



2021 IDEAPHORIA

FACULTY OF APPLIED AND CREATIVE ARTS

Vol 3



DEAN'S PREFACE

Welcome to the IDEAPHORIA December issue!

Dear esteemed readers,

Welcome to the IDEAPHORIA December issue!

Wonder if you know how much work goes into every issue of the bulletin and publishing IDEAPHORIA? Although we only produce an e-bulletin, the hard work and initiative to create the publication are precious. Chief Editor- Dr Evonne Loh Ngjik Hoon and the FACA Bulletin team were extremely busy for the past month until the bulletin went online in the mid of December. The IDEAPHORIA bulletin went through several sets of proofreading before it was published. Authors were commissioned, and articles came in one by one, complemented with photos and images. The copy editors worked to ensure the articles were coherent. Many volunteers worked hard to make this bulletin an addition to your reading list. To me, this is the art of volunteering. Winston Churchill once said, "We make a living by what we do, but we make a life by what we give". Volunteerism is an act of giving and indirectly enriches our lives, as you will find out as soon as you start doing it.

November and December seem to be busy months for all academics on campus. So, it is time to look back at the performance index from a personal and faculty perspective. The key performance index (KPI) is a quantifiable measure that can be used to determine how well you and the organization's goals are being met. At the Faculty of Applied and Creative Arts, we have set specific KPI's within UNIMAS guidelines that act as 'mini targets' for FACA staff to achieve.

These KPIs might not be achieved due to several reasons. Do not simply blame others for setting a high goal. We must change our attitude and always be positive in our actions and thinking. In such circumstances, slipping into a negative state of mind can happen without even noticing.

"Keep your thoughts positive because your thoughts become your words. Keep your words positive because your words become your behaviour. Keep your behaviour positive because your behaviour becomes your habit. Keep your habits positive because your habits become your values. Keep your values positive because your values become your destiny."

– Mahatma Gandhi.

Lastly, I would like to express my appreciation to the editorial team for their hard work in compiling the third issue of IDEAPHORIA. I wish everyone good health, happiness, and success in their endeavour.



CHIEF EDITOR MESSAGE

Welcome to the third issue of FACA e-Bulletin IDEAPHORIA.



On behalf of the editing team of the FACA e-Bulletin IDEAPHORIA, I would like to express my sincere thanks to all FACA academicians who have contributed to the publication of the magazine by submitting articles and sharing ideas for the third issue of IDEAPHORIA.

The theme of IDEAPHORIA represents the lecturers' creative endeavors at the Faculty of Applied and Creative Arts locally and internationally. IDEAPHORIA celebrates the creative minds and innovative efforts by the Faculty of Applied and Creative Arts (FACA) scholarsthrough shared insights and inspiration across the creative borders, by connecting with brilliant minds in materializing great ideas. It is published twice a year (June and December) and the first volume was published in December 2020.

FACA e-Bulletin IDEAPHORIA is a platform that highlights faculty projects, events and activities in diverse nature and interdisciplinary. Through the years, FACA has built up relationships with a wide array of networks, nationally as well as internationally, by forming collaborations within the academic community and the industry experts. Thus, FACA e-Bulletin IDEAPHORIA will be our effort as a medium to stay in touch and to inform friends, collaborators, associates and the public about the current events at the Faculty of Applied and Creative Arts, UNIMAS.

I would like to take this opportunity to thank all of our e-Bulletin committee members for their continuous cooperation. I am fortunate to be supported by a highly efficient team. FACA e-Bulletin IDEAPHORIA is a property of FACA family, and I hope this upward momentum will be maintained in publishing quality articles in future.

Dr. Loh Ngik Hoon

FACA eBULLETIN Committee Members

Advisor



Associate Professor
Dr. Musdi bin Hj Shanat



Associate Professor
Dr Qistina Donna Lee Abdullah

Chief Editor



Dr Loh Ngik Hoon

Managing Editor



Ms Natasha binti Rusdy Wong

Editors



Dr Nur Qasdina Jeeta Binti
Abdullah



Madam Syarafina Binti
Abdullah



Mr Aliffazraie bin Jali



Mr Ringah anak Kanyan

Graphic Designers



Mr Amir Hassan bin
Mohd Shah



Mr Yasir Hasyim Bin
Bujang

Web Master



Mr Denny Bin Pon

LIST OF FACULTY PROGRAMME

UW6212001 MUSIC PROGRAMME

*Bachelor of Applied Arts with
Honours (Music)
Ijazah Sarjana Muda Seni
Gunaan dengan Kepujian
(Muzik)*

UW6212002 DRAMA AND THEATRE PROGRAMME

*Bachelor of Applied Arts with
Honours (Drama and Theatre)
Ijazah Sarjana Muda Seni
Gunaan dengan Kepujian
(Drama dan Teater)*

UW6211001 FINE ARTS PROGRAMME

*Bachelor of Applied Arts with
Honours (Fine Arts)
Ijazah Sarjana Muda Seni
Gunaan dengan Kepujian
(Seni Halus)*

UW6214001 DESIGN TECHNOLOGY

*Bachelor of Applied Arts with
Honours (Design Technology)
Ijazah Sarjana Muda Seni
Gunaan dengan Kepujian
(Teknologi Seni Reka)*

UW6213001 CINEMATOGRAPHY PROGRAMME

*Bachelor of Applied Arts with
Honours (Cinematography)
Ijazah Sarjana Muda Seni
Gunaan dengan Kepujian
(Sinematografi)*

UW6213002 ANIMATION PROGRAMME

*Bachelor Degree of Creative
Arts with Honors (Animation)
Ijazah Sarjana Muda Seni
Kreatif dengan Kepujian
(Animasi)*

UW6211002 ARTS MANAGEMENT PROGRAMME

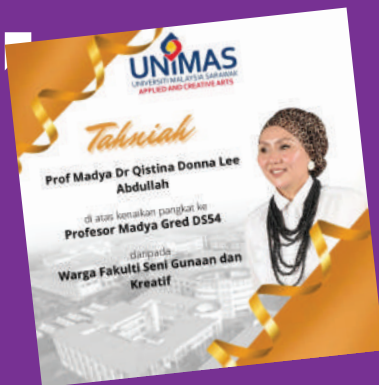
*Bachelor of Applied Arts with
Honours (Arts Management)
Ijazah Sarjana Muda Seni
Gunaan dengan Kepujian
(Pengurusan Seni)*

CONGRATULATIONS



Congratulations Associate Professor Dr. Musdi Shanat appointed as Visiting Professor of Arts at Qilu Institute of Technology

Congratulations to our Associate Prof Dr Ahmad Azaini Abdul Manaf on his promotion to Profesor Madya Gred DS54!!



