

# Ideaphoria

FACULTY OF APPLIED AND CREATIVE ARTS





# DEAN *Preface*

Welcome to the latest edition of Ideaphoria Vol.7, the online bulletin proudly curated by the esteemed FACA e-Bulletin team, Faculty of Applied and Creative Arts, UNIMAS. As we embark on this creative journey, we invite you to immerse yourself in a world where imagination knows no bounds and innovation flourishes.

Ideaphoria is evidence of the vibrant spirit that pulses through our artistic community, capturing the essence of the diverse talents and boundless creativity that define our faculty. This bulletin is not merely a compilation of achievements but a celebration of the collective passion, dedication, and artistic vision that our faculty members and students bring to life.

In October, a new cohort of students eagerly registered for the first time as UNIMAS students, excited to embark on their personal growth and education development journey. We are thrilled to welcome them to UNIMAS and support them throughout their transformation into successful university students. This is where they learn essential life skills like independence, time management, financial responsibility, and self-care despite formal education related to the programme they registered with.

November brought us the 27th UNIMAS Convocation ceremony, where we witness our senior students, particularly the third-year students, proudly receive their well-earned scrolls at the Dewan Arena Gemilang, DeTAR PUTRA UNIMAS. We celebrated their success, wished them all the best in their future endeavours, and reminded them to register as UNIMAS alumni friends.

But the excitement doesn't end there! Our students and lecturers have achieved remarkable success in their programs in the year's third quarter. For example, the Design Technology Program recently won first and third place in the Athletic Jacket fashion creation at a sports-themed competition held at the Hangzhou Convention Center, Republic of China.



The Drama and Theatre Program won first place for the best Drama Theatre, including two other categories, namely the best directing and lighting, held in Kuala Lumpur. Finally, our Cinematography Program students won the Best Film (SDG Award) under the Students Category at The ASEAN International Film Festival and Awards (AIFFA). Congratulations to all our winners for their outstanding achievements!

May this bulletin be a source of inspiration, a witness to the incredible journey of creativity, and reflect the unwavering commitment to artistic excellence that defines the Faculty of Applied and Creative Art.

Finally, I thank the editorial team for their hard work and dedication in ensuring the 7th issue of Ideaphoria is published on time. I wish everyone good health, happiness, and success in their endeavour.

Thank you for being a part of the Ideaphoria experience !!!

By Prof Dr Musdi bin Hj. Shanat

# EDITOR- IN-CHIEF *Message*

Greetings and welcome to the seventh edition of the FACA e-Bulletin IDEAPHORIA.

The primary objective of Bulletin IDEAPHORIA, functioning as a FACA journal, is to provide a comprehensive account of the faculty's annual undertakings, encompassing projects, important occurrences of various natures, and events that foster interdisciplinary collaboration.

The Faculty of Applied and Creative Arts (FACA) of the University Malaysia Sarawak (UNIMAS) has been bestowed with numerous accolades in acknowledgement of its exemplary standards of teaching and research. The recognition and honors received by the academics have significantly enhanced their national prominence, hence yielding advantageous outcomes.

The faculty is dedicated to exploring innovative approaches for fostering the development of global communities in the forthcoming years. The FACA also highlights the importance of integrating academic principles into the progression of teaching as both a profession and a scholarly pursuit. The objective is to cultivate students with a comprehensive skill set that enables them to excel in the international job market upon completion of their studies, aligning with the vision of UNIMAS.



I would like to express my gratitude to my colleagues at FACA for their exceptional collaboration through the contributions they have made to the journal in my capacity as the chair of the FACA e-Bulletin IDEAPHORIA. We anticipate that the FACA e-Bulletin can serve as a valuable resource for enhancing the caliber of future issues.

In conclusion, I would like to extend my appreciation to all individuals involved in the development of IDEAPHORIA, Volume 7, 2023, specifically the FACA e-Bulletin.

By Dr Marzie Hatef Jalil



# IDEAPHORIA

## Committee Members

### **Advisors**

Professor Dr. Musdi bin Hj Shanat  
Dr. Qistina Donna Lee Abdullah

### **Editor-in-Chief**

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Mdm Syarafina Binti Abdullah  
Dr. Ringah anak Kanyan

### **Web Master**

Mr Denny bin Pon





# LIST OF PROGRAMMES

## *Offered at FACA*

The Faculty of Applied and Creative Arts (FACA) was established in 1994 based on the university's mission of becoming an internationally recognized institution of higher learning and the main choice among students and academicians via excellence in teaching, research and scholarship.

