



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

College of Creative Arts,
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





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2021832988
KCAAD111 5B

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

NATULEAF

Project Title
Natuleaf

Project Description
Handsoap for Sensitive Skin

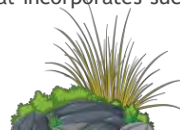
Tagline
Revitalise Skin Naturally

Design Advisor :
Dr. Shafilla Subri
Dr. Faryna Mohd Khalis



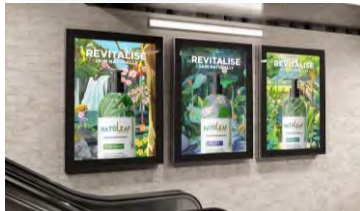
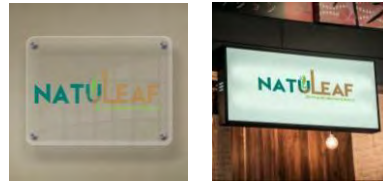
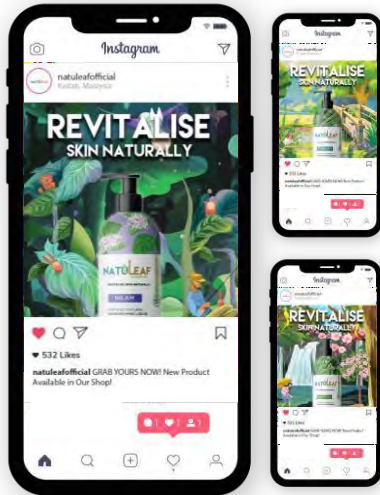
Abstract

This project delves into the transformative journey of Natuleaf, the founder and owner of a local handmade hand soap established in April 2021 by Li Yuen. Originally conceived as a side income source, Natuleaf has evolved into handmade products that are both natural and skin-loving. Our formulations embrace the goodness of nature to nurture your skin, making them for sensitive skin. "Natuleaf" brings you a rich variety of choices. The products are diverse and made of nature, with a carefully curated collection. Combination "Natuleaf", featuring a delicate intertwining of a hand and a leaf, symbolizes the harmony between nature and care. The hand cradles the leaf, embodying a touch of natural elegance and nurturing essence while aligning with the leaf theme. The tagline, "Revitalise Skin Naturally", underscores the homemade quality, premium ingredients, and affordability, appealing to a broad audience starting in April 2021, with a specific emphasis on the northern region of Malaysia. Highlighting the purity and affordability of hand soap for sensitive skin, Natuleaf introduces three additional choices: Pandan, Serai Wangi, and Nilam, each named based on a leaf that incorporates such natural elements



Graphic & Digital Media

The redesign initiative aims to enhance the brand's visibility by creating a more captivating logo and revamped packaging inspired by nature. Despite the initial emphasis on accessibility, the focus now shifts towards creating a visually compelling identity to better attract public attention. The proposed designs, rooted in a well-received natural concept, seamlessly extend across various platforms, including advertisements, television commercials, product items, websites, and stall designs. This holistic approach ensures a consistent and engaging brand experience for the local population. Influenced by doodle illustrations from Pinterest boards, the new branding positions Natuleaf as a brand for sensitive skin. The conclusion is that Natuleaf's narrative unfolds as an evolution inspired by nature, crafting products made from leaves known for their benefits to sensitive skin and commitment to quality, affordability, and soothing comfort for sensitive skin.





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