



CCA 2024
**Unleashing Your
Visual Creativity**

VISUAL ABSTRACT BOOK

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



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Visual Creativity

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MINDAREKA DESIGN SHOW CCA

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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

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2021661614
KCAAD111 5A
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



Graphic & Digital Media

Project Title
 Cakekiut

Project Description
 Small Cake with Cute Decoration

Tagline
 As U Wish

Design Advisor :

Mdm. Nurul Atikah Adnan
 Sir. Abdullah Kula Ismail
 Sir. Syafiq Abd Samat
 Dr. Shafilla Subri

Abstract

Akihen.cakes, a prominent cake shop founded by Siti Fairuz Binti Zulkefly in Sungai Petani, Kedah, offers a delectable array of cakes, specializing in Birthday, Wedding, and Anniversary cakes. Despite the exquisite craftsmanship in confectionery, the existing logo failed to effectively communicate the essence of a cake shop. Addressing this design challenge, I undertook a comprehensive rebranding initiative for Akihen.cakes. The key solution involved crafting a new and vibrant logo that resonates with the core identity of a cake shop. The revitalized logo seamlessly captures the spirit of celebration and indulgence, aligning perfectly with the diverse range of cakes offered.



Graphic & Digital Media



Additionally, I extended the rebranding efforts to encompass an appealing website design and a cohesive brand identity. The transformation continued with the integration of live-action elements into a series of advertising merchandise, supporting marketing tools, and a captivating video commercial. This dynamic approach not only rejuvenated the visual appeal but also created a compelling narrative around Akihen.cakes. In conclusion, the rebranding efforts are poised to attract a broader customer base by representing Akihen.cakes with a fresh and contemporary identity. The infusion of a new logo, engaging website, and a vibrant brand identity, combined with a multimedia advertising campaign, positions Akihen.cakes for increased visibility and success in the competitive market. This revitalized concept is set to resonate with the target audience, fostering brand loyalty and driving business growth for Akihen.cakes.



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