



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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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





SYAZA QURRATULAINI BINTI ISBULLAH

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KCAAD111 5B

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



Project Title

Harum Desa

Project Description

Wax Melt Candle

Tagline

Aroma Pesona Jiwa

Design Advisor :

Dr. Shafilla Subri

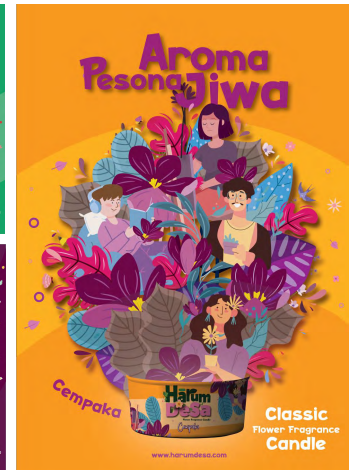
Dr. Faryna Mohd Khalis

Mdm. Suhaiza Hanim Suroya

Abstract

The goal of this study is to redesign the brand for products that use wax melts. This product creates a wax melt candle with a symphony of fragrances inspired by traditional flowers. Zheo Lab Artisan Fragrance established Zheo Lab, a creative rebranding of regional goods, in November 2017. Harum Desa is located in Bangi, Selangor. To better represent the wax melt candle product, Harum Desa replaced Zheo Lab as the new design branding name. The lack of a specific name for the product presents a design problem. Additionally, the logo design is unattractive and basic. The Harum Desa logo combines leaves, flowers, and text to create a visually appealing and memorable brand. The color green represents the word Harum from "Harum Desa" that I utilize. This is so because the hue reflects the verdant village surroundings. The word "desa" incorporates the color pink. The hue denotes one of the floral scents and indicates that the product is derived from it. Adults 23 years of age and older are the target demographic. Harum Desa offers three varieties of traditional flower scents: Mawar, Kemboja, and Cempaka. One way to read the tagline "Aroma Pesona Jiwa" is as "Charm of Aromatic Spirit" or "Charm of Soul Fragrance."

Graphic & Digital Media



Graphic & Digital Media

This means that the product seeks to produce a compelling and sensual ambiance, with a focus on the emotional and spiritual experience linked to the smell. The well-thought-out design of this product offers a haven from the bustle of the city, fostering a cozy atmosphere at home. The intention is to infuse daily life with the calming and revitalizing aroma of the village. A sense of romance and elegance permeates the air as the scent of Mawar fills it. Kemboja's aroma is like a tropical symphony that transports one to a far-off place. With its lovely floral overtones, it takes you to a peaceful oasis where frangipani essence thrives in harmony with the peace of the natural world. Moreover, the scent of cempaka conjures up a mood that is conducive to inner harmony and unity. Using an intriguing idea, the suggested design unifies stall designs, websites, product items, TV commercials, ads, and product designs. Finally, I hope that Harum Desa's renamed wax melt candle will entice buyers to utilize it by offering a new scent.





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