In order to fulfill this mission FACA recognises the importance of technology and management skills in exploring creativity, through programs such as Fine Arts, Design Technology, Arts Management, Music and Cinematography towards the degree of Bachelor of Applied and Creative Arts.

The faculty aims to produce graduates who can promote professional artistic growth in a dynamic and diverse work environment. Towards equipping students with fundamental skills and discipline to create and to explore creative ideas, it is the faculty's objective to integrate the use of technology to enhance curriculum integration based on the concept of amalgamated education and cross disciplines.



### UW-6-212-001

## Bachelor of Arts in Music with Honours

The music programme prepares students to be at par with the professionals in both the public and private sectors. The application of technology in the field of Music opens up new possibilities. Our program stresses on both theory and practice. We also prepare our students with various skills, from production technology to the art of performing music. Students in this programme will be trained through our latest state-of-the art facilities, and will prepare our graduates for professional careers in the industry.



# LIST OF PROGRAMMES

## *Offered at FACA*

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**UW-6-211-001**

### Bachelor of Arts in Fine Arts with Honours

The Fine Arts programme emphasizes on the integration of 5 main disciplines namely painting, photography, electronic arts, print making and 3-Dimensional sculptures. The integration provides choices to students in generating creativity and innovation through the Fine Arts domain. The course curriculum was designed to be multi-disciplinary and contemporary. The educational approach of the program emphasized on the theoretical and practical aspect in providing well balanced knowledge through learning and research process. The theoretical aspect covers studies on media research, history, appreciation, interpretation, and aesthetic, and art criticism. The practical aspect focuses on the exploration of new media and technology, mastery of medium and application of relevant techniques in the studios and fieldwork. Both theory and practical aspects come with management elements that will produce a generation of students who will fulfill the demand of industry and market that is highly competitive and progressive.

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**UW-6-212-002**

### Bachelor of Arts in Drama and Theatre with Honours

The focus of this program is experimental theatre that embeds strong roots of local culture and technology. The Drama and Theatre program emphasizes theoretical and practical performing arts knowledge integrated with technology to produce sensitive, critical, creative and confident graduates in the performing arts, specifically in theatre, whom are able to offer idea and produce creative work. This holistic learning approach enables understanding, exploration, analysis of form and structure, management, creative process and production of drama and theatre. Among courses that are offered in this program are stage design, acting, directing, design for directors, scenography, theatre management, stage management, theatre production, Malaysian modern theatre, introduction to Mise en Scene, and dramatic theory and criticism. These courses are designed to empower students with strong professional values, and critical and analytical mind in the field of drama and theatre.



# LIST OF PROGRAMMES

## *Offered at FACA*



### UW-6-213-001

#### Bachelor Arts in Cinematography with Honours

The Cinematography Programme is tailored to provide a comprehensive knowledge on filmmaking through theoretical and practical practises through a series of carefully designed courses. Students will learn the fundamental and principal of a visual storytelling from script- to- screen process with emphasis is on the hands-on practical through the studios practises and on location/field productions. Student will also learn and 6 apply the concept and process of a film production workflow from the pre-production – production – postproduction. Students will acquire a broad range of filmmaking skills and techniques, including scriptwriting, directing, cinematography, editing, and producing. Throughout their undergraduate years, the student will produce a variety of video, television and documentary projects.



### UW-6-214-001

#### Bachelor Arts in Design Technology with Honours

Design Technology programme 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. At the end of the course, students are able to design products and services that are interactive, collaborative and cross-disciplinary, integrated in all areas of specialization. The duration of Design Technology programme is 3 years. Students are required to complete a minimum of 120 credit hours in order to graduate. The uniqueness of this programme; besides learning their specialization courses, they also study other specialize courses. Hence, this programme is expected to produce students that are skilled in various disciplines.



