



**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

# VISUAL ABSTRACT BOOK

MINDAREKA DESIGN SHOW CCA

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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)**



**Project Title**  
The Lova's

**Project Description**  
Homebake Pavlova

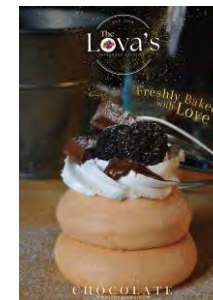
**Tagline**  
Freshly Baked with Love

### Design Advisor:

En. Mohd Shazrul Hafizi Husin  
Pn. Suhaiza Hanim Suroya  
Dr. Shafilla Subri

### Abstract

This research focuses on the redesign of "The Lova's," a pavlova shop in Permatang Pauh, Penang, founded in 2018 by Muhammad Fathullah Fahmi Bin Abd Razak. The Lova's distinguishes itself by offering a delicious pavlova with a diverse range of unique flavors uncommon in the market. It specializes in a variety of pavlovas, with a notable emphasis on its signature product, the flavorful pavlova. "Freshly Baked with Love" emphasizes the homemade quality, premium fresh ingredients, and meticulous care put into the baking process. Due to the challenges in incorporating other flavors into the meringue, pavlova is traditionally vanilla-flavored and adorned with fruits. The Lova's pavlova is distinguished by its commitment to creating flavored pavlovas in which the meringue is freshly baked and consumed on the same day to ensure an optimal taste experience. This dedication is reflected in The Lova's daily and fresh baking practices. The Lova's has introduced three new enticing flavors to meet rising demand: strawberry, chocolate, and pistachio. Each flavor is thoughtfully designed to appeal to people of all ages to cater to a diverse audience. Despite the brand's accessibility strengths, the initial logo and packaging design struggled to capture the public's attention.





## Graphic & Digital Media

As a result, The Lova's brand will be elevated through a captivating logo and revamped packaging inspired by familial events, establishing a connection with the essence of elegance. Advertisements, television commercials, product items, websites, and stall designs are all proposed designs. The Lova's new branding establishes the company as a formidable contender in the dessert industry, ready to compete on a global scale. A supporting graphic element representing the distinct flavor profile of pavlova reinforces this transformation. This evolution blends elegance and innovation, with an emphasis on quality and universal appeal. As a result, the company has risen to prominence in the competitive dessert landscape, capturing the hearts and taste buds of a global audience.





# VISUAL

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