



Ideaphoria

FACULTY OF APPLIED AND CREATIVE ARTS

VOL. 1 DECEMBER 2020





Dean Message

It gives me great pleasure to write a few words in this bulletin. I still remember when we take the first step to form a committee in publishing faculty bulletin which wasn't easy. There are a lot of mental obstacles that make it difficult to take that first step. After six months of planning and full of hard work, it is my honour and privilege to share with you IDEAPHORIA.

IDEAPHORIA is a platform to showcase faculty events and activities. The bulletin is not a peer-reviewed academic journal and we do not have to be anxious about writing styles. However, it is important to make the information attractive and understandable to readers in general. Hence, we decided to use nice photographs and illustrations. Too much discussion on theories should be avoided (giggle).

The Faculty of Applied and Creative Arts involve in the creation of visual and performances in expressing designer and artist's imagination, ideas, skills, and emotional power. Thus, may information presented brings the artwork to life and cascade the knowledge and information to all spheres.

Finally, I would like to take this opportunity to congratulate the IDEAPHORIA team and those who have contributed to the idea, concept, and information to make this bulletin become a reality. This bulletin is a property of the entire FACA family and is open to everybody who wants to submit a success story, academic updates, innovation news as long as in line with the bulletin aspirations.

"Explore, imagine, experiment and create with us."

Ideaphoria

Ideaphoria. Defined as the capacity for creative thought or imagination.¹ This definition represents the lecturers' creative endeavors at the Faculty of Applied and Creative Arts locally and internationally. Ideaphoria is a platform that highlights the projects and research work by the academics biannually. These projects are diverse by nature and interdisciplinary, forming collaboration within the academic community in Universiti Malaysia Sarawak and with the industry experts.

Ideaphoria celebrates the creative and innovative effort from everyone in the Faculty of Creative and Applied Arts (FACA), UNIMAS whom has shared insight and inspiration across the creative borders – connecting brilliant minds to make brilliant ideas happen.

¹Merriam-Webster. (n.d.). *Ideaphoria*. In Merriam-Webster.com dictionary. Retrieved December 9, 2020, from <https://www.merriam-webster.com/dictionary/ideaphoria>

Ideaphoria

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DEAN HISTORY

8

Assoc. Prof. Dr Musdi Bin Shanat
2019 to present



Assoc. Prof. Dr Wan Jamarul Imran Bin
Wan Abdullah Thani
2015 - 2018



Assoc. Prof. Dr Hasnizam Bin Abdul Wahid
2008 - 2014



Prof. Datu Mohd Farzil Bin Abdul Rahman
2004 - 2008



THE DEANS (1993 - 2020)

