



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





HAJAR BINTI ABDUL GHANI
202122896
KCAAD111 5A
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



Product Title
Bubu and Maya

Product Description
Batik Pots

Tagline
Bloom plants with Style.

Design Advisor :

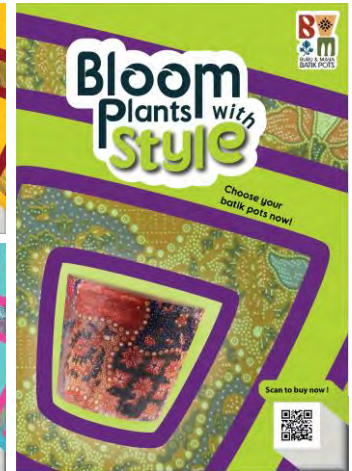
MADAM. NURULATIKAH ADNAN
SIR .ABDULLAH KULA ISMAIL
SIR. SYAFIQ ABD SAMAT
DR. SHAFILLAH SUBRI

Abstract

Bubu and Maya was started in 2021 as a small business from home and based in Kuala Lumpur, Malaysia. In 2021, it got underway. The target audience's psychographic is those who enjoy planting trees, while their demographic is older, adult women. It sells products mixed with batik cloth, but due to strong client demand, batik pots are given greater attention. They have high-quality clay pots made of red clay that are available. It can also provide plants with a balanced temperature. It has been brought to our attention that there is a problem with their logo, which does not show that they sell batik pots. Additionally, their website, packaging, and information on social media are all outdated. Another issue is the lack of an official store. It may negatively affect business since customers will know less about the goods



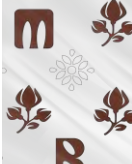
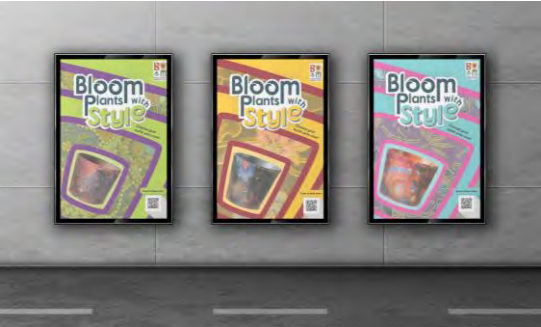
Graphic & Digital Media



Graphic & Digital Media



The project is updating the logo to a more appropriate version that combines an eye-catching colour scheme with a combination logo type. Additionally, include a description and an image of the product. To increase safety, a box was employed in the packaging. The website has switched to a UX design strategy, which focuses on creating a visually appealing and user-friendly product experience. Additionally, the ad series uses movement to correspond with the product's motto, "Bloom plant with Style." Additionally, it was promoted via a variety of platforms, including social media posts, subway ads, and billboards. Adding goods to draw in more customers. This action will have a beneficial effect on increasing business success.





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