# LIST OF PROGRAMMES

## *Offered at FACA*

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**UW-6-213-002**

### Bachelor in Animation with Honours

This program is designed to achieve diversified methods in student's animation and broader scope of digital media production. Students are exposed to the development of character design, experimental animation, 3D production animation and 2D production. Students are taught areas of content preparation, which is integrated with movies, scripting, storytelling and post-production. The learning environment in the animation program uses the latest available technology. Students are guided to develop on local cultural into potential animation projects. Students are also exposed to knowledge sharing with employers from the industry, which indirectly build students interests to become digital entrepreneurs. Among the potential of graduates are: 3D animator, 2D animator, Storyboard artists, illustrators, previzualization artists, 3D Modeler, vfx artist, and game designers as well as digital content entrepreneurs.

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**UW-6-210-001**

### Bachelor of Arts in Arts Management with Honours

The Art Management programme offers a combination of core management subjects specially designed to encompass a wide range of topics in the arts including art policy, financial management, management and the arts, arts event management, marketing and organizational management. The programme also offers various theoretical and practical subjects to broaden understanding in the arts industry in Malaysia. Upon graduation, students will be able to understand, assess and contribute toward the development, evaluation and implementation of art policy both in Malaysia and abroad apart from shaping the views and appreciation towards art and culture.



UNIMAS  
UNIVERSITI MALAYSIA SARAWAK

FACULTY OF  
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*Congratulations*

to

**Mr. Alexander Chelum**

for the appointment as

**Program Coordinator  
of Arts Management Programme**

from

**Dean and Faculty Members**

Faculty of Applied and Creative Arts, Where Your Creative Journey Begins



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*Congratulations*

to

**Mr. Asrul Asshadi Mohamad Morni**

for the appointment as

**Programme Coordinator  
of Design Technology Programme**

from

**Dean and Faculty Members**

Faculty of Applied and Creative Arts, Where Your Creative Journey Begins



# Congratulations

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FACULTY OF  
APPLIED & CREATIVE ARTS

#unimasfaca

*Congratulations*

to

**Ts. Aliffazraie bin Jali**

Of Cinematography Programme for being  
certified as Professional Technologist by  
Malaysian Board of Technologist (MBOT) on  
10 July 2023

from

**Dean and Faculty Members**

Faculty of Applied and Creative Arts, Where Your Creative Journey Begins





# Congratulations

to

**Prof. Dr. Noria Tugang**

for securing the Fundamental Research  
Grant Scheme (FRGS) for the project;  
Meneroka Legasi Kearifan Tradisi Seni  
Ngepan Asal Iban Sebagai Ikon Budaya Iban  
Di Sarawak

from

Dean and Faculty Members



Faculty of Applied and Creative Arts, Where Your Creative Journey Begins

# Congratulations

to

**Dr. Jong Sze Joon**

for securing the Fundamental Research  
Grant Scheme (FRGS) for the project;  
Digitisation Cultural Conservation Framework  
Through Hybridised Motion Capture Real-  
time Animation for Dayak's Traditional  
Performance in Sarawak

from

Dean and Faculty Members



Faculty of Applied and Creative Arts, Where Your Creative Journey Begins

# Congratulations

to

**Dr. Louis Ringah Kanyan**

for securing the Fundamental Research  
Grant Scheme (FRGS) for the project;  
Sustainable contemporary Iban Tattoo  
Conservation Framework Through Cultural  
Semiotics Theory

from

Dean and Faculty Members



Faculty of Applied and Creative Arts, Where Your Creative Journey Begins

# Congratulations

to

**Mr. Azwan Abidin**

for securing the Fundamental Research  
Grant Scheme (FRGS) for the project;  
Developing an Inclusive Design Affordances  
Framework Using Thematic Analysis to  
Improve Digital Inclusion in Design Process  
on No-Code Platforms

from

Dean and Faculty Members



Faculty of Applied and Creative Arts, Where Your Creative Journey Begins

# Congratulations



# Congratulations



## Congratulations

for your outstanding achievement

**GOLD AWARD**

Dr Marzie Hatef Jalil (Project Leader)  
Assoc.Prof. Dr Musdi Shanat

at the

**InTEX**  
INNOVATION TECHNOLOGY EXPO  
EXPOSITION AND CONFERENCE

Project Title

**EcoChildCLO Mobile Application for  
Children Clothing Design**



from

Dean all faculty members

#unimasfaca





# Congratulations

for your outstanding achievement

## SILVER AWARD

Chelsea Sipail (Project Leader)  
Mandy Sia  
Iman Nurhakim bin Bahrin  
Mary Jachinta Asnawi  
Noorhaslina Binti Senin  
Azwan bin Abidin