Assoc. Prof. Ahmad Khiri Bin Mohd Zain
2002 - 2004



Professor Fauzan Bin Omar
2000 - 2002



Professor Dr Wan Zawawi Bin Ibrahim
1998 - 2000



Professor Dr Mohamad Hatta Azad Khan
1993 - 1997



1



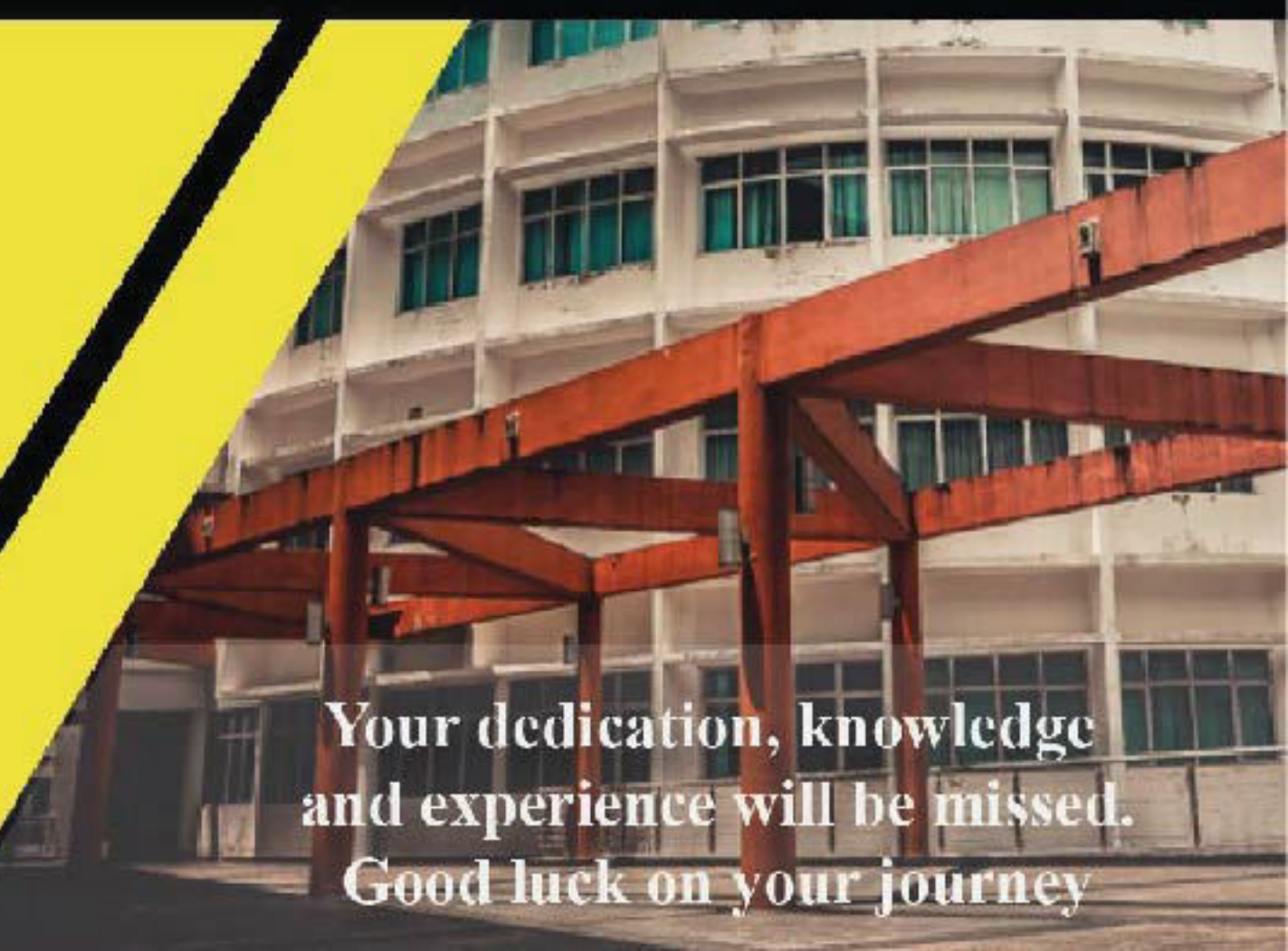
Sylvester
Jussem

Congratulations
On your retirement

Assoc. Prof Zulkalnain Bin Zainal Abidin

CONGRATULATIONS ON YOUR RETIREMENT

FROM STAFF & STUDENTS OF FACULTY OF APPLIED AND CREATIVE ARTS,
UNIVERSITI MALAYSIA SARAWAK



Your dedication, knowledge
and experience will be missed.
Good luck on your journey

LIST OF FACULTY PROGRAMMES

UW6212001 MUSIC PROGRAMME

Bachelor of Applied Arts
with Honours (Music)

*Ijazah Sarjana Muda Seni
Gunaan dengan Kepujian
(Muzik)*

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)*

UW6212002 DRAMA AND THEATRE PROGRAMME

Bachelor of Applied Arts
with Honours
(Drama and Theatre)

*Ijazah Sarjana Muda Seni
Gunaan dengan Kepujian
(Drama dan Teater)*

UW6211002 ARTS MANAGEMENT PROGRAMME

Bachelor of Applied Arts
with Honours
(Arts Management)

*Ijazah Sarjana Muda Seni
Gunaan dengan Kepujian
(Pengurusan Seni)*



Congratulations.

Associate Professor Dr Musdi Haji Shanat

Appointed as Head of Petronas Chair
from 1st July 2020 to 30th June 2022.



from



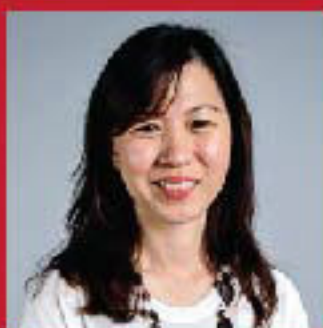
TEGUH BERSAMA



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PROMOTION TO DS52



**MUSIC
PROGRAMME**

Ng Sie Ai



**ARTS
MANAGEMENT
PROGRAMME**

*Shaik Azahar Bin
Shaik Hussain*



**MUSIC
PROGRAMME**

*Dr. Connie Lim
Keh Nie*



**CINEMATOGRAPHY
PROGRAMME**

*Candida Jau
Emang*

CONTRACT LECTURER



**DESIGN
TECHNOLOGY
PROGRAMME**

Sylvester Jussem



**MUSIC
PROGRAMME**

Yoesbar Djaelani

Excellence and Innovation in the Arts

Universiti Malaysia Sarawak (UNIMAS), Faculty of Applied and Creative Arts

The excitement that was felt since the online discussions and presentations in the morning has not yet subsided - And it is now 4 pm, Tuesday, November 17, 2020. The moment that is eagerly anticipated by Ap Dr. Musdi Hj. Shanat with a number of UNIMAS executive members has finally arrived. The Faculty of Applied and Creative Arts (FACA), UNIMAS was announced live through the Times Higher Education Virtual Platform as the winner of THE Award Asia 2020 for the category 'Excellence and Innovation in the Arts' was announced live through the Times Higher Education Virtual Platform. Feelings of pride, gratitude and joy was felt and shared by the entire Faculty.

The Musical Theatre Production 'Semarak Pertiwiku' was the culmination of all the hard work and effort by many teams in FACA. This outstanding project took the collaborative effort of six programs from the Faculty of Applied and Creative Arts, UNIMAS, namely Drama and Theater, Music Program, Cinematography, Fine Art, Arts Management, and Design Technology respectively.

Through his personal postings on Facebook later that day, AP Dr. Musdi Hj. Shanat also thanked Ybhg Prof Datuk Dr Mohamad Kadim bin Suaidi, the Vice-Chancellor of UNIMAS for his full support, and expressed his appreciation to The Sarawak's State Integrity and Ombudsman Unit (UNION), the Malaysian Anti-Corruption Commission (MACC) for the trust in embarking the performance.

In the joy of celebrating this prestigious award, AP Dr. Musdi Hj. Shanat could not hide his feeling towards the passing of the late Pak Iran who was an important individual for the beautiful musical composition in Musical Theater 'Semarak Pertiwiku'. AP Dr. Musdi Hj. Shanat said, "This tribute is also in the memories of the late Pak Iran".

The Background

The award entries were from across the Asian continent, and the Middle-East. The expert panel of the external judges this, added rigor and transparency to the process, and whose job was made all the more difficult by the sheer number and diversity of high-quality entries. The five expert panels are Halima Begum, Christine Ennew, Yuko Harayama, Simon Marginson, and Timothy Tong.

