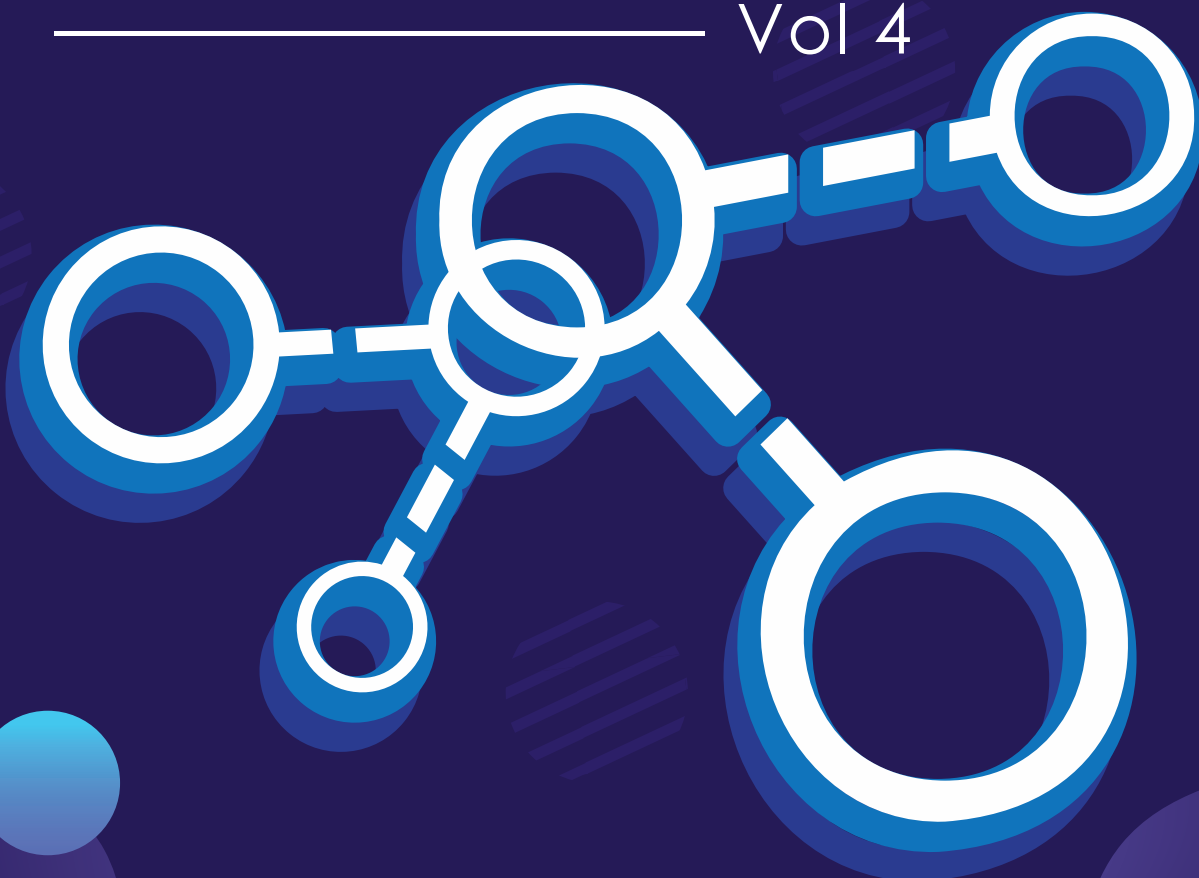


# 2022 IDEAPHORIA

FACULTY OF APPLIED AND CREATIVE ARTS

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Vol 4



# Deans Preface

Dear readers,

Welcome back to IDEAPHORIA Vol. 4 2022.

In this bulletin, we give you a glimpse of campus life at the Faculty of Applied and Creative Arts. It used to be quieter on campus, but now that business is back to its usual pace, the residence halls are full and student laughter that can be heard in every corner of the faculty. The spirit of the real campus is electrified, and students feel connected on campus.

Much has changed since the world first shut down in March 2020 due to COVID -19. One of the biggest changes is the significant disruption to campus life for students. The COVID -19 shutdown phenomenon and associated restrictions have changed since October 2021, when UNIMAS allowed physical teaching and learning to take place. The faculty has decided to allow 50% of students to attend face-to-face classes. We can see that many students have returned to campus, while some are still apprehensive. We understand as both feelings are valid.

With many students out and about on campus, and the faculty having given the green light to host events, the 18th Mini Film Festival is getting a lot of attention on campus after having it organised online for the past two years. This year, FACA is running the festival as a hybrid event that follows a strict SOP. Duduk dan Tonton, a film screening, an art exhibition, sharing session with artists and other activities will be available online. We are proud to say that this event is the longest running short film festival in Malaysia!

Another program that I believe is an important contribution is the Lunchtime Concert organised by the Music Programme. For the first time, students were able to experience live performance for the audiences on campus at the Experimental Theater's foyer. This is just one example of an activity that has taken place in FACA over the past 6 months.

The most important thing to remember when returning to campus life is that everyone has different experiences and expectations that make them fearful and anxious about the increase in student numbers on campus. The Faculty of Applied and Creative Arts is committed to helping students navigate the challenges and stigma associated with this transition. UNIMAS is slowly reopening its campus and facilities to students while ensuring everyone's safety. It's time to put the snuggles aside and return to campus! Make sure you have completed the COVID -19 vaccination and booster shots. The vaccine acts like an umbrella to protect you from the rain outside, and you need an umbrella if you want to stay dry. Stay safe and alert at all times.

