



**CCA 2024**  
**Unleashing Your  
Visual Creativity**

# VISUAL ABSTRACT BOOK

COLLEGE OF CREATIVE ARTS  
UNIVERSITI TEKNOLOGI MARA (UiTM).CAWANGAN KEDAH



CCA 2024  
Unleashing Your  
Visual Creativity

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MINDAREKA DESIGN SHOW CCA

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2024

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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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2021203268  
KCAAD111 5C  
DIPLOMA IN ART AND DESIGN (GRAPHIC AND DIGITAL MEDIA )



## Graphic Design



**Project Title**  
Suka Suka Baking

**Product Description**  
Sweet And Delicious Cakes

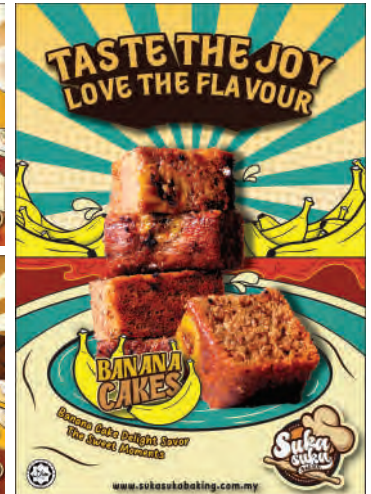
**Tagline**  
Taste The Joy, Love The Flavour

Design Advisor :  
En. Mohd Syazrul Hafizi Husin  
Pn. Suhaiza Hanim Suroya  
Dr. Shafilla Subri



### Abstract

The topic of this abstract is redesign. Suka Suka Baking, a vibrant business founded on March 8, 2018, is committed to bringing happiness through its delicious line of baked goods. Our company was founded with a passion for producing unique culinary experiences by Noor Marlia Yahya. Located in Suka Suka Baking, 164 Lorong Kemunting 1/10, 09000 Kulim, Kedah. In the neighborhood, Suka Suka Baking has swiftly grown to be a well-liked brand. The original purpose of creating this product was learning how to create cakes as a hobby. But as the cake takes longer to make, more people want to order the other kinds of cakes that are offered. This product has now developed into a successful industry unto itself and continues to this day. I selected this business because it lacks a corporate identity, a motto, and a representation of the product. We ran across a number of design flaws and issues in our quest for perfection, which put our dedication to providing premium baked goods in jeopardy. Maintaining consistency in the design, creating corporate branding, creating advertising posters, and using social media posed a significant challenge, particularly as we increased the scope of our product line. Functionality and vintage funky were two other challenges presented by the packaging design. I used a photo session and added some illustrations to my advertisement as part of the design process. Through the approach I use, I may get customers to learn about this business that sells sweet and delectable cake





## Graphic Design



We expanded our design concept to include supplementary marketing products like clothing, social media assets, and promotional materials since we recognized the importance of a consistent brand identity. Our goal was to give our audience a seamless and unforgettable brand experience by integrating these technologies with the same visual language seen on our product packaging. In conclusion, Suka Suka Baking has overcome obstacles in the design process and come out stronger and more polished. As we continue to grow, we will carry forward the lessons learned, ensuring that each bite of a Suka Suka treat is a delightful and memorable experience for our cherished customers.





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