The award is sponsored by Elsevier, Huawei, Western Union (WU) Business Solution, Sursera for Campus, The Access Platform, and THE Data Points. In THE Awards Asia 2020, UNIMAS was shortlisted in three out of ten categories; Excellence and Innovation in the Arts, International Strategy of the Year, and Workplace of the Year.

Excellence and Innovation in the Arts

This award recognises the pioneering work that takes place in the universities to promote the arts. THE is constantly looking for project initiative that has either helped to establish or has enhanced an institution's already strong reputation in any field of the arts. For this category, The Faculty of Applied and Creative Arts at the Universiti Malaysia Sarawak (UNIMAS) was shortlisted among the top eight; Alfaisal University, The Hong Kong University of Science and Technology, National Dong Hwa University, O.P. Jindal Global University, Peking University Research Centre for Ethnic Music and Musical Theatre, Universiti Teknologi Petronas, and Tiangong University.

The Winner:

The Faculty of Applied and Creative Arts at the Universiti Malaysia Sarawak (UNIMAS)

The judges praised The Faculty of Applied and Creative Arts at the Universiti Malaysia Sarawak (UNIMAS) for its daring and innovative approach to using theatre and performing arts to support the country's anti-corruption efforts. Noting that this fascinating work may help to change norms and behaviour, and develop university-to-industry links that draw on local cultural heritage.

As one of the panels said, "their efforts to link theatre to anti-corruption work is as powerful as some of the work in Brazil using Forum Theatre for conflict resolution a decade ago". Such a high praise indeed.

THE Awards Asia 2020



Halima
Begum



Christine
Ennew



Yuko
Harayama



Simon
Marginson



Timothy
Tong



THE AWARDS
ASIA
2020

WINNER

Excellence and Innovation in the Arts

**Universiti Malaysia Sarawak (UNIMAS),
Faculty of Applied and Creative Arts**

John Gill, editor, THE

Phil Baty, chief knowledge officer, THE

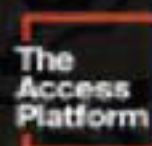
THE Awards partners

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ELSEVIER



HUAWEI



WesternUnion WU

Business
Innovation

Congratulations

THE AWARDS ASIA 2020

**We won the Excellence
and Innovation in
the Arts Award for
THE Awards Asia 2020!**

*"A daring and innovative approach using theatre
to support the country's anti-corruption effort!"*
- THE Awards Asia 2020 Judge



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FIVE FILMS AWARDED IN THE 16TH MINI FILM FESTIVAL

Mini Film Festival (MFF) had come to its end with a virtual awards ceremony conducted through its social media. Five great short films with their unique treatments of timely subject matters were awarded by the 16th edition of the festival, the longest running short films festival in Malaysia.

"Despite all the challenges in organising the festival online, we had managed to migrate our physical film festival entirely online, making us the first Malaysian onsite film festival which had successfully migrated online due to the impact of COVID-19 pandemic", said Dr Teo Miaw Lee, the festival director of 16th Mini Film Festival.

Such success stories, however, can hardly compensate for the pain posed by the potential job hazards never experienced by the team when they organised its physical film festival onsite in the past 15 years.

"But, I think this pain is temporary and hope that it is well compensated with a festival which has successfully catered to both filmmakers and our audiences", Yow added.

Yow Chong Lee, the festival programme, lamented in a rather jolly manner that "due to long hours of working in front of computer and mobile devices, I had inevitably developed neck and shoulders pain in the first few days of our online festival". "But, I think this pain is temporary and hope that it is well compensated with a festival which has successfully catered to both filmmakers and our audiences", Yow added.

"Not to mention our online screening platform had gone into a temporary breakdown on the first day of our festival when we were screening the films nominated in the MAS See Films: Open Category", said Yow when recalling his team's horrific experience. Against all odds, however, the festival had managed to make its comeback with more than 5000 views, made up by almost 700 registered audiences, a figure which can hardly be achieved should Mini Film Festival be organised onsite this year.

FIVE FILMS AWARDED

Out of 20 films in two competition categories this year, five films were awarded either "Best Short Film" or "Jury Award". "Blue Light", directed by an up-and-coming Malaysia filmmaker, Cheah Kah Sing has walked away with "Best Short Film" in the Open Category. This outstanding film departs from a reflexive lens which critically reflects on the disgusting filmmaking practice less known to people. "Blue Light" was thought provoking and truly reflective of the time that we live in", said Nadiah Hamzah, one of the 16th MFF's juries when citing the reason for awarding this film with "Best Short Film".

"Blue Light was thought provoking and truly reflective of the time that we live in", said Nadiah Hamzah.



Photo of Cheah Kah Sing, the director of "Blue Light" which won "Best Short Film" in the 16thMFF's Open Category.



Snapshot of "Blue Light" featuring two awards winning filmmakers from Malaysia, James Lee and Tan Seng Keat who acted in this winning film.

Meanwhile, “PEON” and “Here I Am” were both bestowed Jury Awards for their creative approach in presenting issues in relation to migrant workers and undocumented children in Malaysia. “The juries were having a hard time in choosing the winner, hence, explained the unprecedented two jury awards given in the same category”, said Yow in referring to the juries meeting they had online when deciding the winners.



Snapshot of “Here I Am” showing an undocumented children donning in her DIY-costume made from Malaysian flag. This film is directed by a Sabahan female filmmaker, Putri Purnama Sugua who also won Jury Award in the 16thMFF’s Open Category.