Assoc. Prof Dr. Musdi



# Chief Editor Message

Welcome to the fourth issue of FACA e-Bulletin IDEAPHORIA



The main purpose of the Bulletin IDEAPHORIA, published by FACA, is to report on all the activities of the Faculty, i.e. projects, important events of various kinds and interdisciplinary events organized during the year. The Faculty of Applied and Creative Arts (FACA) of UNIMAS has received and achieved numerous outstanding recognitions for academic excellence and research results. These recognitions and achievements have raised the visibility of the faculty nationally. The faculty is committed to innovating to develop the societies of the future on the global stage. FACA also emphasizes the importance of engaging academics to promote the development of teaching as a profession and as a scholarly activity. In line with the goals of UNIMAS, we aim to produce graduates who are spiritually, emotionally, physically and intellectually balanced and to compete in the global job market.

As Chair of the FACA ebulletin, IDEAPHORIA, I would like to take this opportunity to thank all FACA colleagues who have provided and continue to provide excellent collaboration through their insightful articles in IDEAPHORIA. We believe that the FACA ebulletin will be a source of reference to strengthen and promote the quality of articles in the future.

Last but not least, I would like to congratulate the entire editorial team for their hard work in publishing the FACA ebulletin, IDEAPHORIA Vol. 4, 2022!

Dr Loh Ngiik Hoon



# 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



**UW6211001**

## **FINE ARTS PROGRAMME**

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



**UW6211002**

## **ARTS MANAGEMENT PROGRAMME**

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



**UW6212001**

## **MUSIC PROGRAMME**

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



**UW6212002**

## **DRAMA AND THEATRE**

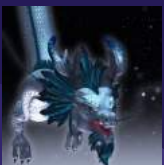
Bachelor of Applied Arts with Honours (Drama and Theatre)  
Ijazah Sarjana Muda Seni Gunaan dengan kepujian (Drama dan Teater)



**UW6213001**

## **CINEMATOGRAPHY PROGRAMME**

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



**UW6213002**

## **ANIMATION PROGRAMME**

Bachelor of Applied Arts with Honours (Animation)  
Ijazah Sarjana Muda Seni Gunaan dengan kepujian (Animasi)



**UW6214001**

## **DESIGN TECHNOLOGY**

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

*Congratulations*

Appointment as Head of Cluster (Creative Industry)  
for Women Advancement and Leadership (CWAL),  
Universiti Kuala Lumpur



**Dr Teo Miaw Lee**  
Senior Lecturer  
Cinematography Programme  
Faculty of Applied and Creative Arts

Dean and Staff  
Faculty of Applied and Creative Arts

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APPLIED AND CREATIVE ARTS

**UNIMAS**  
30 years  
Crossing frontiers  
1992-2022

*Congratulations*

*Congratulations*

Recipient of Translational Research Grants 2021  
Funded by: Sarawak Digital Economy Corporation



**Miss Doris Maying**  
Application of Visual Interactive as Extended  
Reality for Rural Tourism Liberation Through  
Augmented Reality Offline Device System  
  
Research Value: RM 108,680.00

Dean and Staff  
Faculty of Applied and Creative Arts

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**UNIMAS**  
30 years  
Crossing frontiers  
1992-2022





Welcome  
to  
The Team

**Dr Muhammad Jameel  
Bin Mohamed Kamil**



- Doctor of Philosophy (Ph.D.) in Art and Design, Universiti Teknologi MARA (2017)
- Master of Arts in Design Technology, Universiti Teknologi MARA (2012)
- Bachelor of Fine Arts (Hons.) in Product Design, Universiti Sains Malaysia (2009)

**Mdm Nur Fardilla Nadia  
binti Abu Bakar**



- Master of in Performing Art (2018)
- Bachelor of in Music Performance, Universiti Teknologi MARA (2008)
- Diploma in in Music, Universiti Teknologi MARA (2006)

**Mr Tang Hung Moi**



- Master of Arts in Design Technology, Universiti Malaysia Sarawak (2017)
- Bachelor of Applied Arts(Hons) in Design Technology, Universiti Malaysia Sarawak (2012)
- Diploma in Animation Technology, Kolej Yayasan Melaka (2009)

**Mr Madzlan bin Abet**



- SARJANA in Seni Persembahan (Drama), Universiti Malaya (2016)
- Sarjana Muda in Teknologi Kreatif (Teater), UiTM Shah Alam (2011)
- Diploma in Teknologi Kreatif (Seni Lakon), UiTM Shah Alam (2008)



# Winner of

## MAGU ICT Innovation Competition and Innovation & Creative Group (KIK) Competition 2022

The Faculty of Applied and Creative Arts's Academic Unit under the leadership of Mohamad Hambali Tumiran had a great start in 2022 by winning the ICT Innovation Award (AICT) in conjunction with Majlis Anugerah Gemilang UNIMAS (MAGU) 2022 and Gold Award in Innovation & Creative Group Competition (KIK) 2022 or Pertandingan Kumpulan Inovasi & Kreatif (KIK) 2022.

