



CCA 2024
**Unleashing Your
Visual Creativity**

VISUAL ABSTRACT BOOK

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



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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





BATRISYIA BINTI ABDUL MANAF
2021281304
KCAAD111_5A
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)

Begayah

Graphic & Digital Media

Project Title
Begayah

Project Description
Homemade Batik Handbag

Tagline
Carry With Style

Design Advisor :

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

Abstract

Begayah is a sewing workshop that sells traditional batik bags for young men and women as well as a variety of traditional clothing, including bridal costumes. The workshop's head, Rogayah binti Hashim, has been running it since its founding in Kuala Terengganu, Malaysia, in 1998. Begayah produced a large number of traditional batik bags using her own sewing abilities; she didn't rely on technology as much as they do now, but the workshop still uses years of knowledge and their own sweat and hard work to produce high-quality clothing and bags. Donating batik bags and dressing traditionally could raise awareness of Terengganu's customs and culture. Begayah was able to establish a complete tradition in the form of a bag because there weren't many companies offering batik bags. This way, visitors who have visited Terengganu may be drawn to them and be able to buy them as keepsakes.



Graphic & Digital Media



The biggest disadvantage is using unsightly advertising that only includes a picture and no information about the goods. Moreover, the company only keeps up a Facebook page; it doesn't have any other social media accounts or websites that provide adequate details about the product and company. I have to create a new identity for the customer in order to give the audience and buyers additional information. I will also create them a new website with additional ideas and tools. After that, instead of just using some text that seems random, I will create a more representative logo that represents the real goods the company sells. To advertise the new product I am designing, I also have to make merchandise, a new staff uniform, a car livery, and other things. I will then redesign print ads, posters, banners, and more—especially for online platforms. Lastly, and perhaps most crucially, I will make some recommendations for a brand-new advertising campaign to launch it.



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