Congratulations to our Associate Prof Dr Qistina Donna Lee Abdullah on her promotion Profesor Madya Gred DS54!

New appointed program Coordinator
Miss Natasha binti Rusdy Wong



New appointed program Coordinator
Dr Mazdan bin Ali Amaran

WELCOME TO THE TEAM!



DR MARZIE HATEF JALIL

Contract Lecturer:
Design Technology Programme

Academic Credentials:

Doctor of Philosophy in Design Technology

Fashion and Textile Design
Universiti Malaysia Sarawak (2020)

Master of Arts (Hons) in Textile and Clothing Design

Textile Management and Garment Construction
Amirkabir University (Tehran Polytechnic) (2012)

Bachelor of Applied Arts (Hons) in Textile Design

Fibre Chemistry and Design
Guilan University (2010)

Congratulations

RECIPIENTS OF TEACHING EXCELLENCE AWARDS SEMESTER 1 SESSION 2020/2021

TRANSFORMATIVE TEACHING PRACTICES



**NORDIANA
AHMAD NORDIN
& TEAM | FEB**



**KEEZRAWATI MUJAN
YUSUF
& TEAM | PRE-U**



**DR MAYA ASYIKIN
MOHAMAD ARIF
& TEAM | FRST**



**DR FREDDY
YEO KUOK SAN
& TEAM | FRST**



**DR ADIBAH
YUSUF
FSSH**



**NATASHA
RUSDY WONG
FACA**



**DR CHUNG HUNG
HUI | FRST**

CONGRATULATIONS!



Ms Natasha Rusdy Wong
*Recipient of the Teaching Excellence
Awards Semester 1 Session 2020/2021*

ASSESSMENT PRACTICES



**DR DOLLY PAUL
CARLO | FSSH**



**ASSOC PROF DR ROHAYA
MOHD NOR
& TEAM | FEB**



**DR AZZAHRAH
ANUAR | FCSD**



**DR FARAH AKMAL
IDRUS | FRST**

17th Mini Film Festival: Mini In Scale, Big in Ambition

by ChongLee, Yow (clyow@unimas.my)

We (gratefully) made it again!

It is the 17th edition of Mini Film Festival, the longest running short film festival in Malaysia. This year, six short films, out of 20 competing in the 17th Mini Film Festival (17thMFF) organized by the Cinematography Programme, Faculty of Applied and Creative Arts (FACA), Universiti Malaysia Sarawak (UNIMAS) was bestowed awards in Malaysia's longest-running short film festival reflecting the quality of films received this year.

This record high awards number is unprecedented in the festival's history, as in the past, juries commonly settled at 4 awards with "Best Short Film" and "Special Jury Award" for both Open and Students' Category". Hence a surprise for the organizer and certainly happy news for the winners.

Minimising Subjectivity in Films Judging

In a webinar featuring the 17thMFF's great line up of juries hailed from Malaysia, Indonesia, Thailand and Germany a night before the awards announcement on 25 July, the juries collectively agreed that selecting and judging films are bound to subjective choice. However, "juries have to go in line with the festival's objectives and their judgement shall be balanced thorough juries' deliberation and discussion in order to reduce biases", said one of the juries of 17thMFF, Maïke Mia Höhne, a German filmmaker and artistic director of Short Film Festival Hamburg.

Short films are often the door to feature length films. Filmmakers who make feature length films today, likely started their career with short films 5 or 10 years ago. Hence, our objective at this festival is to provide a platform that encourages emerging voices which could potentially spearhead the future of Malaysian cinema one day.

In line with that, six films were awarded while the other two films were honorable mentions during the online awards night. The general impression of the juries was much inclined towards students' films as opined by one of the juries, Ms. Lulu Ratna from Indonesia, "these films are mature, exciting and able to provide experiences to peek into the life and observation of these filmmakers towards themselves and Malaysia per se".

6 Films Awarded, 2 Honourable Mentioned

In the students' category, both "Pulang" (directed by Yam Kin Wai, recently graduated from National Taiwan University of Arts) and "Bagan" (directed by Firdaus Balam, recently graduated from MMU) won the Best Short Film Award. The jury, Ms. Lorna Tee, an experienced producer and festival curator from Malaysia, expressed that the director of "Pulang" shows tremendous maturity and confidence in direction without resorting to any obvious dramatic tricks". Meanwhile, Bernard Chauly, an iconic Malaysian director, told the audiences during the virtual awards night that, "Bagan is a story told in a very unique setting, was a complete film cinematically in term of writing and editing hence it is the joint winner for 17thMFF's Best Short Film (Students' Category)".



Picture 1: Snapshot of Best Short Film (Students' Category), "Pulang" by Yam Kin Wai



Picture 2: Snapshot of Best Short Film, joint winner (Students' Category), "Bagan" by Firdaus Balam. This film was also recently programmed for "Best of MFF" special screening in the 12th Kota Kinabalu International Film Festival.

The festival also awarded "Were the Sun and the Moon to Meet" by Nadira Ilana, a Sabahan filmmaker with Best Short Film (Open Category). Maiké acknowledged that Nadira understood filmmaking as a wonderful inspiration to reconnect people via storytelling hence the award was given to her and her team.



Picture 3: Snapshot of Best Short Film (Open Category), "Were the Sun and the Moon to Meet" by Nadira Ilana

Three other films were bestowed Special Jury Awards, namely "Burung-Burung" (by Anwar Johari Ho), Ayahku, Dr. G (by Hidayah Hisham) and "Who the F**k Are You" (by Ng Kai Soong). Lastly, two other films were given honorable mention to recognize their efforts in creatively presenting timely subjectmatter, i.e. caretaker of Alzheimer patient during the pandemic ("Menanti Kau Pulang" by Izaq Yuzaini) as well as a film inspired from the folklore of sape ("Echo" by Jeremy Jecky).



(Left) Poster of MFF Webinar that featured 5 internationally renowned filmmakers who were invited as the juries for this year's festival.
(Right) Poster of this year's festival week, ran from 17 – 25 July 2021.

The festival had received more than 1250 audience registrations with not less than 7000 viewings from Malaysia and around the globe throughout its festival week, another record for a small festival run entirely online by a group of students and lecturers in UNIMAS.

Despite such a success, internally, the Cinematography Programme continued its commitment organizing Mini Film Festival virtually to celebrate the hard work of our students who have produced their short films throughout the past year. To do so, we hosted a special online award ceremony attended by both current students, alumni and lecturers who observed the ceremony of 14 awards to our students (see picture below).