This victory was achieved with the design of the FACA Online system, which was used in both of the competitions. The FACA Online System competed against innovations from the Center for Information Technology Development and Services (CITDS), the Faculty of Medicine and Health Sciences (FMHS), the Registrar's Office, and other PTJ in UNIMAS.

Students have been using the FACA Online System since October 2020 to submit requests for enrolment, in out-of-permit courses, appeals for reviewing examination results, new student documents, academic application forms, and requests for approval for internship placements. This platform has eased the requests process for students as well.

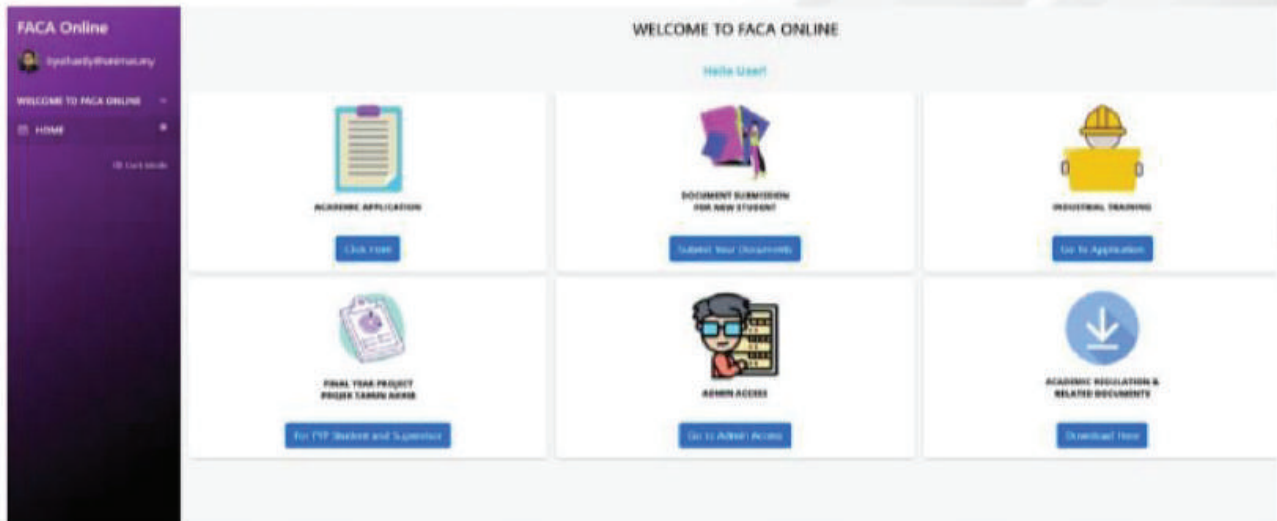


The FACA Online System has also made it easier for lecturers to review student requests and for FACA's own academic department to monitor and update student records. It is hoped that, this success will encourage the faculty members, both academic and administrative to continue to strive to bring innovative ideas which will improve services provided by the faculty and the faculty's administrative process.

By,  
Mr, Mohamad Hambali B. Tumiran  
Assistant Registrar (Academic), FACA



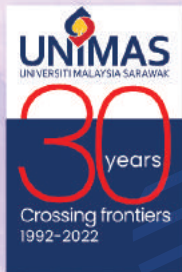
# Congratulations



**ANUGERAH INOVASI ICT  
PENGURUSAN**

*FACA Online*  
Fakulti Seni Gunaan dan Kreatif





# Tahniah

MAJLIS ANUGERAH GEMILANG UNIMAS 2022



Anugerah Inovasi ICT Pengurusan



Natasha Rusdy Wong  
Anugerah Pengajaran Transformatif



Candida Jau Emang



Dr Connie Lim Keh Nie



Dr Faridah Sahari



Humphrey Lincoln AK Badar



Dr Teo Miaw Lee



Shaik Azahar S. Hussain



Tuah Jawi



Nurasyikin Puteri Sapawi

Anugerah Perkhidmatan Cemerlang

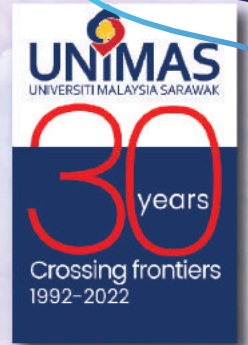
Anugerah Perkhidmatan Setia

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Dengan tulis ikhlas:  
Dekan dan kakitangan  
Fakulti Seni Gunaan dan Kreatif, UNIMAS



# Congratulations



Confirmation of Award  
Postgraduate Diploma in Higher Education Teaching and Learning  
from Centre for Applied Learning and Multimedia, UNIMAS