at the  
**INTEX**  
EXHIBITION OF TECHNOLOGY & INNOVATION  
EXPOSITION AND CONFERENCE

Project Title  
Parcel Now



from  
Dean of all faculty members

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# Congratulations

for your outstanding achievement

## SILVER AWARD

Shaik Azahar Bin Shaik Hussain (Project Leader)  
Assoc.Prof.Dr. Mohd Kamal bin Othman,  
Assoc.Prof.Dr.Fatimah binti Subet,  
Dr.Adibah binti Yusuf,  
Assoc.Prof.Dr.Musdi bin Hj Shanat,  
Dr Faridah binti Sahari

at the  
**INTEX**  
EXHIBITION OF TECHNOLOGY & INNOVATION  
EXPOSITION AND CONFERENCE

Project Title  
Data Entry System Management



from  
Dean of all faculty members

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# Congratulations

for your outstanding achievement

## SILVER AWARD

Aliffazraie bin Jail (Project Leader)  
Ierham bin Mohd Suhaimi  
Yow Chong Lee  
Nurul Hikmah Begum Binti Ali Sabri,  
Assoc.Prof.Dr.Qistina Donna Lee Abdullah  
Dr.Suriati Khartini Binti Jail

at the  
**INTEX**  
EXHIBITION OF TECHNOLOGY & INNOVATION  
EXPOSITION AND CONFERENCE

Project Title  
Makyong Performance Materials in Horror  
Soundmaker for Authentic Sound Production in Film



from  
Dean of all faculty members

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# Congratulations

for your outstanding achievement

## BRONZE AWARD

Athmar Helmi Ali (Project Leader)  
Shin Jie Xi  
Cheng Kah Loah  
Liong Yu Tian  
Azwan bin Abidin  
Noorhaslina Binti Senin

at the  
**INTEX**  
EXHIBITION OF TECHNOLOGY & INNOVATION  
EXPOSITION AND CONFERENCE

Project Title  
What's Left



from  
Dean of all faculty members

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# Congratulations





Thank You



Welcome to  
the team

# Welcome Back to FACSA

**UNIMAS** | FACULTY OF APPLIED & CREATIVE ARTS  
#unimasfaca

## Welcome Back

We are thrilled to welcome back

**Ms. Aslina Mohd Jainal**  
LECTURER, FINE ARTS PROGRAMME

after completing her study leave  
from  
DEAN AND FACULTY MEMBERS



Faculty of Applied and Creative Arts, Where Your Creative Journey Begins

**UNIMAS** | FACULTY OF APPLIED & CREATIVE ARTS  
#unimasfaca

## Welcome Back

We are thrilled to welcome back

**Mr. Mohamad Faizuan Mat**  
LECTURER, FINE ARTS PROGRAM

after completing his study leave  
from  
DEAN AND FACULTY MEMBERS



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## Welcome Back

We are thrilled to welcome back

**Mr. Mohd Jeffri Samaroon**  
LECTURER, CINEMATOGRAPHY PROGRAMME

after completing his study leave  
from  
DEAN AND FACULTY MEMBERS



Faculty of Applied and Creative Arts, Where Your Creative Journey Begins





*Wall of fame*







# CiDe

**CERTIFIED  
INDUSTRIAL  
DESIGNER**

Competence comprises the knowledge, skills, displaying professional attitudes, working with ethical conduct and committing to ongoing professional development. Certified Industrial Designers exercise enhanced professionalism in a variety of situations, applying and building on previous experience and using state-of-the-art technologies. Challenges such as increasing levels of design services, a greater requirement to work globally, skills and resources availability and infiltration of new forms of technologies are all changing the face of the industrial design profession.

Therefore, Certified Industrial Designers should not only possess a high level technical or job specific competence but also generic competence such as research skills, communication and interpersonal skills, cultural sensitivity, team working, digital skills, etc. Malaysia Design Council (MDC) Standard on Competence Criteria For Industrial Designers provides the competence measurement that is intended to allow evidence of individual, and/or groups of competence to be assessed and evaluated.



# CONGRATULATIONS



# Wall of fame





FACA Representatives to AIFFA 2023 pictured here with Cinematography Program students who were also invited to the Gala Night as winners in ASEAN SDG University Short Film Competition.

