



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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Publisher

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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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The image displays a collection of 16 creative posters arranged in a 4x4 grid. Each poster is a unique piece of graphic design for a different product. The products include skin care items like 'Revitalize Skin Naturally' and 'NATOLEAF', food and beverage items like 'Aroma Klasik Baru', 'Merak Putih', 'Heroes Eat Veggiest', 'Bloom Plants with Style', 'Lapisan Sarawak', and 'Carry with Style'. The posters use a variety of styles, from realistic product shots to stylized illustrations, typography, and character designs. Some posters include dates like 'JANUARI 2023' and 'JULAI 2023'. The overall theme is creative and artistic, showcasing different ways to present a product.



LUQMANUL HAKIM BIN AHMAD SHAMSURI

2021488938

KCAAD111 5A

DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title
dfrado

Project Description
ABC Frappe

Tagline
Have an Ice day

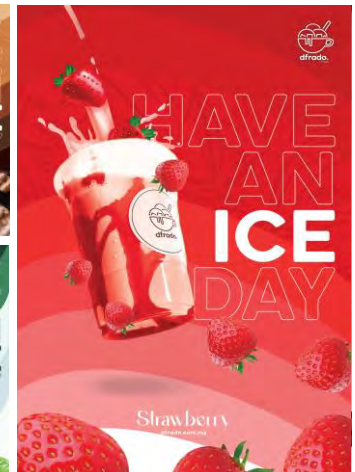
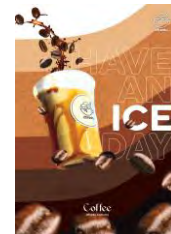
Design Advisor :

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

Abstract

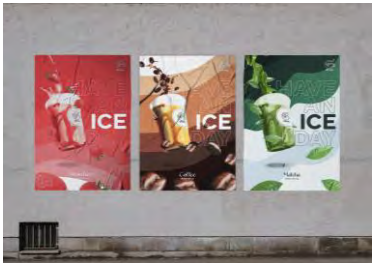
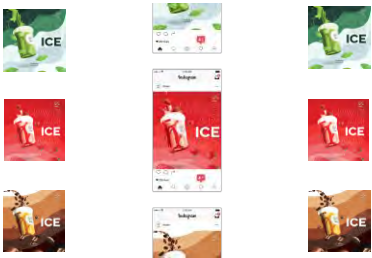
Dfrado is a drink stand founded in 2003 by Mohd Aidil and located at Medan Selera Seksyen 2, 40000 Shah Alam, Selangor. Its signature product is ABC. Fradoo ABC's noteworthy presence in Shah Alam's vibrant culinary scene can be attributed to its association with distinctive and refreshing beverages over time. The lack of a distinguishing sign in Dfrado's emblem is the main problem with its branding approach. I offer a thorough fix to address issue and increase the brand's attractiveness. A well-known symbol, like the ABC insignia, might be used into the logo to improve Dfrado's visual identity and promote a distinct relationship with the stand. In addition, I advise rethinking the brand name in favor of a catchier, more memorable, and succinct phrase to project a sleek, contemporary image that appeals to modern consumers.

Graphic & Digital Media



Graphic & Digital Media

This comprehensive strategy aims to reinforce Dfrado's market position and revitalize its brand presence. In summary, the suggested enhancements for Dfrado are purposefully designed to present the company as a cutting-edge and alluring option, aiming to grow its clientele. Dfrado can differentiate itself in a crowded market by adopting a contemporary logo, a modified brand name, and a style change. These adjustments are intended to boost customer loyalty and engagement by bringing the brand into line with contemporary trends. In addition to filling the current branding deficiencies, this comprehensive strategy revamp aims to take Dfrado to new heights in terms of consumer appeal and financial success.





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