**Dr Loh Ngiik Hoon**  
Programme Coordinator  
Animation Programme



**Ms Natasha Rusdy Wong**  
Programme Coordinator  
Design Technology Programme

Dean and Staff  
Faculty of Applied and Creative Arts

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# Breathing the Waves

Art Exhibition

21 January 2022 to 13 February 2022

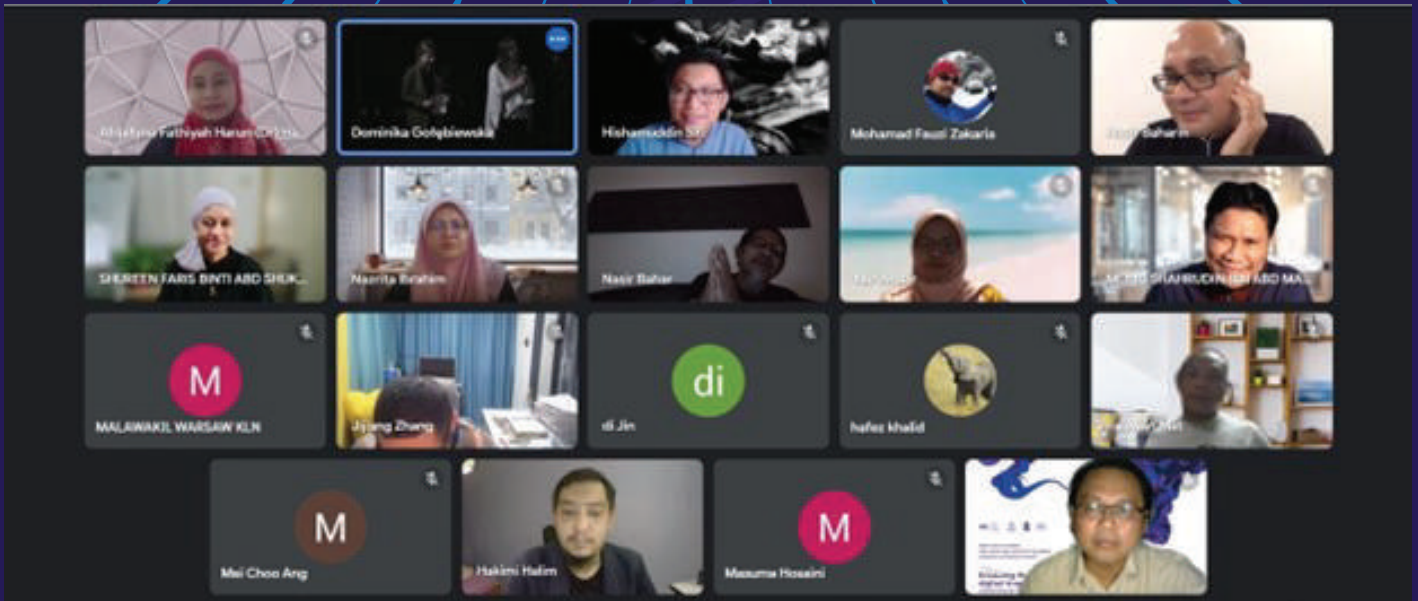




A total of four artworks by four Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak (UNIMAS) academicians are on display at the "Breathing the Waves" art exhibition at the Academy of Fine Arts in Gdansk, Poland. The academicians involved are Mohamad Zamhari bin Abol Hassan, Hakimi bin Halim, Hishamuddin bin Siri and Mohamad Faizuan bin Mat from the Fine Arts Programme. The opening ceremony launched virtually on January 21, 2022, and the exhibition continued until 13 February 2022.



# Breathing the Waves



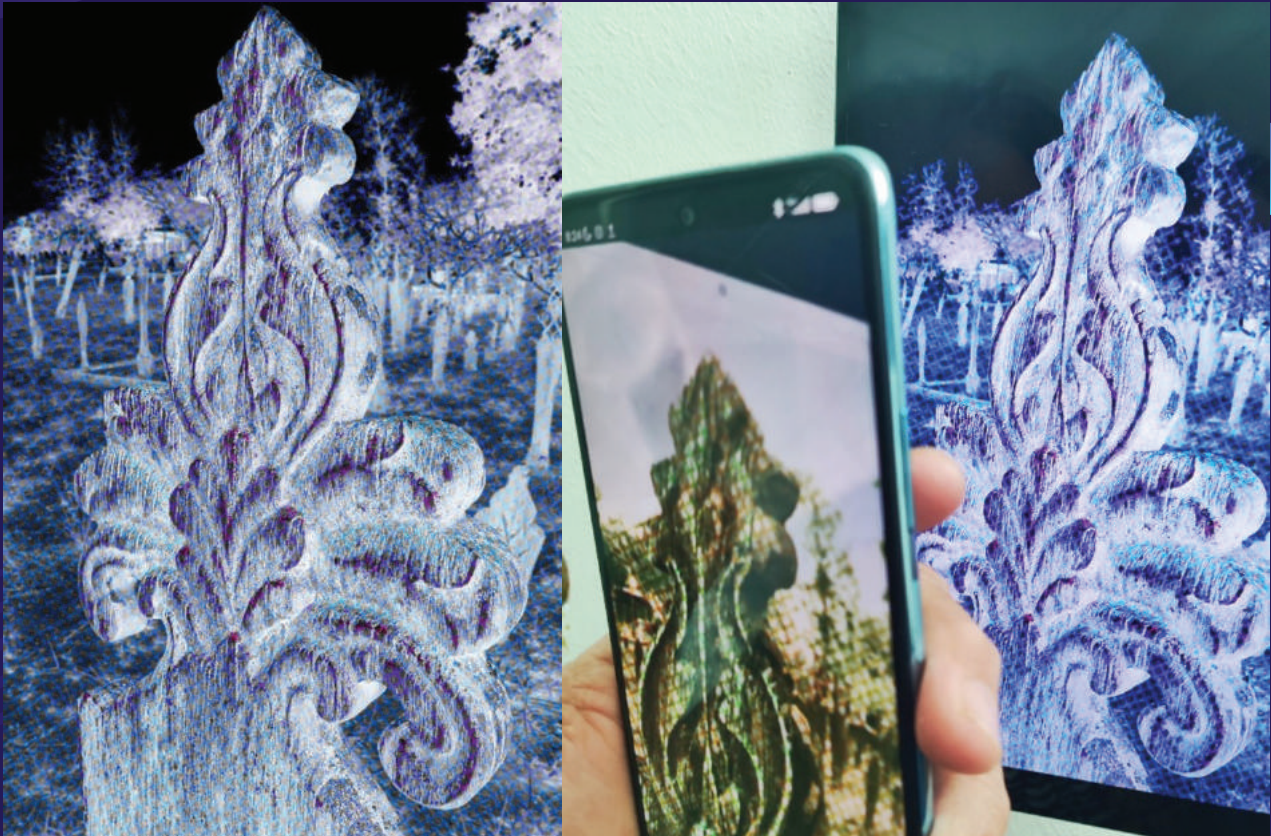
*The Hybrid opening ceremony of the 'Breathing the Waves' on the 21st of January 2022.*

