



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



Project Title
Bujang Escape

Project Description
2D Animation

Tagline
The Untold Story Of Lembah Bujang

Design Advisor :

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

Abstract

Wan Animation, an animation studio founded in 2016 by Muhammad Ridzuan Bin Ahmad, is the focus of this project as it undergoes a transformation. Known for its YouTube animations on local and daily life, the studio, situated at 140B Jalan Masjid Raja, Chendering, Terengganu, Malaysia, lacks textual content and a distinct logo, relying solely on characters. To enhance its appeal, Wan Animation seeks to create a new logo for a fresh narrative. Recognizing the current monotony and the absence of animated films in its portfolio, the proposal advocates for the introduction of a new adventure genre. This entails the creation of a novel animated film named "Bujang Escape," recounting the adventure in Lembah Bujang, Kedah, Malaysia. The logo design for Bujang Escape integrates elements like a compass, leaves, an adventurer's hat, and cracks in the word "Bujang," aligning with the adventurous theme. The slogan, "The Untold Story of Lembah Bujang," accentuates the undisclosed narratives in Lembah Bujang. Encompassing three locations within Lembah Bujang—temples, the ancient kingdom of Kedah, and the waterfall wall—the animation unfolds three distinct stories, introducing characters Andy, Yazmin, and Oyen, along with the antagonist Egos.



Andy



Yazmin



Oyen

Graphic & Digital Media



Graphic & Digital Media

Targeting a diverse audience of teenagers, adults, males, and females, Bujang Escape focuses on creating engaging animations and logos. Embracing a natural design concept popular on Pinterest, the rebrand positions Bujang Escape as a formidable player in the animation market. In summary, the abstract narrative of Bujang Escape aims to share the untold stories and history of Lembah Bujang, captivating the interest of the community, particularly the youth, through diverse mediums such as advertisements, TV ads, applications, and websites.





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