



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





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



Graphic & Digital Media

Project Title
 Malaya Quest

Project Description
 2D Pixel Game

Tagline
 Unveil The Secret Of Malaysia

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



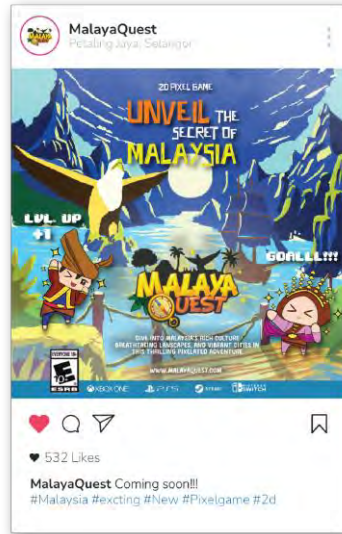
Abstract

This abstract provides an overview of Weyrdworks an award winning game development studio pioneering enterprise established in 2016 by Shawn Beck & JT Yean. Located in Petaling Jaya, Selangor. Weyrdwork has swiftly evolved into a leading entity in gaming development industries in Malaysia. The company's primary focus remains on creating fun games, renowned for their tagline "games are made for gamers, by gamers". It exemplifies the company's commitment to quality, innovation, and customer satisfaction, cementing Weyrdwork's position as a frontrunner in the market. For my final year project, with their permission to use the company name, I will create a game called Malaya Quest. It is a 2D pixel game that being create to elevate local malay tradition to a new type of platform because there was never a game like this before. The game is a vibrant and culturally rich exploration that invites players to embark on an adventurous odyssey through the diverse landscapes of Malaysia.



Graphic & Digital Media

The issue that I have stumble upon was it difficult to create a clear sense of progression or direction for the player and also the layout and the structure of the game must be carefully consider. As for the solution, the game world must have multiple path and hidden areas to encourage exploration. I will also use authentic audio and visual and create a clear sense of progression. As for the conclusion Malaya Quest narrative to evolution, blending tradition with innovation to establish itself as the first video game about Traditional Malaysia and will attract people outside Malaysia to play and understand Malaysia tradition.





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