# THE RETURN OF ASEAN INTERNATIONAL FILM FESTIVAL AWARDS (AIFFA)

**2-4 AUGUST 2023**

By  
Mr Aliffazraie Jali  
Mdm Candida Jau Emang  
Dr Teo Miaw Lee

This biannual international film festival and awards was on a 4-year hiatus when COVID-19 pandemic hit all of us back in 2020. Slated to be organised in 2021, the event had to be pushed back to early August this year when travelling globally was made possible and with less restrictions.

AIFFA is sanctioned by ASEAN (Association of Southeast Asian Nations) Secretariat as one of joint event ran by the organisation and was first held in 2013. The Faculty of Applied and Creative Arts has been involved with AIFFA since then and is a strong supporter of this event for propelling our local film industry into international stage. However, much of our students this time were not able to participate as volunteers since the event was held during the long semester break. Previously, the Cinematography Program would tie-in one of the course activities to AIFFA to provide students with immersive teaching and learning opportunities – since the students were given free ticket entrance to certain event program.

This year the event ran for 3 days in which the third day (4 August) would be the penultimate Gala Night. While the first AIFFA awarded the future Oscar Winner, Tan Sri Michelle Yeoh, with her Lifetime Achievement Award, this year we were reintroduced to global phenomenon K-Pop icon Rain, and he was subsequently honoured with the esteemed ASEAN Inspiration Award. That night we witnessed Malaysian films bagging a total of 5 awards.





AIFFA is the perfect time for some to connect with other filmmakers and to perform some brief interviews. Here the renowned film director, Shuhaimi Baba, is being interviewed for her contributions and selected work in the film industry.



FACA Staff attended one of the many talks organised by AIFFA. Pictured Left to Right: Mdm Candida Jau Emang, Mdm Syarafina Abdullah, Sofea Jane (actress), Ms Nurul Hikmah, Mr Aliffazraie Jali, Dr Teo Miaw Lee.

# Cinematography Students Won BIG at ASEAN SDG University Short Film Competition

2ND AUGUST 2023

**ASEAN PUBLIC RELATIONS NETWORK (APRN) SECRETARIAT COLLABORATED WITH WORLD COMMUNICATIONS NETWORK RESOURCES (M) SDN. BHD. (WORLD COMM) IN-CONJUNCTION WITH THE ASEAN INTERNATIONAL FILM FESTIVAL AND AWARDS HAD ORGANISED ASEAN SDG UNIVERSITY SHORT FILM COMPETITION ON THE EVENING OF 2ND AUGUST 2023 AT THE OLD COURTHOUSE, KUCHING SARAWAK.**

The international event was developed in response to call for action by universities in ASEAN to respond to the recommendation and mandate of United Nation Sustainable Development Goals (SDG). The organisations involved aim to maximize the impact of higher learning students' creativity in promoting and creating awareness about the SDG as well as to learn and share best practices amongst ASEAN universities and the Youth.

The winners were announced at the opening night of AIFFA. There were eight winners from the ASEAN SDG University Short Film Competition from which Cinematography Programme students bagged 3 awards in total;

## **BEST SDG ACTION AWARD:**

*3 Men from Kampung Meriyu*

## **3RD RUNNER UP BEST FILM:**

*Just One for Us*

## **1ST RUNNER UP BEST FILM:**

*Sinergy Meriyu*

The documentary films 3 Men from Kampung Meriyu & Sinergy Meriyu were the outcome from the course GKS3123 Film and Video Documentary facilitated by Mr Yow Chong Lee and Mr Aliffazraie Jali for the Program Service Learning Malaysia - University for Society (SULAM) coordinated by Ms Noorhaslina Senin.

The Cinematography Programme and Faculty of Applied and Creative Arts applaud the students' dedication to produced the documentaries and would like to congratulate them for their accomplishments.

By  
Mr Aliffazraie Jali  
Mr Yow Chong Lee



Winning students posing with Mr Yow Chong Lee after receiving their awards.