Picture 4: 17thMFF Internal Awards Ceremony which was conducted online on 7 August 2021

In retrospect, I feel that this is very encouraging to us as we are running the festival on a small budget and limited students' crew, connected through online communication for the past few months in ensuring a successful festival. This certainly is reflected through the festival's motto, mini in scale, big in ambition, as the festival aims to strive for its best in creating greater film appreciation among audiences in Malaysia and beyond despite challenges posed by the pandemic. For further information about the festival, please visit <https://bit.ly/17thMFF> to download the free festival eBooklet.



Poster of 17thMFF's eBooklet.



*The author would like to express his sincere gratitude to all of his students, colleagues, collaborators, and sponsors of the festival for their unflagging supports, without which the festival could not be made possible.

ChongLee, Yow is a film lecturer at Universiti Malaysia Sarawak. Apart from teaching, researching, and making films, he curates for the longest running short film festival in Malaysia, Mini Film Festival. He wishes to contribute to building a vibrant and healthy film ecosystem in Malaysia Borneo by gelling all concerted efforts that bring audiences and filmmakers together through film festivals and film appreciation.

Byte-Size Blended Learning

**Workshop @ Faculty of Applied & Creative Arts
(Semester 1-2020/2021)**



Mr Amir Hassan bin Mohd Shah

How to be more interactive with eLEAP
-Infographic (Canva/Adobe Photoshop)
-Obs Studio
-How to share link from youtube



Miss Natasha binti Rusdy Wong

Sharing Session with the
Winner of Teaching Excellence Awards
Semester 1 Session 2020/2021
(Transformative Teaching Practices)



Mr Aliffazraie bin Jali

Sharing Session with the
Faculty eLearning
MOOC & ODL Coordinator



Miss Puteri Ariana binti A.Mohd Puat

Sharing Session with the
Fashion and Textile Lecturer
on How to utilize and maximize eLeap.



SCAN ME

Microsoft Teams

6 October 2021 (Wednesday)
10-00 am - 12.00 pm



FAKULTI SENI GUNAAN DAN KREATIF



PAMERAN VIRTUAL

24 SEPTEMBER
OKTOBER

10 PAGI - 4 PETANG

Dianjurkan oleh



Ditaja oleh



@Cipta2021_

Sertai kami





Cetusan Inspirasi Pelajar Tahun Akhir

Cetusan Inspirasi Pelajar Tahun Akhir atau akronimnya CIPTA merupakan acara tahunan pelajar tahun akhir dari Fakulti Seni Gunaan dan Kreatif, Universiti Malaysia Sarawak (UNIMAS). CIPTA ini juga dijadikan sebagai asas profesionalisme pengurusan oleh pelajar terhadap aktiviti kesenian yang dianjurkan oleh pelajar tahun akhir Fakulti Seni Gunaan dan Kreatif dalam skala yang sebenar. Acara yang dianjurkan oleh CIPTA 2021 adalah untuk memperkenalkan produk dan karya kreatif yang telah dihasilkan daripada penyelidikan dan projek tahun akhir pelajar. Acara ini berbentuk akademik dan telah menjadi salah satu aktiviti utama fakulti sepanjang awal daripada penubuhannya. CIPTA juga membantu memberi pendedahan kepada pelajar terhadap aspek penganjuran dengan membentuk semangat kolektif dan bertanggungjawab di kalangan pelajar yang terlibat. Di samping itu, CIPTA juga memberi peluang kepada pelajar untuk memperkenalkan dan mengetengahkan produk dan hasil karya kreatif kepada khalayak umum dan industri kreatif. Projek Tahun Akhir harus menunjukkan kemantapan idea, proses penyelidikan dan aplikasi serta penggunaan media dan teknik terkini yang bersesuaian dengan produk dan karya masing-masing.

Dianjurkan oleh



Ditaja oleh



BEYOND THE SPACE

TEMA

"Beyond the Space" bermaksud "Di Luar Realiti" yang dikaitkan dengan dunia maya di mana teknologi pada era kini semakin canggih.

KONSEP

Konsep yang terpilih adalah "8-bit" yang merupakan istilah kepada generasi komputer yang memproseskan 8-bit sebagai norma. "8-bit" boleh dijumpai melalui permainan-permainan digital lama seperti "Gameboy Retro", "Tetris", "Super Mario" dan sebagainya.



FAKULTI SENI GUNAAN DAN KREATIF



AKTIVITI DAN PERSEMBAHAN

24
SEPTEMBER
2021

PERASMIAN CIPTA 2021
(10:00 AM - 11:15 AM)

SESI KOLOKIUUM : KARYA TERBAIK CIPTA 2021
(2:30 PM - 4:30 PM)

Jom sertai :



FAKULTI SENI GUNAAN DAN KREATIF



AKTIVITI DAN PERSEMBAHAN

25
SEPTEMBER
2021

PERTANDINGAN KUIZ FILEM MALAYSIA : JOM TEKA #FILEM KITAI
(11:00 AM - 11:30 AM)

BORAK ANAK SENI VOL. I: PERKEMBANGAN SENI TEATER SARAWAK
(2:00 PM - 3:00 PM)

VIRTUAL MINI CONCERT: PELAJAR MUZIK
(8:00 PM - 8:30 PM)

TAYANGAN MONTAJ: PENGENALAN PROGRAM: PROGRAM PSGK
(8:30 PM - 9:00 PM)

Jom sertai :



FAKULTI SENI GUNAAN DAN KREATIF



AKTIVITI DAN PERSEMBAHAN

26
SEPTEMBER
2021

PROGRAM KONGSI TIPS : VIDEO DAN PHOTO EDITING
(11:00 PM - 11:30 PM)

PROGRAM BORAK ANAK SENI VOL. II: GET TO KNOW OUR ALUMNI PSGK
(2:00 PM - 3:00 PM)

PROGRAM SHORT FILM SCREENING BY CINEMATOGRAPHY AND ANIMATION
(4:00 PM - 6:00 PM)

Jom sertai :



FACA

(FACULTY OF APPLIED & CREATIVE ARTS)

