



**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.

Copyright 2024 College of Creative Arts,  
Universiti Teknologi MARA Kedah Branch.

**Copyright@** is held by the owners/authors. The Visual Abstract e-Book is published in All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form of any means electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher or author.

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.



**Publisher**

College of Creative Arts,  
Universiti Teknologi MARA Kedah Branch,  
08400 Merbok Kedah,  
Malaysia.

Copyright 2024 College of Creative Arts,  
Universiti Teknologi MARA Kedah Branch.

**Copyright@** is held by the owners/authors. The e-Bulletin RMU4U is published in All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form of any means electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher or author.

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, Ayn Muhammad Aiman Afiq Mohd Noor, Abu Hanifa Ab.Hamid, Wan Noor Faaizah Wan Omar (Dr) Ahmad Fazlan Ahmad Zamri, Zaidi Yusoff, Mohd Taufik Zulkefli, Prof Madya Dr Azhari Md Hashim, Hasnul Azwan Bin Azizan (Dr)

**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,

**Design & Layout Editor:** Abdullah Kula Ismail, Shafilla Subri (Dr), Mohd Hamidi Adha Mohd Amin.

**Languages Editor** : TS Normaziana Hasan & Juaini Jamaludin.

MINDAREKA CCA 2024 : Visual Abstract Book.  
E-ISSN :

**Printed By :**

Perpustakaan Sultan Badlishah,  
Universiti Teknologi MARA Kedah Branch,  
08400 Merbok, Kedah,  
Malaysia.



# GRAPHIC

## MEDIA DIGITAL







NUR FARHA ALIYAH BINTI MUHAMMAD FAZNI  
2021807972  
KCAAD111 5A  
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



**Project Title**  
Sambal Krispi

**Project Description**  
Sambal Kering Dengan  
3 Perisa

**Tagline**  
"Bersamamu Selalu"

Design Advisor :

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

## Abstract

Sambal Garing Che' Nor, established in 2015 under the guidance of Noraida Aznita Azizan, founder of Sambal Garing Che' Nor. This company is originated in No.36A, Lot 529, Jalan 2C, Kampung Baru Subang, Shah Alam, Malaysia and it is an industrial company that sells various types of sambal with the main concept of Ready-To-Eat product. The hope for that concept is to have people eat in an easier and faster way with sambal garing Che'Nor thus will bring and eat the sambal everywhere. The product is for everyone who love to eat hot & spicy flavours and can bring it everywhere even around the globe. Also, this product was well-known, and this product have sell a tone in overseas. However, this product did not have an element that represent the brand. So, I decided to rebrand and create a proper logo that is more suitable with the brand including the packaging, uniform, livery, merchandise items, promotional media and website. And after the rebranding process, I have decided to rebrand it as 'Sambal Krispi'. All the work and effort has to be done to enhance the brand identity, improving user experience, staying competitive in the market, adapting to changing consumer needs, or streamlining internal processes for greater efficiency.

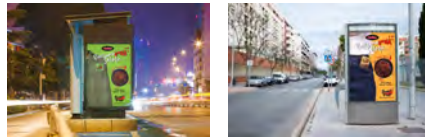
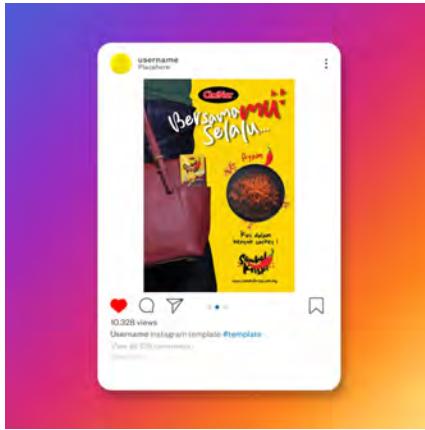
## Graphic Design





## Graphic Design

Ultimately, the goal is to revitalize and strengthen the company's overall performance and relevance in a dynamic business landscape. At the same time, a multi-platform advertising approach is used such as placement of print ads in banners, signage and website development, as well as in subway locations. Through these diverse mediums, the aim is to cultivate a stronger market presence for Sambal Krispi and grabbing the attention of the kids, teenagers, adult of all kinds who loves to eat "Sambal" and hot & spicy flavour. In conclusion, design enhancement and rebranding efforts play a pivotal role in revitalizing the Sambal Garing Che' Nor company's image, fostering with customers engagement, and adapting to evolving market dynamics. By embracing with modern aesthetics, and aligning with the modern trends, a company can position itself for sustained success, staying relevant and appealing to its target audience in an ever-changing business landscape.





# VISUAL

## ABSTRACT BOOK

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