Attending the exhibition was the exhibitors from Malaysia and the representatives of the Malaysian Embassy in Warsaw. Nine artworks shown at the event are academic research by participants from Universiti Malaysia Sarawak (UNIMAS), UPM, Universiti Kebangsaan Malaysia (UKM), Universiti Teknologi MARA (UiTM) and Universiti Tenaga Nasional (UNITEN). Nasir Baharudin curated and coordinated the Malaysian Artwork in the exhibition.

'Breathing the Waves' focuses on the idea of distance. It tries to cross a new cultural border about imagination and spatial representation between two places, re-locating the visual image to a different setting. The exhibition is a suggestion of how "Breathing the waves" speculates a new distance within artistic creation, which might construct interrelation, communication, and the discovery of various deliberate meanings. The artists are portraying the passion of the imaginary and how to put in place a new fiction of thought. The main artwork of the exhibition is Digital-Tropical breathing the waves. This work extends scientific explanations of how things are to an artistic-scientific amalgamation of how things could be.

# Misan Jatti Miriek (Perempuan)

By Mohamad Zamhari bin Abol Hassan



The grave markers of Jatti Miriek women in several old cemetery sites show the uniqueness of the grave markers' design. Every grave marker has its specific design where it highlights the pattern and motif that have been used. The Jatti Miriek women's grave markers are usually in the form of a plank. The photo manipulation is done by inverting the colour of the image to create mystery and wonders in the images. Then colour grid assimilation technique is done to convert the inverted coloured image into a black and white image with an over-saturated coloured grid to create an illusion for the image to appear as a coloured image. The inverted colour of this image is to cover the actual image from being recognized by the viewers at the first glance. The intention of having the inverted image for this artwork is to have the viewers question the image. The viewers will be able to recognize but the viewers will be curious to see the actual image through negative live apps on their smartphones. The inverted/negative colour image seen using an inverted/negative colour filter will give results of the positive/actual colour of the image on the smartphone screen.



# Pakai Lavli

By Hakimi bin Halim



Pakai Lavli was the artist's personal encounter. He had seen the people of Bajau Laut applied on their faces as a type of traditional cosmetic mask to protect their faces from the sun. It is like sunblock for them. He asked, "Apa di muka kau tu?" (What is on your face?). They responded "Lavli." From that, the artist sees the resemblance of the mask that they use with the popular cosmetic mask in Malaysia "Fair and Lovely." The artwork produced is based on the concern about being a documentary photographer. It is beyond the artwork. The sea biopsies are the nomadic sea Indigenous that live in their unique way of life, far from civilization. They isolated themselves from society and globalization. For that, Hakimi gave them a voice through the photographs. The Bajau Laut are stateless, living without a system of life and free from civilization structure. Subconsciously it makes them unique. But various people see this as a problem, a political crisis, a humanity challenge, etcetera. Hakimi sees them as this is the way they are. Without judging or trying to be a hero. He photographed them as what they are, without any political statement and the artwork will talk to the audience as it is. He let the visual do the talk with or without prior knowledge of the audience. He sparked their kindness towards the subject



# The Legacy

*By Hishamuddin bin Siri*



The image displayed was from Hishamuddin's and Hakimi Halim's research while in Matu district, Sarawak, Malaysia. This work proves the current state of the long-abandoned Melanau Longhouse. The Melanau Sok Longhouse in Kampung Sok is located 110 kilometres from the city centre. It is hundreds of years old, continues to be the legacy of the Area's first generation of Melanau. The longhouse built in the 1870s has twenty-six (26) doors. The most valuable heritage of Sarawak's Melanau people is now uninhabited, as most residents built their own homes. Unfortunately, the longhouse's tale of joy and sorrow is long gone, and only memories remain. Regardless of the decline, the inheritance of the Melanau treasures in this world must preserve.