WELCOMING DAY

DATE

7 OCTOBER 2021

DAY

THURSDAY

TIME

8.30 AM - 4.30 PM

TENTATIVE

WEBEX LINK

8.30 AM - 11.35 AM

SLOT WITH THE FACULTY'S MANAGEMENT

11.35 AM - 2.30 PM

REST

2.30 PM - 4.30 PM

PROGRAM ENGAGEMENT SESSION

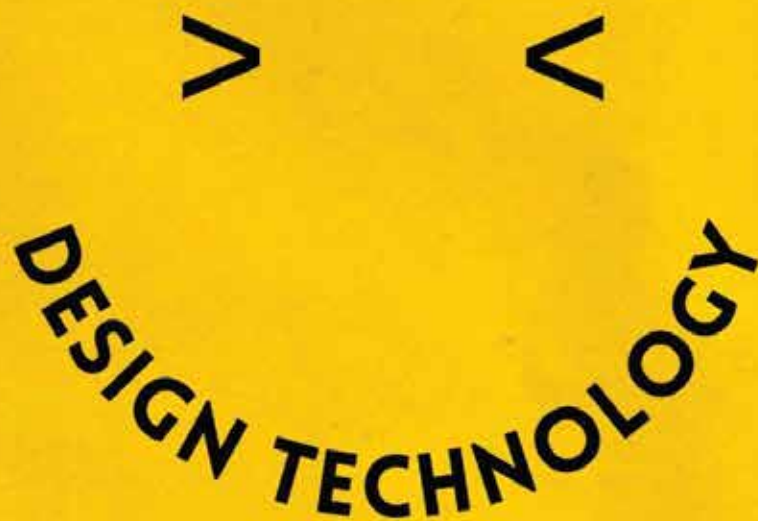
LINK FOR SLOT
WITH THE
FACULTY'S MANAGEMENT

SCAN THE QR



[HTTPS://BIT.LY/3DDFYOR](https://bit.ly/3DDFYOR)





WE ARE EXCITED TO MEET YOU!

7 October 2021 | Thursday | 2:30pm - 4:30pm

Design Technology program offers a unique approach in teaching through practical work and research. The courses offered in this program are designed to educate students to explore and discover new idea and concept through a process of making things, creating new methods and building new theories of design.

DESIGN TECHNOLOGY - PROGRAM BONDING - TENTATIVE

7 OCTOBER 2021 | THURSDAY

2:30PM - 2:50PM

Everything you need to know about Design Technology Program and our awesome team

2:50PM - 3:30PM

Student sharing session:



Kiran Pyakurel
Industrial Design, 3rd year



Nur Azizah
Fashion & Textile, 3rd year



Ezelya Amanda
Fashion & Textile, 3rd year



Joelle Majanil
Graphic Design, Alumni

3:30PM - 4:30PM

Breakout session with your Academic Advisor



WE ARE EXCITED TO MEET YOU!

7 October 2021 | Thursday | 2:30pm - 4:30pm

Design Technology program offers a unique approach in teaching through practical work and research. The courses offered in this program are designed to educate students to explore and discover new idea and concept through a process of making things, creating new methods and building new theories of design.

APA CITA TEK? SEMBANG SANTAI ALUMNI

by Noorhaslina Senin

Apa Cita Tek? Sembang Santai with Alumni was held once a week, every Friday from 20 August to 17 September 2021. The program was part of an industrial training task for interns under the Faculty of Applied and Creative Arts Gallery. The webinar series is organized by the interns led by Abigail Chia, a year two student from the Arts Management program as the Production Manager with the supervision of Noorhaslina Senin as Producer and Director with the assistance of Dr Nur Qasmina Jeeta Abdullah dan Mdm Syarafina Abdullah.

The objectives of the event are:

- To encourage alumni to contribute back to the faculty
- To promote collaboration between alumni and faculty
- To highlight successful alumni and encourage alumni
- To motivate current students through casual sharing sessions with alumni
- To promote the program of study offered by faculty to potential students and public

The following list of Apa Cita Tek? Sembang Santai with Alumni series is available on the Faculty of Applied and Creative Arts Facebook page, or you can scan the QR code to view any series.



APA CITA TEK?
Sembang Santai with Alumni
Multidisciplinary : The Key To Sustain In The Industry

FRIDAY 20.08.21 | 8.30PM - 9.30PM
Fakulti Seni Gunaan dan Kreatif

Hosted by **ABIE CHIA + ZAIRUL**

www.facebook.com/FakultiSeniGunaanDanKreatif

Multidisciplinary: The Key To Sustain In The Industry'

Moderator:
Abie Chia & Zairul
FACA Gallery Interns

Panellists:
Jojoe @ Hazaril Firdaus Ali,
Design technology (2006)
Writer/Producer at ASTRO

Nik Haslinda Hew,
Cinematography (2005)
Multidisciplinary Artist

UNIMAS ALUMNI Series 002/21

APA CITA TEK?

Sembang Santai with Alumni
Working In The Media Industry



Claudia Keenu Chrimson
Arts Management (2010)
Assistant News Producer
Sarawak Media Group Sdn Bhd

Nor Zaireena Raslee
Drama & Theatre (2016)
Freelance Talent
HurrTV (MYEG)

Azeemah Shamhari
Design Technology (2016)
Video Editor
Sarawak Media Group Sdn Bhd

FRIDAY 27.08.21 | **8.30PM - 9.30PM** | Hosted by **SYED + CHRISTINE**
Fakulti Seni Gunaan dan Kreatif

www.facebook.com/FakultiSeniGunaanDanKreatif



Working in The Media Industry

Moderator:

Abie Chia & Zairul
FACA Gallery Interns

Panellists:

Claudia Keenu Chrimson
Arts Management (2010)
Assistant News Producer
SMG Sdn Bhd

Nor Zaireena Raslee
Drama & Theatre (2016)
Freelance Talent
HurrTV (MYEG)

Azeemah Shamhari
Design Technology (2016)
Video Editor
SMG Sdn Bhd

UNIMAS ALUMNI Series 003/21

APA CITA TEK?

Sembang Santai with Alumni
How I Started My Own Business



Rudy Azwan Bin Sairan
Design Technology (2004)
Managing Director
Sweet Studio Sdn Bhd

Muhammad Aimanuddin Kasman
Fine Arts (2018)
Owner of
Potter Man Enterprise

FRIDAY 03.09.21 | **8.30PM - 9.30PM** | Hosted by **HAIRIE + VAISHU**
Fakulti Seni Gunaan dan Kreatif

www.facebook.com/FakultiSeniGunaanDanKreatif



How I Started My Business

Moderator:

Hairie & Vaishu
FACA Gallery Interns

Panellists:

Rudy Azwan Bin Sairan,
Design Technology, Graphic (2004),
Managing Director Sweet Studio Sdn Bhd

Muhammad Aimanuddin Kasman,
Fine Art (2018),
Owner of Potter Man Enterprise

UNIMAS ALUMNI Series 004/21

APA CITA TEK?

