



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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Project Title
Kirana Lens

Project Description
Soft Contact Lens

Tagline
Seindah Warna
Pandangan Sempurna

Design Advisor :

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

Abstract

This study summarizes the new design and rebranding of Kirana Lens, a product that Manja Rose owns and was rebranded from Sutera Lens. Bangi, Selangor, saw its establishment in 2019. The main issue was that the packaging and logo did not represent the core of a contact lens product, which was a disconnect. As a result, a thorough redesign project was started to bring the packaging and logo into line with the brand's identity. The updated package and logo were painstakingly created to emphasize the three main qualities of contact lenses: beauty, brightness, and clarity. The goal of this design was to create a visual identity that accurately reflected the product. By showcasing its eye-catching color scheme, the new slogan "Seindah Warna, Pandangan Sempurna" better captured the spirit of Kirana Lens. A set of grayscale advertisements was created with the purpose of enhancing the overall marketing strategy through the smart use of selective colorization. The visual impact aimed to highlight the variety and striking color options provided by Kirana Lens, which is designed for women and teenagers. Kirana Lens unveils three stunning new colors, which are Kencana (brown), Nilangsuka (cyan), and Nilakandi (blue). The majority of the elements in the design have a grayscale theme, and color is only sparingly incorporated into the eyes and select designs. Every shade is designed to go well with a variety of personalities and styles, giving wearers a wide range of stylish options



Graphic & Digital Media



Graphic & Digital Media



.This abstract sheds light on the tactical choices and artistic interpretations that drove the branding campaign and made Kirana Lens a product that is instantly recognizable as being exquisitely designed. By addressing issues with visual representation, the all-encompassing strategy established Kirana Lens as a strong option in the highly competitive contact lens market. This idea of contrast is applied to print advertisements, digital graphics, and business products, guaranteeing consistency across multiple channels. Corporate apparel, uniforms, and merchandising, among other things, are made to embody the contrast and emphasize idea. Print advertisements comprise five auxiliary marketing techniques in addition to the main advertisements, which include magazine ads, billboards, outdoor banners, and subway posters. The website, exhibits, and TV ads are all covered by digital design components. In conclusion, the redesigned Kirana Lens revitalizes the long-standing Sutera Lens brand with its eye-catching color and cozy soft contact lenses.





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