# Usungan

*By Mohamad Faizuan bin Mat*



Usungan is a case study about bringing traditional, culture & local wisdom into a contemporary space by using a co-creation method. Co-creation appeared within the discourse of participatory art. The term co-creation defined by Galvagno & Dalli (2014) is a collaborative, joint, peer-like process of producing new value, concurrent, both symbolically and materially. Although the usungan practice has been around for a long time, it remained unrecorded until this research took place. Without realization, the traditional practice has somehow provided a work process that leads to co-creation. The co-creation method used in this project relates to the inter-textual approach which advances to a discursive, inclusive, and participative space. A space where the act of becoming a community is performed. Theoretically, as a form of research, production, and new format of curatorial or method, a co-creation project is an act of cultural studies.



Welcome  
to the  
Faculty





*Maxime Sembeni (left) and Maximillien Popille (right) visiting Damai Beach with their supervising lecturer Mr Louis Ringah Kanyan.*

The Design Technology programme welcomes two French exchange students ; Maxime Sembeni and Maximillien Popille during semester 2 session 2021/2022. We are very excited to be able to welcome them to the Faculty of Applied and Creative arts as our exchange students.

They have just started their exciting and happy phase of their exchange program at the Faculty of Applied and Creative Arts under the Design Technology Programme. We welcome them again to our faculty and hope their days will be filled with great joy, good memories, and new hopes.



*Mr Louis Ringah Kanyan (Right) giving Maximillien Popille (left) and Maxime Sembeni (center) a tour of the faculty.*



# Activities and Events



UTM 50 YEARS CELEBRATION PRESENTS:

## CANTING

### BATIK EXPLORATION WORKSHOP

**DAY: FRIDAY**  
**DATE: 20th MAY 2022**  
**TIME: 9.30 AM - 5.00 PM**  
**VENUE: WAKAF B02, FABU**

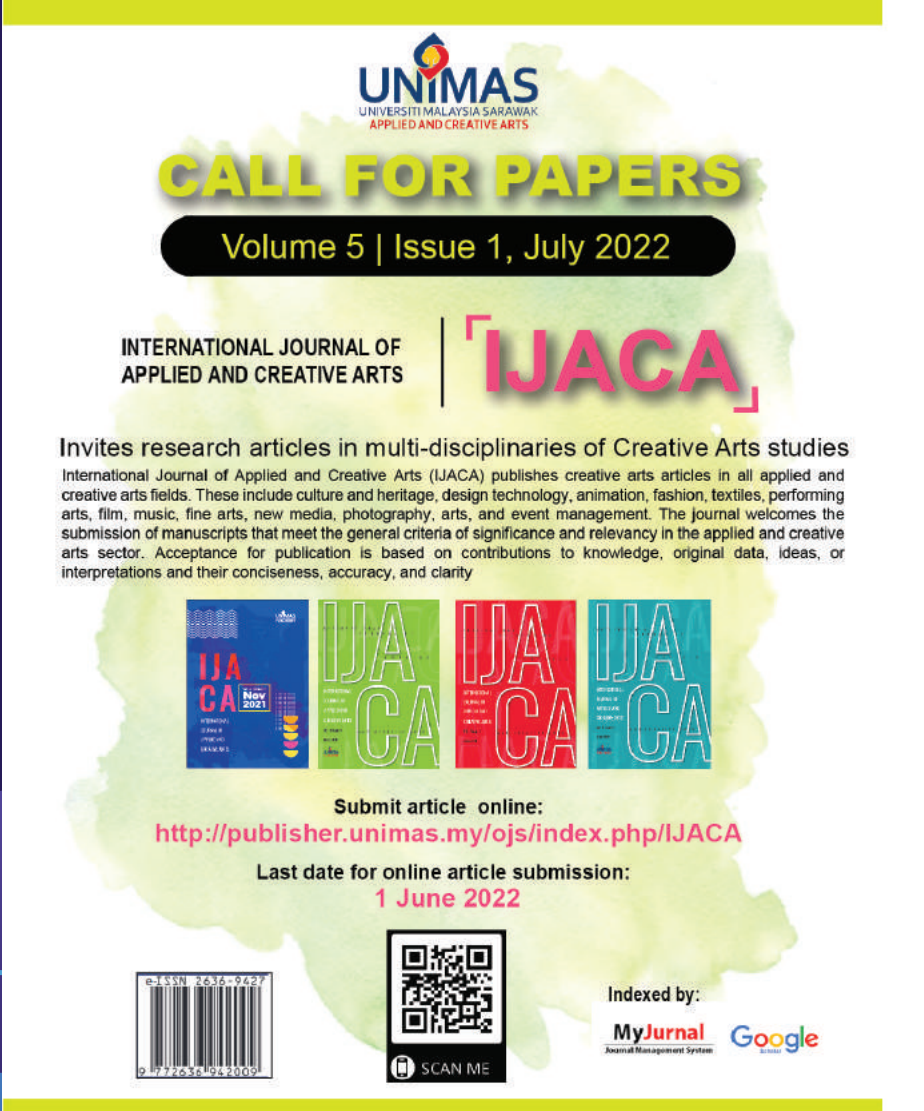
**INSTRUCTOR:**  
**PUTERI ARIANA A. MOHD PUAT**  
FACULTY OF APPLIED AND CREATIVE ARTS  
UNIVERSITI MALAYSIA SARAWAK