Sembang Santai with Alumni
Animation: Story Behind The Scene



Nur Shafiqah Zulkefli
Design Technology (2016)
Senior Animator
Wau Animation Sdn Bhd

Hirnawati Maslan
Design Technology (2017)
Senior Animator
Wau Animation Sdn Bhd

Nurul Nabilah Mohd Yusof
Music (2018)
Audio Engineer
Animonsta

FRIDAY 10.09.21 **8.30PM - 9.30PM** Hosted by **ABBY SHIRLING + JERRYME**
Fakulti Seni Gunaan dan Kreatif

www.facebook.com/FakultiSeniGunaanDanKreatif



Animation: Story Behind The Scenes

Moderator:
Abby Shirling & Jerryme
FACA Gallery Interns

Panellists:

Nur Shafiqah binti Zulkefli,
Design Technology, Animation (2016),
WAU Animation Sdn. Bhd

Hirnawati Binti Maslan,
Design Technology, Animation (2017)
WAU Animation Sdn. Bhd

Norul Nabilah Binti Mohd Yusof,
Music (2018)
Animonsta

UNIMAS ALUMNI Series 008/21

APA CITA TEK?

Sembang Santai with Alumni
Alumni In Academia



Assoc Prof Dr Yakup Mohd Rafee
Fine Arts (2000)
Senior Lecturer
UPSI

Nur Aniza Mohd Lazim
Design Technology (2008)
Senior Lecturer
UiTM Puncak Alam

Dr. Raja Iskandar Bin Raja Halid
Music (2006)
Ethnomusicologist and Senior Lecturer
UMK

FRIDAY 17.09.21 **8.30PM - 9.30PM** Hosted by **SYED + CHRISTINE**
Fakulti Seni Gunaan dan Kreatif

www.facebook.com/FakultiSeniGunaanDanKreatif



Alumni in Academia

Moderator:
Syed & Christine
FACA Gallery Interns

Panellists:

Assoc Prof Dr Yakup Mohd Rafee,
Fine Art (2000),
Senior Lecturer,
Universiti Pendidikan Sultan Idris (UPSI)

Nur Aniza binti Mohd Lazim,
Design Technology, Graphic Design
(2005),
Senior Lecturer,
UiTM Puncak Alam

Dr. Raja Iskandar Bin Raja Halid,
Music (2006),
Ethnomusicologist and Senior Lecturer,
Universiti Malaysia Kelantan (UMK)



Advice to future and current students

Followings are positive impacts from the event:

- Personal sharing/motivation session between alumni and interns during the dry run
- Total view for all webinar series manages to reach 4088 in total (3 October 2021)
- The highest view was the final series, 'Alumni in Academia', with a total view of 1k (3 October 2021)
- Invitation for alumni to become a guest speaker for courses in their program
- Increased visibility faculty social media via alumni activity
- Interns from different disciplines work together to organize live streaming events, allowing them to have hands-on experience even though they are having their internship in mixed mode (face-to-face) and fully online (Work from Home) mode.



In short, this event is considered a successful event due to the contribution and commitment of FACA gallery interns with the support of faculty members, alumni, Centre of Student Development, UNIMAS and you. This is just the beginning; the faculty is currently planning for more alumni events in the future, and we look forward to future collaboration and support from everyone.

COURTESY VISIT FROM THE BORNEO CREATIVE INCUBATOR CENTRE

A courtesy visit from the Borneo Creative Incubator Centre led by Mr. Azharul Azmir on the 9th of November 2021 at the Faculty of Applied and Creative Arts, UNIMAS.



Documentary Film "Adiguru Anyaman Bergerang"

October 21, 2021 - A documentary film **"Adiguru Anyaman Bergerang"** is a collaboration between the Department of Handicrafts Malaysia together with UNIMAS Holdings and the Faculty of Creative Applied Arts (FSGK). It is a biography on the Adiguru Kraftangan of the United Nations Educational, Scientific, and Cultural Organization (UNESCO) and the Master Class documentaries on the processes of Bergerang Mat weaving. The filming took place at Kampung Semera Ulu, Sadong Jaya, Kota Samarahan, Sarawak. The production led by Dr. Abdul Riezal Dim (the director and grant receiver funded by Handicraft Malaysia) is a collective work involving FACA alumni, Nur Azmina Syafiqah Dolhan, Al-Fikri Bin Isnin, and Mohd Fakharudin Rosli of the FACA post-graduate program. Amongst the FACA undergraduates involved in the production are Rosydi Bin Datong from the music program and Joel Anak Litter of the cinematography program.



Picture 1:
An interview with Nek Ngot Binti Bi.



Picture 2:
Nek Ngot Binti Bi checking on the quality of dried dyed pandan leaves.



Picture 3:
Puan Majenah, Nek Ngot's assistant taking pandan leaves to be processed and weaved as mats.



Picture 4:
Among the Bergerang Weaving Handicrafts made by Nek Ngot and her assistant.

DENDAM



Picture 1: Disclaimer: No Crocodile harmed in this Super Telemovie. The director, Dr. Riezal clarifying the requirement of the scene to Zack X-Factor (centre), the lead actor.



Picture 2: FACA alumni, Gabby Christian applying special effects make-up on a cast.

October 26, 2021 – "**Dendam**" under the production grant of the Malaysian National Film Development Corporation (FINAS) was awarded since 12th of October 2021 is a super telemovie under the consultancy of UNIMAS Holding Sdn. Bhd. and Grand Spectrum Sdn. Bhd. The production is led and directed by Dr. Abdul Riezal Bin Dim backed by two alumni Nur Azmina Syafiqah Dolhan as the Assistant Director (cinematography program) and Gabby Christian as the Make-up Artist (arts management program). The drama was started by Sarawak-born Malaysian actor, Zack X-Factor who played Ramos, the protagonist. The locations featured as scenery in the drama are Kampung Tambirat, Samarahan, Kampung Semadang, Kampung Danu Padawan, Siburan, Bau, Kuching town, Kuala Lumpur International Airport, and Kuching International Airport.



Picture 3: The crew getting ready to start filming flashback scene.



Picture 4: Scenes shot at night.

Rabies Digital Poster Competition 2021

Ms Natasha Rusdy Wong was invited as a judge for the Rabies Digital Poster Competition 2021, 29 September 2021, 8:30AM-12:00PM, Waterfront Hotel,



PlayLabGC Mural Project

PlayLabGC x FACA Gallery Interns by Noorhaslina Senin

The PlayLab is a “pop-up lab” innovation that has become a trend in the creative innovation group to display new ideas. The lab concept takes inspiration from Fablab, maker space, co-working space, and tiny homes, but we chose to focus on a “playful” approach that is perceived as a way to encourage STEM innovation in particular, and for education, in general. It’s one of the outputs from The ACES Project is entitled **“A Community-Centered Educational Model for Developing Social Resilience (ACES): Playfulness Towards An Inclusive, Safe and Resilient Society”**. (Playlab,2021)



Interns working on the mural heroically, come what may in light, dark, rain, or shine.