Snapshot of “The Darkest Night” which won 16thMFF’s “Best Short Film” this year.

Finally, the Jury Award for the students’ category goes to “With Love, Elaine” directed by Sheldon Chong and Alina Wong from Sunway University. “With Love, Elaine shows solid visual storytelling with graphic matches and delicate editing hence we prized it with a Jury Award”, said Sari Dalena, an awards winning filmmaker, also one of the 16thMFF’s juries hailed from the Philippines.



Snapshot of “With Love, Elaine” directed by Sheldon Chong and Alina Wong who won Jury Award in the 16thMFF, students’ category.



Snapshot of “PEON” which presents an edgy treatment of marginalised migrant workers and delivery rider’s story and was awarded 16thMFF’s Jury Award (Open category).

For the MAS See Films: Student Category, the “Best Short Film” was awarded to “The Darkest Night” directed by Toh Tze Wei, a young female filmmaker who is currently furthering her study in Nanjing, China. According to Amerta Kusuma, the 16thMFF jury from Indonesia, cited the film for its ability in presenting “a strong issue about education and diversity” as the film fictionalised a primary school student who struggles to ensure his school remains opened after an announcement that it will be closed due to small number of students.

“A strong issue about education and diversity”, when Mr. Amerta Kusuma cited the reason of winning for Tze Wei’s “The Darkest Night”.



Photo of Toh Sze Wei, captured when she was directing “The Darkest Night” which won Best Short Film in the 16thMFF’s Students’ Category.

*This article is written by Yow Chong Lee, the festival programmer of the 16th Mini Film Festival. Despite the fact that this year’s festival had long ended, his neck and shoulders pain is yet fully recovered.

*Part of the write up had been published on The Star Online as the article was originally intended as press release for 16th Mini Film Festival.

SEMARAK PERTIWIKU

Semarak Pertiwiku, a musical that depicts an attempt to reach out and educate the public on the cause and effect of graft practices. This grand collaboration in a jointly organized by Sarawak's State Integrity dan Ombudsman Unit (UNION), Malaysian Anti-Corruption Commission (MACC), Drama and Theatre Program of the Faculty of the Applied and Creative Arts, Universiti Malaysia Sarawak (UNIMAS). The performance is a statement of establishment that theatre is the best tool to foster effective understanding and awareness to induce corruption in Malaysia. Staged on the 12 -14 of July 2019 at the Tun Ahmad Zaidi Aduce auditorium at the Teachers' Training College in Batu Lintang. The staging was attended by Chief Minister Datuk Patinggi Abang Johari Abang Openg graced the opening of the theatre, together with Minister in the Chief Minister's Office (Integrity and Ombudsman) Datuk Talib Zulpilip, MACC chief commissioner Latheefa Koya, MACC state director Razim Mohd Noor. Media Prima Berhad Group Chairman Datuk Syed Hussian Syed Junid and Group Managing Director Datuk Kamal Khalid were among the invited guests to the show. This effort continuously highlights and promotes UNIMAS as an institution not only provides education but also runs as an industrial player.

Semarak Pertiwiku The Musical is another step forward by the Faculty of the Applied and Creative Arts, UNIMAS to build a significant reputation in developing Sarawak performing arts industry. The state of Sarawak is diverse in culture and ethnicity which provides many opportunities in creating arts. However, the arts industry in Sarawak will need a continuous initiative to develop and educate the community to appreciate the arts. Therefore, Semarak Pertiwiku The Musical is the university's initiative and commitment to establish the performing arts culture in Sarawak. Through Semarak Pertiwiku The Musical, the university managed to invite and create impressions and impact on a new set of audiences to be part of the Sarawak performing arts community. Semarak Pertiwiku Musical production plays an important role in developing local arts industries. This platform has created a connection to the missing gap between the local theatre practitioner, national celebrities and the ministry. Therefore, this project is a progressive achievement in the sustainable performing arts theatre industry in Sarawak.

Integrity development through arts is the core message for Semarak Pertiwiku The Musical. By devising a play from real-world cases provided by the MACC, the director dan playwright managed to share with the audience the importance of integrity in developing a growing nation. Numerous initiatives had been made by the MACC in preventing corruption and to strengthen integrity, especially amongst the government officers. Semarak Pertiwiku The Musical is the recent approach commenced by lecturers from the Faculty of the Applied and Creative Arts, UNIMAS utilizing theatre as a medium to convey the importance of integrity and advocate awareness in the community on the effect of corruption. This unique collaboration by Sarawak's State Integrity dan Ombudsman Unit (UNION), Malaysian AntiCorruption Commission (MACC), Drama and Theatre Program of the Faculty of the Applied and Creative Arts, Universiti Malaysia Sarawak (UNIMAS) is the beginning of another opportunity in producing theatre for public awareness in Sarawak.

Programs in the Faculty of Applied and Creative Arts, UNIMAS involved in the production are led by the Drama and Theatre Program. The interdisciplinary element in staging of Semarak Pertiwiku The Musical involves collaboration from academicians and students from various programs with the agreed position and task from during the preproduction, production and postproduction. The following programs listed below functioned as part of the Production Team.

- Drama and Theatre on Stage Directing, Plawrights, Production Management, Stage Management and Artistic Design.
- Fine Arts on scenic design dan properties making.
- Music on original composition, sound design, studio recording, audio and technical support.
- Cinematography on audio visual documentation (the making of), multiple camera production online and offline editing and promotional video.
- Design Technologies on designs for promotional purposes.
- Arts Management on Production Management.