**FACILITATOR:**  
DR. ROSHIDA ABUL MAJID

**FACILITATOR:**  
DR. IZID EAFI TS. DR. MUHAMMAD FAIZAL ISMAIL

**FACILITATOR:**  
TS. DR. MUHAMMAD FAIZAL ABUL KANI

**FACILITATOR:**  
DR. AZALINAH RAMDANI MUSA



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## CALL FOR PAPERS

Volume 5 | Issue 1, July 2022

INTERNATIONAL JOURNAL OF APPLIED AND CREATIVE ARTS | **IJACA**



Invites research articles in multi-disciplinaries of Creative Arts studies

International Journal of Applied and Creative Arts (IJACA) publishes creative arts articles in all applied and creative arts fields. These include culture and heritage, design technology, animation, fashion, textiles, performing arts, film, music, fine arts, new media, photography, arts, and event management. The journal welcomes the submission of manuscripts that meet the general criteria of significance and relevancy in the applied and creative arts sector. Acceptance for publication is based on contributions to knowledge, original data, ideas, or interpretations and their conciseness, accuracy, and clarity



Submit article online:  
<http://publisher.unimas.my/ojs/index.php/IJACA>

Last date for online article submission:  
**1 June 2022**

Indexed by:  
**MyJurnal** Journal Management System **Google**



# Activities and Events

**THE MALAYSIA BOOK of RECORDS**

**MALAYSIA**

**LARGEST SARAWAK THEMED MURAL**

**MAZE Painting**

Celebrate together with us!  
A Malaysia Book of Records attempting event

马来西亚最大砂拉越主题壁画展

**MURAL EXHIBITION**

**BCCK 26<sup>th</sup> MAY – 8<sup>th</sup> JUNE 2022**

Borneo Convention Centre Kuching 9.00am-7.00pm

**FREE ENTRY**

Join us and show your support for the deaf community

**Sarawak**  
More to Discover

**ACE**  
Sarawak's COOL EVENT

**TRIBE LEGACY SARAWAK CAMPAIGN**

**TRANS**  
Sarawak

**PRIMA**  
Sarawak

**BORNEO CONVENTION CENTRE KUCHING**

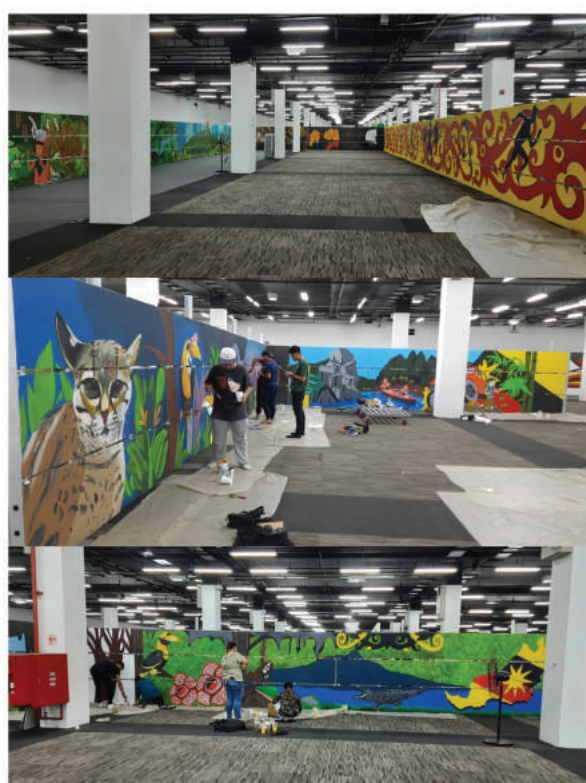
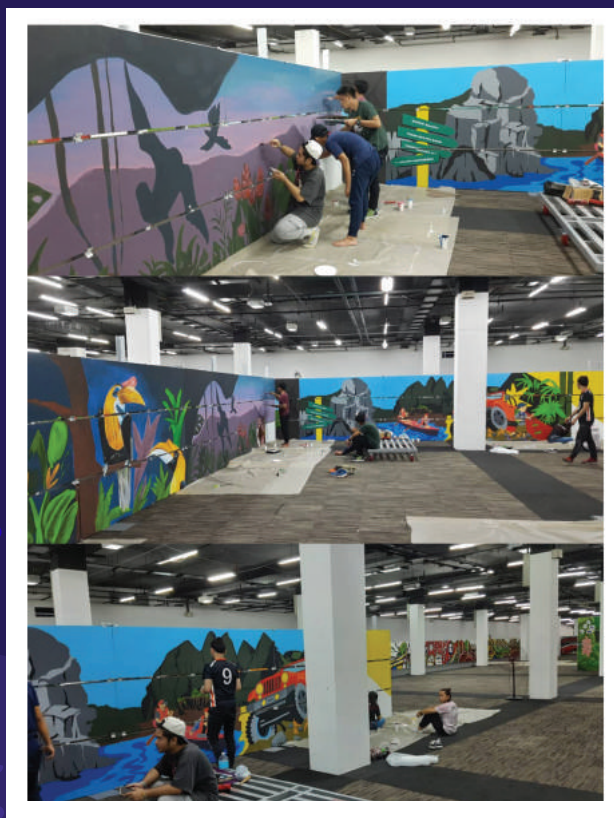
**tv3**

