



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

15
FEBRUARY
2024

Publisher

College of Creative Arts,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok Kedah, Malaysia.

Copyright 2024 College of Creative Arts,
Universiti Teknologi MARA Kedah Branch.

Copyright@ is held by the owners/authors. The Visual Abstract e-Book is published in All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form of any means electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher or author.

Perpustakaan Negara Malaysia

Cataloguing – in- Publication Data

Editor : Shafilla Subri (Dr), Mohd Hamidi Adha Mohd Amin, Asrol Hasan, Ahmad Fazlan Ahmad Zamri, Mohd Syazrul Hafizi Husin, Mohd Hamidi Adha Mohd Amin, Nurul Ayn Ahmad Sayuti (Dr), Wan Noor Faaizah Wan Omar (Dr), Muhamad Aiman Afiq Mohd Noor, Abu Hanifa Ab.Hamid, Ahmad Fazlan Ahmad Zamri, Zaidi Yusoff, Mohd Taufik Zulkefli, Prof Madya Dr Azhari Md Hashim, Hasnul Azwan Bin Aziz (Dr), Khaled Omar, & Muhammad Amin Syazani Helmi

Co-Editor : Faryna Mohd Khalis (Dr), Fadila Mohd Yusof, Syahrini Shawalludin, Syafiq Abdul Samat, Abdullah Kula Ismail, Suhaiza Hanim Suroya, Mohamad Hazmi Shoroin, Mohd Zambri Azizan, Mohamat Najib Mat Noor, Tunku Zahira Tunku Zamil, & Muhammad Danial Harith Zainol

Design & Layout Editor: Abdullah Kula Ismail, Shafilla Subri (Dr), Mohd Hamidi Adha Mohd Amin.

Language Editor : Ts. Normaziana Hassan & Juaini Jamaludin.

MINDAREKA CCA 2024 : Visual Abstract Book.
E-ISSN :

Printed By :
Perpustakaan Sultan Badlishah,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok, Kedah, Malaysia.



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.



Publisher

College of Creative Arts,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok Kedah,
Malaysia.

Copyright 2024 College of Creative Arts,
Universiti Teknologi MARA Kedah Branch.

Copyright@ is held by the owners/authors. The e-Bulletin RMU4U is published in All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form of any means electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher or author.

Perpustakaan Negara Malaysia

Cataloguing – in- Publication Data

Editor : Shafilla Subri (Dr), Mohd Hamidi Adha Mohd Amin, Asrol Hasan, Ahmad Fazlan Ahmad Zamri, Mohd Syazrul Hafizi Husin, Mohd Hamidi Adha Mohd Amin, Ayn Muhammad Aiman Afiq Mohd Noor, Abu Hanifa Ab.Hamid, Wan Noor Faaizah Wan Omar (Dr) Ahmad Fazlan Ahmad Zamri, Zaidi Yusoff, Mohd Taufik Zulkefli, Prof Madya Dr Azhari Md Hashim, Hasnul Azwan Bin Azizan (Dr)

Co-Editor : Faryna Mohd Khalis (Dr), Fadila Mohd Yusof, Zaidi Yusoff, Syahrini Shawalludin, Normaziana Hassan, Syafiq Abdul Samat, Juaini Jamaludin, Abdullah Kula Ismail, Suhaiza Hanim Suroya, Mohamad Hazmi Shoroin, Mohd Zambri Azizan,

Design & Layout Editor: Abdullah Kula Ismail, Shafilla Subri (Dr), Mohd Hamidi Adha Mohd Amin.

Languages Editor : TS Normaziana Hasan & Juaini Jamaludin.

MINDAREKA CCA 2024 : Visual Abstract Book.
E-ISSN :

Printed By :

Perpustakaan Sultan Badlishah,
Universiti Teknologi MARA Kedah Branch,
08400 Merbok, Kedah,
Malaysia.



GRAPHIC

MEDIA DIGITAL





NUR ZULAIKHA BINTI ZOLKEFLI
2021649794
KCAAD111 5C
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN & DIGITAL MEDIA)



Graphic & Digital Media

Project Title

Classy Lip

Project Description

Natural Lip Gloss Product

Tagline

Where Elegance Meet Shine

Design Advisor :

En Mohd Syazrul Hafizi Husin
 Pn Suhaiza Hanim Suroya
 Dr Shafilla Subri

Abstract

The goal of this study is to create a thorough makeover for Classy Lip, a home-based company that Siti Nur Hidayah Binti Mohd Yunus established in Seremban, Negeri Sembilan, on June 24, 2021. Classy Lip is a home-based company that specializes in creating handmade lip gloss items with an elegant and sophisticated look. The brand targets 18 to 35-year-olds who are fashion-conscious and wants to offer a high-end lip gloss experience that matches their clients' sophisticated lifestyles. The stylish and simple logo design reflects the brand's emphasis on craftsmanship and attention to detail. The rose gold, soft pink, peach, and cream color scheme of Classy Lip's packaging screams luxury. The shade name and ingredients are listed on every lip gloss label, demonstrating the brand's dedication to using only natural, premium components.



Graphic & Digital Media

Classy Lip effectively conveys its commitment to providing individualized and enjoyable customer experiences through its brand message. Additionally, in order to satisfy customers who care about the environment, the brand encourages eco-friendly packaging. One problem with the existing design is that there is no official name for the product, which makes it less appealing because the logo doesn't have a visually appealing symbol or icon. "Where Elegance Meets Shine" is a memorable phrase that goes along with this logo. The idea behind the logo is to keep the original while enhancing it with Adobe Illustrator by adding element lips to make the logo more visually appealing. The print ads comprise of three categories: strawberry, peach, and vanilla. These advertisements will appear on billboards, outdoor posters, social media, subways, and bus stops. Digital designs encompass things like websites, exhibitions, and video advertising. In conclusion, the new Classy Lip logo will revitalize the business and draw in more clients or recognition.





VISUAL

ABSTRACT BOOK

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