My Wildest Dream:

On Becoming a TV Host for TVS's "Director's Cut"

by Yow Chong Lee



Webinar_Director's Cut (Photo credit Lau Ung Ing, TVS)

It is the wildest dream I can ever conceive in my life - to host a TV show for nationwide audiences. I had never thought of becoming a TV host. I remember, I was once so mesmerised by radio presenters whose voice and contents amazed me all day long when I was a little kid - listening to what my mom listened to while she was cooking or running house chores. As I could recall, some time ago (around the early 2000s), in the rise of private radio stations in Malaysia, I was so excited and driven to become a radio presenter. I even recorded my voice hosting programmes using cassettes and sent to several local radios seeking opportunities to be part of their bigger family of radio presenters. Oh my, what a memory?!

This year, with the inception of TVS, the first local TV in Malaysian Borneo, I have bestowed this rare opportunity to host and co-produce a TV show that features contents which I hope could help foster a healthy film and media industry in Malaysia and Sarawak, specifically through "Director's Cut".

Director's Cut is a show featuring filmmakers, animators, online creative content creators via video conference format. The program I am hosting presents a discussion on a wide range of topics and themes, covering filmmakers' creative processes, their challenges and how they creatively go about them. My first show in this program featured a talented young filmmaker Muzzamer Rahman whose debut feature, *Takut Ke Tak?* (2020) was screened in cinemas nationwide back in August! In the show, we had a great time talking about how he turned his strong interest in writing to screen, and his contribution in many other efforts providing platforms for #BBNU* in the filmmaking scene, i.e. Pesta Film KITA and Wayang Budiman.

Meanwhile, there are many other guests in the pipeline for the said programme, including Mr. Nova Goh (a Sarawakian filmmaker whose feature documentary "The Last Ring Ladies" had just been premiered nationally on TVS to a nationwide audience), Ms. Bebbra Mailin and Ms. Putri Purnama Sugua (both are awards winning female filmmakers hailed from Sabah), Ms. Amanda Nell and her producer Ms. Foo Fei Ling (both are renowned for their collaborative efforts in securing international funding for the former's debut feature film, "Tiger Stripes"), Mr. Mohsin Othman and Mr. Fauzan Aziman (both are known for their irrefutable roles in production and post-production sound in many local and international films).

When I was first approached by a producer from TVS, Mr. Lau Ung Ing to discuss on the possibility to initiate "Director's Cut", I immediately fell for his brilliant idea in making this show given the fact that, it is extremely rare for a TV station in Malaysia in allocating airtime for shows that focus primarily on filmmaking, let alone a talk show which could potentially appear "boring" to many.

With that in mind, I gather my strengths and the network I had built throughout the years of serving as a film lecturer with multiple roles ranging from formerly festival director and currently festival programmer for the longest-running short film festival in Malaysia, Mini Film Festival to programme coordinator for Cinematography Programme, FACA as well as juries and programmers for other film competitions and festivals around Southeast Asia. With such capacity and responsibilities bestowed upon me, I guess, there is no turning back except working harder in sharing my knowledge, experience and love for the cinema with more people outside of my current official job scope, i.e. the nationwide audiences. For that, I am very thankful for whatever life has to offer and I wish I could inspire more people to do better than I am.

It certainly takes courage and strong determination to make the show possible. And I am thankful for the trust given by TVS and Mr. Lau to me. So does the supports of many, including my dear family members, friends, colleagues and students.

Director's Cut broadcasts on Astro 122 (and Astro Go) every Sunday at 3.30pm.
Stay tuned and 'stream' you later!

*BBNU is a social media acronym for "Budak Baru Nak Up"

FACA Bulletin (ICE)



Meeting with the Permanent Secretary of MTAC on Capacity Building training TOT for Tour Operators

Industry and Community Engagement (ICE) Committee Report for FACA Bulletin Faculty Applied and Creativ Art's

Industry and Community Engagement Committee have made courtesy visits to multiple state government agencies in September and October 2020. The visits to the Ministry of Tourism, Art and Culture (MTAC), Sarawak Forestry Department, Sarawak Tourism Board, Sarawak Museum and Ministry of Youth and Sports are purposely to seek potential collaboration in research, consultation, capacity building training, community project and MOU/MOA prospects. These initiatives taken by the committee are to meet up the faculty's Key Performance Index (KPI), visibility and as part of our University Social Responsibility to contribute back knowledge and service to the community and stakeholders. The committee is trying to get the faculty members to nominate other agencies to collaborate with FACA.



Courtesy Visits to (a) Sarawak Museum and (b) Sarawak Forestry Department

Appreciation Ceremony To Pn Maizatul For Ending Her Service And To Our Internship Students



Artist's Playground FACA ART EXHIBITION IN COLLABORATION WITH PULLMAN KUCHING 29 August 2019 (Opening)



