



**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

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MINDAREKA DESIGN SHOW CCA

15  
FEBRUARY  
2024

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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





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

# LAPISAN SARAWAK

**Project Title**  
Lapisan Sarawak

**Product Description**  
Sarawak Layer Cake

**Tagline**  
Lapisan Luar Biasa

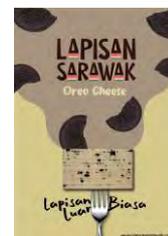
### Design Advisor :

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

### Abstract

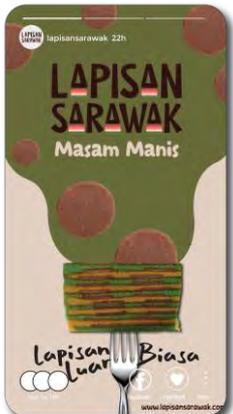
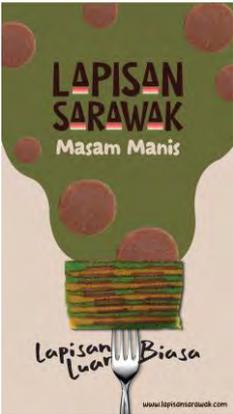
Lapisan Sarawak, a bakery in Taiping, Perak, was founded in 2011 by Nur Athirah with a focus on Sarawak layer cakes. Even with the delicious flavours of Oreo Cheese, Chocolate Mint, and Masam Manis, the company faced a big design hurdle. not having a suitable stall and branding. A thorough plan was developed in response to revitalise the brand. The intervention began with the design of a unique logo, a cornerstone image that embodies Lapisan Sarawak. The rebuilt stall improved the physical presence of the product by striking a balance between practicality and aesthetics. This resulted in a visible representation of the revived brand identity. A fascinating video commercial and a series of eye-catching advertisements were created to increase the brand's reach. The new logo inspired illustrated components that were effortlessly incorporated across a variety of media platforms to create a unified story.

## Graphic & Digital Media



# Graphic & Digital Media

The goal of this multi-media approach was to draw in both current and new clients by introducing them to the world of Lapisan Sarawak. In conclusion, the redesigned brand is ready to attract a new clientele thanks to its novel approach. The creative design strategy, which includes the stall, brand identity, and logo, establishes Lapisan Sarawak as a unique competitor in the industry. It is expected that this strategic makeover would appeal to both the current clientele and a larger audience, guaranteeing long-term growth and increased client involvement.





# VISUAL

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