

# 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 Aziz (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 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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**Co-Editor :** Faryna Mohd Khalis (Dr), Fadila Mohd Yusof, Zaidi Yusoff, Syahrini Shawalludin, Normaziana Hassan, Syafiq Abdul Samat, Juaini Jamaludin, Abdullah Kula Ismail, Suhaiza Hanim Suroya, Mohamad Hazmi Shoroin, Mohd Zambri Azizan,

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Malaysia.



# GRAPHIC

## MEDIA DIGITAL





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## Graphic & Digital Media



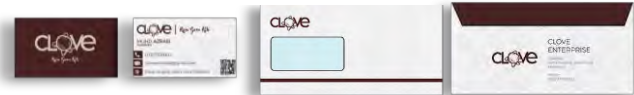
**Project Title**  
Clove

**Company Description**  
Restoran Masakan Asli  
Terengganu

**Tagline**  
Rasa Ganu Kite

### Design Advisor :

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



### Abstract

This project explores Clove's journey of redesign and transformation. This company was established in late 2019, right before COVID-19 started. The owner of this company is Muhammad Izzat, and it is based on a family business. The tagline used is "Rasa Ganu Kite," which gives off the vibe of Terengganu culture. The main products in this company are Nasi Dagang (specialty), Nasi Minyak, and Pulut Kuning, with a variety of choices such as Ayam Masak Merah, Rendang Daging, Gulai, and many more. It all started in 2019. At that time, the Clove Company only accepted online delivery food service or catering since the company at that time did not have a physical store yet. After getting a lot of recognition and positive reviews, the Clove Company started to open a physical restaurant located in Putra Heights, Selangor, in July 2023. The reason I chose this company as my go-to redesign company is because they lack design advertising and creativity in their logo and banner. When I take a first look at this company, I can feel the theme it gave me, which is like a traditional Terengganu culture combined with some modern feel to it, and with that, I have lots of ideas to redesign this company.





# Graphic & Digital Media

My suggestion to solve the issue in this company in terms of design is that when I redesign this company, I need to make sure to always maintain the theme, such as graphic elements and characteristics of Terengganu's culture and modern feel so that it gives continuity to every design I make for this company. The method I used when redesigning this company was image manipulation for the 3 series, which combines both illustrations for the typography and the real image of the product. For the TVC (TikTok), I used the motion graphic method. All the designs I made will be applied to billboards, signboards (both indoor and outdoor), social media, and livery on trucks. In conclusion, this Clove Café targets all types of customers, but this Clove Café is suitable for those who want to bring their kids since it has a desert and for workers during lunch hours since the price is affordable and it still maintains its taste quality





# VISUAL

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