



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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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





AMNA AZZHRA BINTI ADI SATRIA
2021861128
KCAAD111 5B
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title
Ian & Nova
Great Adventure

Project Description
2D Animation

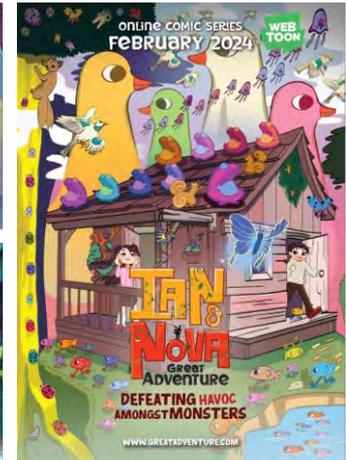
Tagline
Defeating Havoc
Amongst Monsters

Design Advisor :
Dr. Shafilla Subri
Dr. Faryna Mohd Khalis
Mdm. Suhaiza Hanim Suroya

Abstract

This project draws its inspiration from the delightful world of Komik Kidal, an endearing 4-panel local comic strip created by Che Muhammad Firdaus Bin Che Muhammad Azmi in 2018. Known for its humorous narratives shared on social media platforms like Instagram and Facebook, Komik Kidal's cute and simplistic art style serves as the fundamental muse for this animation project. Embracing the charm of Komik Kidal's art, this animation ventures into the realm of superheroes within the fantasy genre, blending adorable character designs with an engaging storyline. Geared towards audiences aged 13 and above, the animation aims to capture the essence of lightheartedness while embarking on thrilling adventures with Ian and Nova, the protagonists. The animation project with its essence of whimsy and heroism, featuring compelling storytelling and visuals that resonate with Komik Kidal's signature style. It aims to captivate audiences with its colorful, cute illustrations while providing an entertaining and captivating narrative. To ensure widespread visibility and engagement, various promotional strategies will be employed. This includes leveraging platforms such as websites, posters, and teasers specifically tailored to entice potential viewers interested in charming and adventurous animated content. Hence, this animation is further elevated with the use of three series of ads.

Graphic & Digital Media



Graphic & Digital Media



The first series of ads showcases about the panic that ensues the protagonists when animals evolved into mutants and possess jarring traits while showing aggressions towards them. In the second series, the protagonists are running away from the mutants. In the third series, they finally stumbled upon the root of all the problems and fight the final boss, with the superpowers they had gained along the way there. Corporate items, including livery, uniforms, and merchandise are designed to reflect the adventurous concept. Print ads encompass a series of ads and five supporting marketing tools such as billboards, subway posters and outdoor posters. Digital design elements covers the website, exhibitions, and Youtube commercials. All in all, 'Jan and Nova's Great Adventure' aspires to enchant audiences with its delightful blend of humor, fantasy, and adorable character designs, paying homage to the beloved spirit of Komik Kidal while crafting a unique and captivating animated experience for viewers of all ages.





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