**UNIMAS**  
Universiti Malaysia Sarawak

**UTS**  
Universiti Teknologi Sarawak

**UCSI University**

**INTODESIGN LAB**





# Research and Publication

NO.	PROJECT LEADER	TITLE	GRANT NO. & TYPE	AMOUNT	DURATION	FUND
1.	Doris anak Maying	Application of Visual Interactive as Extended Reality for Rural Tourism Liberation Through Augmented Reality Off-Line Device System	IRG/F03/SDEC/85163/2022 (Industrial Grant)	RM108,680	24 months (3.3.2022 – 2.3.2024)	Sarawak Digital Economy Corporation Berhad (SDEC)
2.	Dr Marzie Hatef Jalil	EcoChildClo: A Mobile Application for Children's Clothing toward Sustainability	UNI/F03/PILOT/85050/2022	RM12,500	24 months (1.6.2022 – 31.5.2024)	UNIMAS

NO.	AUTHOR	PUBLICATION	JOURNAL/BOOK
1.	Ding Mengshu, AP Dr Qistina Donna Lee Abdullah and Dr Salmiah Abdul Hamid	"Intelligent Clothing Design and Data Acquisition under the Scientific Graphics Programming Combined with Wearable Multisensor," Mathematical Problems in Engineering, vol. 2022, Article ID 2474047, 14 pages, 2022. <a href="https://doi.org/10.1155/2022/2474047">https://doi.org/10.1155/2022/2474047</a> .	Journal: Mathematical Problems in Engineering Index: ISI, Q4.
2	Govindaraju V. and Jeeta Sitarih N.	Online Teaching and Learning: A Study On Students' Perception On Interpersonal Communication Course. Multicultural Education, 8(2), 37-44, 2022	Journal: Multicultural Education, SCOPUS
3	Shaik Hussain S. and Petrus O.	Pandangan Masyarakat Terhadap Imej Destinasi Yang Melambangkan Sibui. Asian People Journal, 5(1), 42-52, 2022	Journal: Asian People Journal, Malaysian Citation Index (MyCITE)
4	Mohd Rafee Y., Jussem S., Siri H. and Abol Hassan M.	Digitization Of Traditional Bario Salt Making Based On Interdisciplinary And Visual Experience Approach. Asian People Journal, 5(1), 63-72, 2022.	Journal: Asian People Journal, Malaysian Citation Index (MyCITE)
5	Ajit G., Terry L. and Kanyan R.	Design and Technology in Malaysian Secondary Schools: A Perspective on Challenges. Malaysian Journal of Social Sciences and Humanities, 7(1), 335-351, 2022.	Journal: Malaysian Journal of Social Sciences and Humanities, Malaysian Citation Index (MyCITE)
6	Shaik Hussain S., Hazrain Kamuruddin M. and Francisco Anna H.	Penerimaan Penduduk Sekitar Terhadap Pembangunan Borneo Samariang Resort Water Theme Park. Malaysian Journal of Social Sciences and Humanities, 7(3), 1, 2022.	Journal: Malaysian Journal of Social Sciences and Humanities, Malaysian Citation Index (MyCITE)
7	Shaik Hussain S. and Abd Halim W.	Penerapan Nilai Falsafah dalam Rekaan Seni Bina Rumah Melayu Anjung Layar Sari, Kampung Spaoh Betong, Sarawak = Application of Philosophical Values in the Architectural Design of Anjung Layar Sari Malay House, Kampung Spaoh Betong, Sarawak). Malaysian Journal of Social Sciences and Humanities, 7(3), 1-12, 2022.	Journal: Malaysian Journal of Social Sciences and Humanities, Malaysian Citation Index (MyCITE)
8	Tugang N. and Kiyai @ Keai G.	PENGANAN. 1(1), 1, 2022.	Book: Penganan, Google Scholar



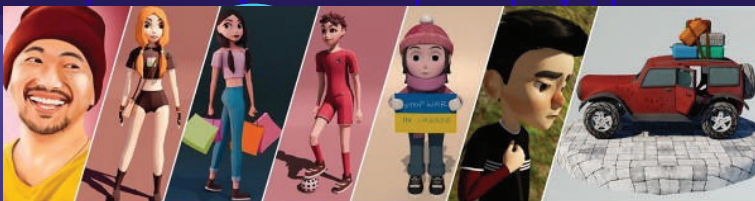
# Students Life



Hi, my name is Rohan Gurung, and I am from Nepal. Currently, I am doing my undergraduate degree in the animation programme at the Faculty of Applied and Creative Arts (FACA) at the University Malaysia Sarawak. I graduated with a diploma in animation from Limkokwing University, where most of the lecturers are UNIMAS Alumni. I enrolled on the animation programme at FACA as UNIMAS offers one of the best animation programs in Malaysia. So, here I am!

My student's life experience was so much different then. Everything was normal and classes conducted on campus were conducive. Going to classes, getting back to college and attending events was my daily life. However, when the pandemic strikes, it changes the way I learn, interact and how I perceive university life. On the other hand, it did give me an opportunity to experience full online learning.

The challenge as a student during the pandemic COVID-19 was my mental health, especially during isolation. Loneliness hits hard! But I managed to tackle it by learning new things from online resources, reading books, sharpening my skills in animation software, watching movies and series for entertainment, and not forgetting to stay connected with my family through social media. Everything turned digitalized and as an animation student, I had to rely on online platforms such as YouTube, Webex, Zoom, Pinterest, Google and many more.





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