FACA Gallery Intern Mural Team during final night of mural painting. From left: Zairul, Affon, Associate Prof Dr Tan (Project Leader), Noorhaslina Senin (Project Manager/Supervisor), Jerryyme (Team Leader), Syed, Fei, Anna. Not in picture; Christine, Aiman and Fariez.

Nine interns involved as Mural Artists in this project are students from the program of Fine Arts, Design Technology, and Cinematography led by the Industrial Training Supervisor of FACA Gallery, Noorhaslina Senin, who was also the Project Manager and the Supervisor of PlayLabGC Mural Project.

The project started officially on the 13th of August 2021 and ended on the 22nd of October 2021. It was expanded for another month from the initial deadline due to the unpredictable weather and Covid-19 restrictions. The united team members voluntarily extended their internship period to ensure successful project completion. These interns experienced a real working environment where they are bound to communicate with clients/ lecturers from different faculties, professionally present their ideas, critically solve design and technical challenges as well as develop linkages amongst students and lecturers leading to possible future collaboration.

The chance to create conceptual artwork moreover on a bus does not come by every day. This mural-making project has boosted up our intern's knowledge, skills, and positive attitude when working as a team. Their sweats and tireless effort completing this project during the COVID-19 pandemic will publicly be recognized when images and postings with admiration captions are uploaded on social media by netizens, setting it as a photographic landmark in UNIMAS. We are proud of our resilient students.

For further info on PlayLabGC please visit <https://creativeculture.my/playlab/>



Volunteer for PPV at UNIMAS



Faculty Disinfection efforts by Volunteers



INVITED LECTURER

FACULTY OF BUILT ENVIRONMENT

MS PUTERI ARIANA



ICACA 2021



GUEST SPEAKERS & WEBINARS

ASHLEY LOKE
SENIOR PRODUCT DESIGNER | TNG DIGITAL SDN BHD



UNIMAS
UNIVERSITI MALAYSIA SARAWAK

**Designing for Mobile Apps:
The UX Design Process**

OCT 26 3PM

THIS WEBINAR IS ORGANIZED FOR
GKR3014 MULTIMEDIA INTERACTIVE
+ GKG3013 WEB DESIGN STUDENTS



FACULTY OF APPLIED AND CREATIVE ARTS
DESIGN TECHNOLOGY PROGRAMME

RESEARCH IN DESIGN TECHNOLOGY: HOW, WHERE TO START.

AN ONLINE WEBINAR

THE SPEAKERS



DR RAINAL HIDAYAT WARDI
(DESIGN TECHNOLOGY)



MS. TAY EI CHI
(GRAPHIC DESIGN)



MRS. AMIRA FATIHA
ABDUL HAMID
(FASHION AND TEXTILE)

21 OCTOBER 2021 - THURSDAY - 8.30 A.M
WEBEX AND TEAMS (FOR THE SPECIALIZATION)

COME AND JOIN

RESEARCH AND PUBLICATION 2021

Journal Articles:

1. Connie Lim, Keh Nie and Yow, Chong Lee and Wei, Chow Ow (2021) LIFE DISRUPTED AND REGENERATED: COPING WITH THE 'NEW NORMAL' CREATIVE ARTS IN THE TIME OF CORONA VIRUS. *International Journal of Business and Society*, 22 (2). pp. 788-806. ISSN 1511-6670
2. Connie Lim, Keh Nie (2021) More than Mimicry Alternative Modernities in the Birth and Development of Iban Popular Music. In: *Made in Nusantara Studies in Popular Music*. Routledge Global Popular Music Series, 1 (1). Routledge, New York, pp. 172-183. ISBN 9780367428464
3. Gloria, Ajit and Terry, Lukas and Ringah, Kanyan (2021) A Systematic Review of Augmented Reality in STEM Education. *Estudios de Economia Aplicada*, 39 (1). pp. 1-19. ISSN 1133-3197
4. Mohamad Faizuan, Mat (2021) Amalan Perarakan Usungan dalam Masyarakat Pesisiran Sarawak. *Jurnal Kajian Malaysia*, 39 (1). pp. 141-164. ISSN 0127-4082
5. Siti Shukhaila, Shaharuddin and Marzie Hatef, Jalil (2021) Multifunctional Children Clothing Design Process Based on the Eco-Fashion Design Model. *Journal of Visual Art and Design*, 13 (1). pp. 35-47. ISSN 2337-5795
6. Siti Shukhaila, Shaharuddin and Marzie Hatef, Jalil and Kaveh, Moghadasi (2021) Study of mechanical properties and characteristics of eco-fibres for sustainable children's clothing. *Journal of Metals, Materials and Minerals*, 31 (2). pp. 19-26. ISSN 0857-6149 / 2630-0508
7. Teo, Miaw Lee (2021) Interstitial filmmaking, spatial displacement and quasi-family ties in *Postcards from the Zoo* (2012). *Journal of Chinese Cinemas*. pp. 1-17. ISSN 1750-8061
8. Rahah, Haji Hasan and Faridah, Sahari (2021) Exploring The Birth of Modern Art in Borneo, Post-War Era 1945 to 1970 : Meneroka Kewujudan Seni Modern di Borneo; Era Pasca-Perang dari 1945 ke 1970. *AKADEMIKA, Journal of Southeast Asia Social Sciences and Humanities*, 91 (2). pp. 49-57. ISSN 0126-5008
9. Shaik Azahar, Shaik Hussain and Quziana, Mohd Rozi (2021) New Theory for A Conceptual Framework towards Audience Delight. *International Journal of Academic Research in Business and Social Sciences*, 11 (5). pp. 468-480. ISSN 2222-6990
10. Nik Saiful Ameyrul, Nik Hanapi and Noria, Tugang (2021) Transformasi Bangunan Warisan Bersejarah: Suatu Tinjauan Menyeluruh. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 6 (7). pp. 228-235. ISSN 2504-8562
11. Qistina Donna Lee, Abdullah and Norsyahbany, Mansor (2021) The Implication of Communication Framework towards The Selayah Keringkam as a Form of Communication. *International Journal of Academic Research in Business and Social Sciences*, 11 (14). pp. 359-370. ISSN 2222-6990

