



**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

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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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 2021203792  
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 DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN AND DIGITAL MEDIA)



Project Title  
 BALBUK HAUS

Company Description  
 CAFE WITH MOUNTAIN VIEW

Tagline  
 RASA DI SEBALIK ANCALA

**Design Advisor :**

Dr. Shafilla Subri  
 Dr. Faryna Mohd Khalis  
 Mdm. Suhaiza Hanim Suroya

**Graphic & Digital Media**

**Corporate Item**



**Abstract**

Established in 2019 by Ahmad Soffi Bin Abdul Manah, BALBUK HAUS initially started as a regular café serving traditional cuisine. Over time, it transformed into a unique café offering a picturesque view due to its strategically located position, drawing visitors seeking a distinctive experience. The café's unique selling proposition revolves around the challenge of savoring delicious food while relishing the breathtaking backdrop of the nearby hill. The phrase 'RASA DISEBALIK ANCALA' signifies that the café's allure lies not only in its exceptional menu but in its captivating location, capturing the attention of a wide audience. The term 'Ancala' within the tagline refers to the ancient Malay word for hill or mountain. My primary focus is on enabling everyone to relish the traditional dishes served by the café, such as porridge, lempeng, and keropok lekor—my top preferences—alongside the changing landscapes throughout the day. These range from the blueness of the morning, the verdant hues at midday, to the crimson beauty during sunset.





## Graphic & Digital Media

The decision to rebrand this company stemmed from a lack of awareness about its unique location and the café situated within it. Insufficient social media activity contributed to this obscurity. To address this, a website was developed to showcase the café's ambiance, offerings, and allow for reservations due to limited seating. Additionally, commercial advertisements were strategically placed on TikTok, considering its widespread popularity, to expand outreach and attract a broader audience. The name "Balbuk Haus" originates from the village of Balbuk, where the café is nestled. "Balbuk" translates to "back of the hill" in the local dialect, while "haus" means thirst. This unique name amalgamates these meanings, symbolizing both the café's geographical location and the essence of yearning or thirst, culminating in the distinctive and meaningful identity of "Balbuk Haus." In conclusion, I chose "Balbuk Haus" for its meaningful name, aiming to evoke the serene sensation I experience—an essence of tranquility that accompanies enjoying food amidst the picturesque landscape behind Chuping Hill. This choice also serves to showcase the allure of remote regions in Malaysia, highlighting their inherent charm and unique appeal, disproving any preconceived notions about their lack of intrigue.





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