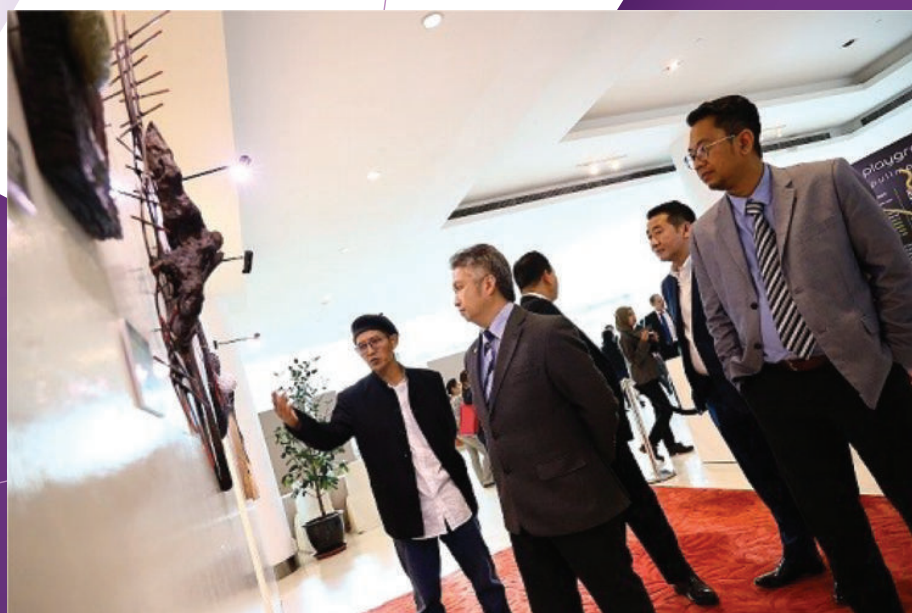
MoU exchange between FACA and Pullman Kuching.

Pullman Kuching unveils its first gallery in collaboration with the Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak (UNIMAS) with themed Xpose: Visual Analogy, features a broad spectrum of modern contemporary artwork.

The official opening ceremony officiated by Assistant Minister of Youth and Sports, Datuk Snowdan Lawan followed by the signing ceremony between Faculty of Applied and Creative Arts (FACA) UNIMAS represented by the Dean, Associate Professor Dr. Musdi Hj. Shanat and Pullman Kuching represented by Cluster General Manager, Ishak Ibrahim.

This art gallery is a platform for aspiring artists to showcase their best works especially lecturers and students of the University where it will be viewed by both local and international audiences.

The array of artworks in various approaches, media and dimensions graces both sides of the eight substantial display panels and five pedestals provide a new domain in the lobby space for public viewers and art enthusiasts alike to walk through and exposes oneself to an artistic experience.



One of the artist, Awangko' Hamdan Awang Arshad explained his work to Datuk Snowdan Lawan.

WRITING AND PUBLISHING INDEXED AND HIGH IMPACT JOURNAL WORKSHOP



Date: 29 – 30 September 2020
Venue: Bilik Mesyuarat 1 FSGK
Time: 8-5pm
Lecturer : Prof. Dr Ambigapathy a/l Pandian
Dekan Fakulti Bahasa dan Komunikasi

A total of 30 FSGK academic staff attended this workshop.



RESEARCH GRANT FACA 2020

Syabas dan Tahniah kepada penerima Geran Kursi P.Ramlee Cycle 1 dan Cycle 2 FSGK seperti senarai dibawah:

PRC Cycle 1/ 2020

DR. LOH NGIHK HOON

Tajuk: Visual Content on Social Media that Influences Purchasing Decision of Tourism Product among Youth Tourist

Jumlah : RM10,000.00

DR. FARIDAH SAHARI

Tajuk: Merungkai Simbolik Elemen Rekabentuk Busana Tradisional Jatti Miriek

Jumlah : RM9,960.00

EN. MUHAMMAD AZRI BIN ALI

Tajuk: Menghurai Falsafah Pemikiran dan perjuangan Tan Sri Pehin Haji Adenan Satem Ketua menteri Sarawak Yang ke-5 di dalam Konteks Teater.

Jumlah : RM12,830.00

PRC Cycle 2/ 2020

DR TEO MIAW LEE

Tajuk: Film Business in Malaysia: Distribution and Exhibition

Jumlah : RM9,000.00

PN CANDIDA JAU EMANG

Tajuk: Tracing the Early Cinema Theatres in Sarawak

Jumlah : RM9,000.00

EN MOHD AFFENDI BIN AZIZAN

Tajuk: Retrospektif Pengaplikasian Video "Augmented Reality" sebagai Kaedah Promosi Ekopelancongan di Bandar Kuching, Sibu dan Miri

Jumlah : RM8,820.00

EN ALIFFAZRAIE BIN JALI

Tajuk: The Evolution of Pontianak's Visual Depictions in Film: Reflection of a Horror Icon as Nusantara Transnational Anxiety in Malaysian

Jumlah : RM9,000.00

AZWAN ABIDIN

Tajuk: The Influence of Hofstede's Power Distance on Cross-Cultural

Interface Design: Engaging with the Views of Inclusivity from Islamic Cultural Values

Jumlah : RM9,000.00

NATASHA RUDY WONG

Nature as Identity: Visual Representation Of Nature And Its Association To Cultural Identity In The Contemporary Artworks Produced By Sarawak's Artists Society (SAS).

Jumlah : RM5,980.00

AP DR MUSDI SHANAT

Contemporising Visual Image of P.Ramlee music into art form

Jumlah : RM9,000.00

FRGS 2020

DR AHMAD AZAINI

Revisiting student readiness in freelancing approach in the Animation sector to support the Digital Content Ecosystem Policy (DICE)

Jumlah : RM86,200.00



DR AHMAD AZAINI

DR TERRY LUCAS

Deriving Educational Animation Design Model for Virtual Reality-based Learning

Jumlah : RM100,000.00



DR TERRY LUCAS

Publication Of Books From The CONSULTATION PROJECT WITH THE SARAWAK STATE LIBRARY 2016-2020

RM120.00

Kompilasi Warisan Budaya Tempatan
Wilayah Utara Sarawak 2008 - 2015

Author : Yakup Mohd Rafee, Ph.D
ISBN : 9789839205473
Publisher : Pustaka Negeri Sarawak