- 12.** Abdul Walid, Ali and Madzlan, Abet and Muhammad Faisal, Ahmad (2021) Muzikal Perdana: Perdana Menteri Malaysia dalam Teater Muzikal di Istana Budaya. *Advances in Humanities and Contemporary Studies*, 2 (1). pp. 218-223. ISSN 2773-4781
- 13.** Ahmad Azaini, Abdul Manaf and Fythullah, Hamzah and Azwan, Abidin (2021) Depiction Heroic Animated Characters: Describing a Brief Process of Archetype Embodiment into a Genuine Nusantara -Inspired Content. *International Journal of Academic Research in Business and Social Sciences*, 11 (7). pp. 230-240. ISSN 2222-6990
- 14.** Ahmad Kamal Basyah, Sallehuddin and Abdul Walid, Ali and Muhammad Qawiem, Hamizan (2021) The Curious Case of Saloma's Legacy: Documenting the Works of Biduan Negara. *International Journal of Academic Research in Business and Social Sciences*, 11 (1). pp. 96-105. ISSN 2222-6990
- 15.** Ali, Muhammad (2021) Students' Learning Experiences in Introduction to Drama Theatre Classes During COVID -19. *Journal of Cognitive Sciences and Human Development*, 7 (1). pp. 123-133. ISSN 2550-1623
- 16.** Muhammad Faisal, Ahmad and Zolkipli, Abdullah and Abdul Walid, Ali (2021) Theatre in Education: The Implementation of Improvisation in Dialogue Pronunciation Technique in Teaching. *International Journal of Academic Research in Business and Social Sciences*, 11 (8). pp. 726-735. ISSN 2222-6990
- 17.** Zhang, Yun and Musdi, Shanat (2021) TOURISM REVITALISING PATH AND INNOVATIVE DEVELOPMENT STRATEGIES OF TRADITIONAL CRAFT CULTURAL HERITAGE. *Natural Volatiles & Essential Oils (NVEO)*, 8 (4). pp. 9051-9065. ISSN 2148-9637.
- 18.** Florene Ejot, Masanat and Musdi, Shanat (2021) CHARACTER ANALYSIS OF ENSERA WAT BUJANG SUGITHROUGH MORPHOLOGICAL ANALYSIS THEORY OFVLADIMIR PROPP. *Natural Volatiles & Essential Oils (NVEO)*, 8 (4). pp. 10291-10299. ISSN 2148-9637.
- 19.** Cheng, Xiaochun and Musdi, Shanat (2021) A Study on the Visual Elements of Shadow Puppets in Southwest China. *Natural Volatiles & Essential Oils (NVEO)*, 8 (4). pp. 10300-10318. ISSN 2148-9637.
- 20.** Sydney Thomas, Sibangan and Teo, Miaw Lee and Candida Jau, Emang (2021) REPRESENTATION OF 'OTHER' IN MALAYSIA FILM: KADAZANDUSUN IDENTITY IN SABAH INDIGENOUS TELEMOVIE. *Natural Volatiles & Essential Oils (NVEO)*, 8 (4). pp. 10281-10290. ISSN 2148-9637
- 21.** Qistina Donna, Lee Abdullah and Aimuni Athirah, Latif (2021) FACTOR ANALYSIS OF TOURISM APPS FEATURES BY TOURIST IN KUCHING, SARAWAK. *Natural Volatiles & Essential Oils (NVEO)*, 8 (4). pp. 10271-10280. ISSN 2148-9637.
- 22.** Azwan, Abidin and Noorhaslina, Senin and Ahmad Azaini, Abdul Manaf (2021) A PRELIMINARY STUDY OF LOW-CODE/NO-CODE ECOSYSTEM PRACTICES: TRANSLATING DESIGN STUDENT VIEWS ON CRAFTING INTERACTIVE DESIGN. *Natural Volatiles & Essential Oils (NVEO)*, 8 (4). pp. 10244-10258. ISSN 2148-9637.
- 23.** Faridah, Sahari and Nashila, Japeri (2021) THE DESIGN ELEMENTS OF THE JATTI MIRIEK'S HEADDRESSES IN MIRI, SARAWAK. *Natural Volatiles & Essential Oils (NVEO)*, 8 (4). pp. 10324-10331. ISSN 2148-9637.
- 24.** Liyana, Truna and Noria, Tugang and Norhunaini, Mohd Shaipullah and Nur Rasfina, Mahyan (2021) Analysis of Frieze Patterns Concepts in Pua Kumbu. *Natural Volatiles & Essential Oils (NVEO)*, 8 (4). pp. 10949-10962. ISSN 2148-9637.

25. Marzie, Hatef Jalil and Siti Shukhaila, Shaharuddin (2021) Sustainable Children's wear with Zero-Waste Grading Design in the Clothing Industry. *Natural Volatiles & Essential Oils (NVEO)*, 8 (4). pp. 11926-11936. ISSN 2148-9637.
26. Loh, Ngik Hoon and Natasha, Rusdy Wong and Ahmad Azaini, Abdul Manaf (2021) Visual Factors On Social Media Influence Youth Tourist Purchasing Decision: A Meta Analysis Review. *Natural Volatiles & Essential Oils*, 8 (4). pp. 10434-10452. ISSN 2148-9637.
27. Zhu, Yang Yang and Faridah, Sahari (2021) A Study on the Value System of Nujiang Lisu Costume in Yunnan, China. *Natural Volatiles & Essential Oils (NVEO)*, 8 (4). pp. 10332-10343. ISSN 2148-9637.
28. Asadul, Islam & Ahmad Azaini, Abdul Manaf (2021) Covid-19 Pandemic: The Obstructions and Drawbacks From The Growth In Interactive Technologies. *Natural Volatiles & Essential Oils (NVEO)*, 8 (4). pp. 10919-10930. ISSN 2148-9637.

Books:

1. Connie Lim, Keh Nie (2021) More than Mimicry Alternative Modernities in the Birth and Development of Iban Popular Music. In: *Made in Nusantara Studies in Popular Music*. Routledge Global Popular Music Series, 1 (1). Routledge, New York, pp. 172-183. ISBN 9780367428464
2. Connie Lim, Keh Nie and Made Mantle, Hood (2021) Expressing Alternative Modernities in a New Nation through Iban Popular Music, 1960s–1970s. In: *Discourses, Agency and Identity in Malaysia. Asia in Transition*, 13 . Springer, Singapore, pp. 349-366. ISBN 978-981-33-4568-3

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- **Abdul Walid bin Ali**
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Persembahan Muzik
RM6,700.00



STUDENT'S LIFE

Ding Mengshu's design in CFW2022SS

On September 5th 2021, the original designer brand Fantastic Planet released the 2022SS in its collaboration with China Post in China Fashion Week, which is the top fashion event in China.

