



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





NOR ALIAH ATIQAH BINTI MUSTAFA
2021855036
KCAAD111 5C
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



Project Title: Meow Meow Pet Shop
Project Description: Selling Pet Supplies
Tagline: Your Ideal Place For Pet Supplies

Design Advisor:
EN MOHD SYAZRUL HAFIZI HUSIN
PN SUHAIZA HANIM SUROYA
DR SHAFILLA SUBRI

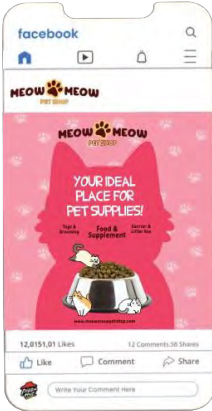


Abstract

The purpose of this project is to remodel the Meow Meow Pet Shop's logo. The store, which is situated on Jalan Permatang Pauh in Pulau Pinang, was started in 2021 by Nurul Itah Binti Ahmad. They sell a lot of pet goods, just like any other pet store, however the most of them are for cats. The store struggles to gain awareness and consumers because they don't have enough promotional activities. In addition, the fact that their logo merely features an image of a cat and doesn't reflect the identity of their company may be another problem with it. The goal of the logo redesign is to give the public a better memorable impression of the store by incorporating clear and distinct elements. Customers should be able to recognize the shop by the cat paw in the logo, and they should be able to recall the entire shop name. The shop's tagline, "Your Ideal Place For Cat Supplies," is also very clear about what it sells: food, accessories, grooming tools, shampoos, supplements, and a number of well-known brands.



Graphic & Digital Media



The design idea makes use of adorable drawings of cats as pets, since cuteness is always a factor. The idea of the cat doodles is still used in print advertisements, digital designs, and business products. The corporate items include uniforms, livery, merchandise, and stationery. A series of print advertisements are accompanied by five supplementary marketing tools, such as billboards, outdoor posters, social media posts, subway and bus stop posters. The three categories in which the series of advertisements is divided are "Food & Supplement," "Toys & Bed," and "Carrier & Litter Box." Each category has three distinct, eye-catching colors that help draw in viewers. Digital design includes items like websites, exhibitions, and video commercials. In conclusion, Meow Meow Pet Shop's redesigned logo will help open up additional space for the store and increase recognition among consumers.



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