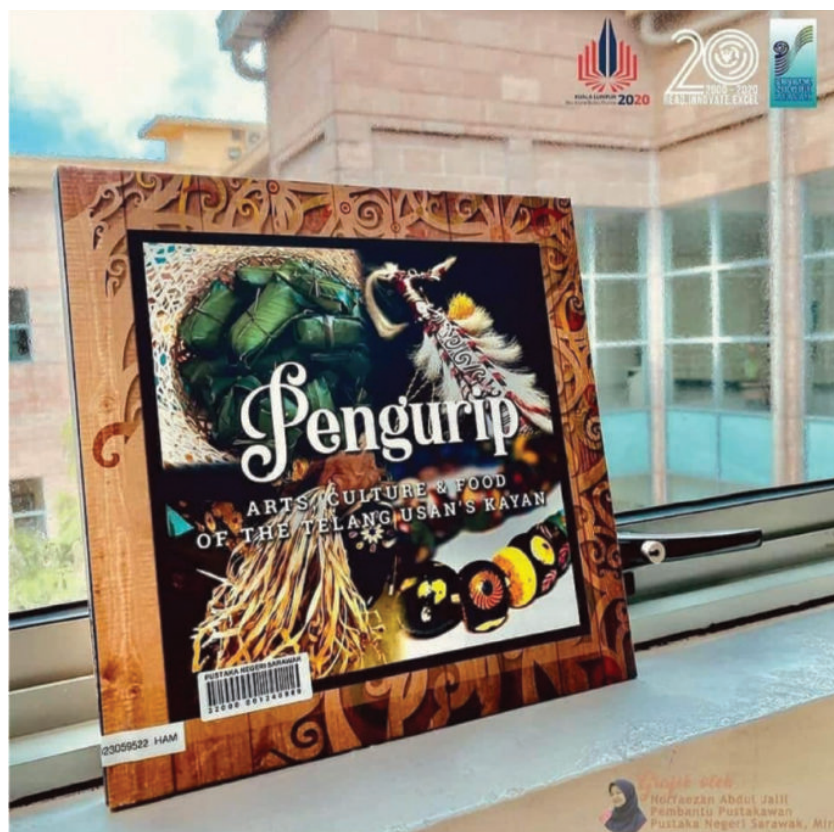
Sneak Peek
Sebanyak 20 tajuk yang terbaik telah dipilih untuk kompilasi manuskrip Pertandingan Warisan Budaya Tempatan dari tahun 2008 hingga 2015. Menyedari keperluan para peserta untuk penambahbaikan di masa akan datang, Pustaka Negeri Sarawak telah mengambil keputusan untuk menghasilkan buku kompilasi ini.

More book? Scan & Search Here or Book Bear Service Scan Here

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A team of experts from the Faculty of Applied and Creative Arts led by Associate Professor Dr. Yakup Mohd Rafee successfully published several books through their consultancy project for Pustaka Negeri Sarawak with several local associations in Sarawak.

The collaboration established in 2016 had fruitfully produced six (6) books under Sarawakiana Series Publication. These experts, correspondingly lecturers of the Faculty of Applied and Creative Arts, offered their professional aptitude to document a series of events organized by Pustaka Negeri Sarawak, including a collection of activities on the arts, culture, and the tradition of the diverse ethnic in Sarawak.



RM200.00

PENTAS

Author : Yakup Mohd Rafee, Ph.D
ISBN : 9789839205473
Publisher : Pustaka Negeri Sarawak

Sneak Peek
Usaha untuk mendokumentasi dan mengekalkan nilai-nilai tradisi dan murni yang dipaparkan melalui seni persembahan ditetapkan melalui penerbitan buku ini yang bertujuan merekodkan aktiviti-aktiviti yang telah dianjurkan Pustaka Negeri Sarawak melalui Karnival Sarawakiana sejak 2010. Aktiviti seni persembahan seperti Bermukun, Hadrah, Pratuong dan Sape Kontemporari telah dikompilasi secara visual dan tekstual oleh para penyelidik dan penulis dari Fakulti Seni Gunaan dan Kreatif, UNIMAS.

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RM150.00

SENI UKIRAN PERKUBURAN LAMA: JATTI MIRIEK

Author : Yakup Mohd Rafee, Ph.D
ISBN : 9789671657829
Publisher : Pustaka Negeri Sarawak

Sneak Peek
Kajian lapangan telah dilakukan di beberapa buah tapak perkuburan lama kaum Jatti Miriek seperti di Lat Suran, Tab Sinak, Likauh Buie, Babutan, Song Lekang, Merafak, Bakam, Pelapi, Menjelin, Siwak Jaya, Luheng, Tanjung Lobang, Makam Permaisuri dan Katong. Buku ini turut menerangkan amalan dan upacara adat kematian terutama sebelum dan selepas kedatangan Islam.

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RM150.00

SAPE
The Community Binder

Author : Yakup Mohd Rafee, Ph.D
ISBN : 9789671657805
Publisher : Pustaka Negeri Sarawak

Sneak Peek
The sape is the traditional musical instrument of the Orang Ulu community, mainly the Kayan and Kenyah are well known as excellent sape players and good sape makers. This book also applies Augmented Reality that will enhance the reader's interactive experience while reading it.