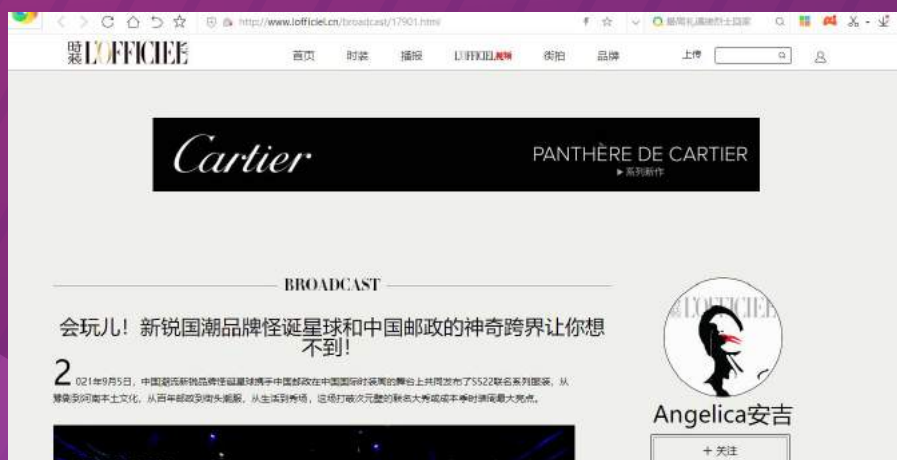
This show expressed local characteristic from Henan opera, Henan local culture to the innovative design of Chinese traditional Han clothes. According to designer Ding Mengshu, this collection contents of three parts : "the Past, the Present and the Future". First of all, "the Past" part design concentrated on Henan opera culture, Chinese Han costumes culture, bring traditional culture back to the public through modern design. Part two called "the Present", which redesigned and used the logo with a history of 100 years of China Post in the clothing patterns, focusing on tooling style, integrates fashion elements. Finally, "the Future" series' inspiration was concept of time travel, which used glossy fabrics and contrast color to express a sense of future. At the end of this show, three rappers from Henan local brand AMAG created and performed the theme song "Universe Express" for the joint show. This trap integrating Henan dialect and Chinese style elements pushed the atmosphere of the scene to a climax.

Designer Ding Mengshu is a PHD student from UNIMAS, under Dr. Qistina Donna Lee Abdullah and Dr. Salmiah bt Abdul Hamid. By the careful guidance of the tutors, the design works participated in the China Fashion Week made the traditional Chinese costume radiate new vitality. This collection added a lot of modern redesign of traditional Chinese elements, which not only has been widely recognized, but also provided a practical basis for her doctoral research.

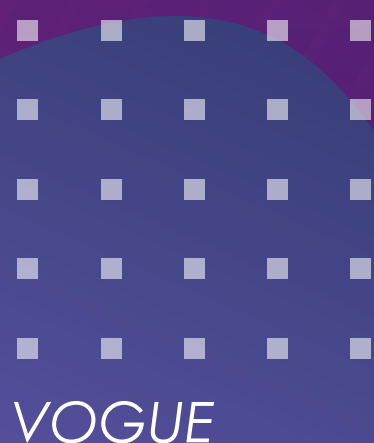
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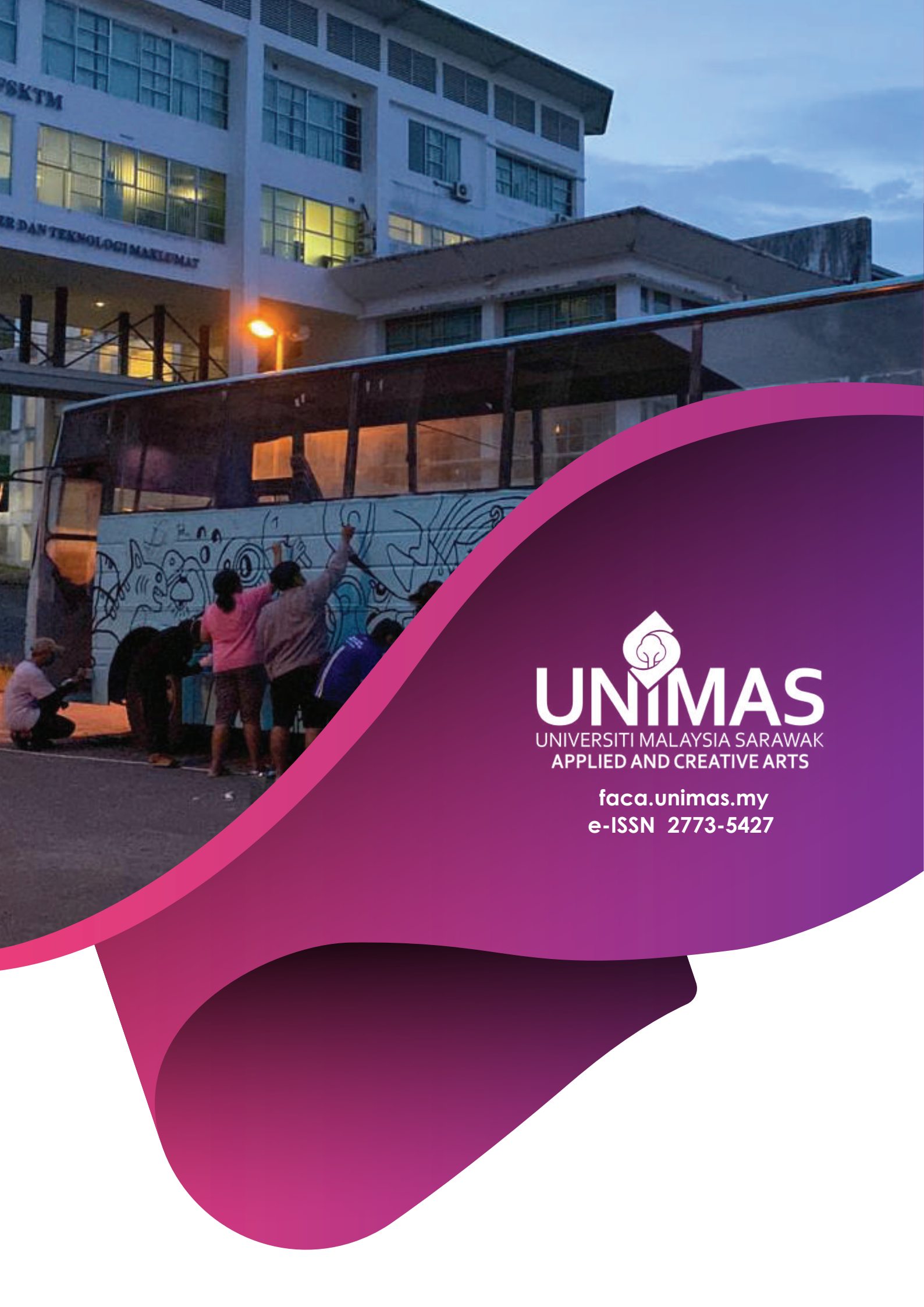
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