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RM150.00

BUDAYA TRADISI KAUM JATTI MIRIEK: BUDAYA & ADAT PERKAHWINAN

Author : Yakup Mohd Rafee, Ph.D
ISBN : 9789671657805
Publisher : Pustaka Negeri Sarawak

Sneak Peek
Buku ini diterbitkan hasil kerjasama penyelidikan antara Fakulti Seni Gunaan dan Kreatif, UNIMAS bersama Persatuan Jatti Miriek Miri dan Pustaka Negeri Sarawak, Miri. Adalah diharapkan agar buku ini dapat memberi manfaat dan dijadikan rujukan kepada pembaca terutama kepada generasi muda dalam mengetahui sejarah, asal-usul dan adat budaya terutama berkaitan dengan adat perkahwinan kaum Jatti Miriek.

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Author: **Qistina Donna Lee Abdullah, Aimuni Athirah Binti Latif**

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International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies, 11(12), 11A12U, 1-13.

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Date: **Sep-20**

Author: **Jalil, M.H., Shaharuddin, S.S. (2020).**

Title Article: **Physically-Based Animation in Performing Accuracy Bouncing Simulation**

International Journal of Advanced Computer Science and Applications (IJACSA), 11(9), 437-444. doi: .10.14569/IJACSA.2020.0110952

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Date: **Oct-20**

Author: **Loh, N. H. (2020).**



STUDENT'S LIFE



Hi, my name is Graciela from Indonesia. I am a first year student majoring animation in FACA.

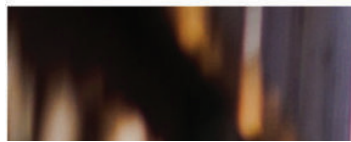
I have been interested in animation for a long time, but I faced difficulties in choosing where to study. I got to know about UNIMAS from my elder brother, who at that time was still a student of UNIMAS. When he returned to Indonesia, he told me about his study experience, which eventually got me to enroll myself to UNIMAS. In the beginning, I was glad to find out that the major i am interested in is available here. Besides my brother's experience, I considered UNIMAS due to its reputation among universities in Malaysia. Not only it is close to my country, I choose Malaysia as my study destination country because of its animation productions that have penetrated the Indonesian entertainment market.

My experience while studying at FACA may not be much to tell because I am still a new student and have never directly attended face-to-face classes. Because, the covid-19 pandemic, all learning is done online. There are some challenges during online learning, like unpredictable internet connection interruptions, and video and audio problems during lectures. The most challenging is to find the necessary items for assignments and projects. As an art student, we certainly need the necessary equipment to create our artwork. It is not easy to find art stores that sells those equipments where I am currently living, so I have to buy them online. It took a couple of days because there are restrictions during this pandemic, so it is long enough for the items I need to arrive. But so far, there has been no problem with learning as the online learning platforms provided by UNIMAS, such as Eleap and UNIMAS NOW, proves to be very helpful.

That's my experience. Hopefully, this pandemic will be over quickly so that we can study on campus as we should be. I hope you all stay healthy and safe.

STUDENT'S LIFE

My name is Marzie Hatef, but my friends and colleagues call me Marzi. I am originally from Tehran, Iran and currently studying PhD in fashion and textile design at the Faculty of Applied and Creative Arts. I am in my third year of study at UNIMAS. I have been living in Sarawak for almost two and a half years and I have totally adapted to the environment and people which makes it very difficult for me to leave Sarawak. My university experiences thus far have been amazing. I have learned and experienced so many new things in such a short period of time in my life, and it has gone by so fast. I am still discovering all the opportunities that FACA offers to me. FACA is a very welcoming place, and from the first day, I felt at home here. It was a major step up to bring new friends, new places and new experiences. My experience had been a mix of both positive times and challenges which I had already anticipated before starting. The transition from my previous university to a foreign university, for me personally, was a bit difficult when I decided to pursue my education overseas. Generally, I have had an enjoyable time. However, like many other international students, I had first-time nerves and missed home far more than I expected. It was initially difficult to make friends at the first and I have had to learn to be a lot more independent. Despite this, I managed to quickly overcome these issues. I got involved in different aspects of university life. For example, I have joined the FACA activities and used this to make friends and new working and academic connections in Kuching city. I have made many new friends at FACA with lecturers and students from many different backgrounds and most of them have allowed me an insight into their cultures and opinions. The Faculty of Applied and Creative Arts at UNIMAS proved to be the ideal choice for me as my experience has been amazing thus far. I got my first impression of UNIMAS when I went to an Open Day and it was amazingly displayed. A PhD degree in Design seems fascinating with lots of choices in terms of the modules. It is almost as if you can design your course exactly the way you want. Besides the great reputation, I was drawn to FACA for personal reasons. I love to learn new things, and could not wait to get back to it, especially having been away from education since before February 2018.



Fortunately, they have all been informative and incredibly interesting. Doing research projects in the PhD degree has meant that I get to study three subjects; course, research, and activities such as workshops and fashion shows which prevent either one from getting bored. I had never attended an Asian fashion show before and it was fascinating to me and I certainly loved learning the history and the new designs in south Asia. Attending two fashion shows alongside creative Sarawakian fashion designers and represent UNIMAS collection was my pride, and a fantastic opportunity that happened in my academic and career experience. Education in the English language has also introduced me to new ways of thinking, which is exciting! Outside of my studies, I get to meet many Malaysian and I am also in touch with them and some friends on campus and Kuching city. It is great having the independence to experience campus life. I spend a fair amount of time walking in UNIMAS campus and getting familiar with the area. I have made friends with some lovely Malaysian people whom I can sit within lectures and relax in a coffee shop. I highly recommend FACA at UNIMAS in Sarawak to all artist and students who want to experience a remarkable place to study, design their visions, visit diverse culture and different ethnics, try many types of handicrafts and cultural costumes, and live in a purely alive environment including green lands and hills, beautiful rainforest jungles, and so on.





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