Best SDG Action Award - (Third from left) Joel, Nazirul, Le Yong, Elestin, Tony and Masriyani



3rd Runner Up Best Film –  
(Middle) Lee Le Yong



1st Runner Up Best Film - (Fourth from left) Joel, Tony, Elestin, Masriyani, Nazirul & Le Yong



**DR. MUHAMMAD JAMEEL BIN MOHAMED KAMIL, CiDe**

**CiDe-00018/22**

SPECIALIZATION : ENVIRONMENT/PUBLIC DESIGN,  
FURNITURE, GIFT/SOUVENIR, MEDICAL, STATIONERY,  
TOYS, WOOD PRODUCTS / EDUCATION



## CERTIFIED INDUSTRIAL DESIGNER (CIDE) BY MAJLIS REKABENTUK MALAYSIA

On 9th May 2023, Dr. Muhammad Jameel Mohamed Kamil have been officially awarded as Certified Industrial Designer (CiDe) by Majlis Rekabentuk Malaysia in a glamorous ceremony held at The Everly Hotel, Putrajaya.

Certified Industrial Designer status is only awarded to those who have reached the highest level of practice in their profession. As a Certified Industrial Designer, they will be known for upholding the highest standards of professional design practice and serving as an advocate for the aforementioned design profession, a position that comes with a great deal of responsibility.







Group photo with TNC HEPA, Prof Ir Dr Al-Khalid bin Hj Othman, FINAS Sarawak Director, Mr. Mohammad Rizal bin Mohamed Yunus, Mr Maclean ak Patrick Sibat, Mr Sarbini Hamdan, FINAS representatives and FACA lecturers.

## International Films and Arts Events Took Centre Stage at 19th Mini Film Festival x Mini Art Festival

The 19th Mini Film Festival x Mini Art Festival (19thMFFxMAF) concluded and showcased diverse and captivating cinema from Southeast Asia, Japan, and the United States. It took place from July 6th to 9th, 2023, at La Promenade, Kota Samarahan, in collaboration with the Japan Foundation, KL, the Goethe-Institut Malaysia, and the National Film Development Corporation Malaysia (FINAS). The festival featured over 60 short films and two feature films, including “KITA,” a documentary by Sarawakian filmmaker Nova Goh, and “OBAKE,” a film from the PIA Film Festival Japan.

Film-related workshops and forums were offered during the festival, where aspiring filmmakers took the opportunity to learn from industry experts such as Rashid Salleh and Nandita Solomon.

Besides film screenings, the festival also included special origami and watercolor workshops for attendees of all ages to explore their creativity through Mini Arts Festival. The arts exhibition was curated by Mr. Mohammad Zamhari and featured a diverse collection of artworks ranging from paintings to sculptures highlighting local identity and stories.

The Mini Film Festival x Mini Arts Festival aimed to showcase the vibrancy and diversity of regional cinema while fostering a conducive environment for the growth of the art and film industry in Sarawak and Malaysia. Organized by students from Cinematography Programme and facilitated by lecturers, the festival had again established itself as the longest short film festival in Malaysia.

By  
Ms Nurul Hikmah Begum binti Ali Sabri  
Mr Yow Chong Lee





YBhg. Dato' Kamil Othman, Chairman of FINAS being interviewed by the media at 19th Mini Film Festival x Mini Arts Festival.



Year 2 Cinematography students at 19th Mini Film Festival x Mini Arts Festival



Visitors enjoying art exhibition at 19th Mini Film Festival x Mini Arts Festival



Year 3 Cinematography students at 19th Mini Film Festival x Mini Arts Festival





Audience, nominees, award presenters and award winners of 19th Mini Film Festival x Mini Arts Festival



Local actor/director, Mr. Rashid Salleh instructing his workshop titled Improvisation and Arts of Storytelling during the 19th Mini Film Festival x Mini Arts Festival.



Group photo with FINAS Chairman, YBhg. Dato' Kamil Othman, Dean of Faculty of Applied & Creative Arts, Associate Professor Dr. Musdi bin Hj Shanat, Swinburne University Senior Lecturer, Mr Gregory Wee Lik Hoo, FINAS representatives and FACA lecturers.



# UNIMAS FACA Students' Animations Selected in International Film Festivals in 2023



Faculty of Applied and Creative Arts (FACA) students from the Animation programme showcased their creative works at the international level, namely the Student World Impact Film Festival (SWIFF) 2023 (USA), The Brazosport Arts in Media (BAM!) Festival 2023 (USA), and Australia Animation Film Festival (AniMate) 2024 (Australia).

## Student World Impact Film Festival (SWIFF) 2023 (USA)



Their animations were the products of their GKC3223 Final Year Project 1, GKC3234 Final Year Project 2, and GKC2163 Experimental Animation courses. They have achieved various feats in those festivals.

Siti Zainab's, Liew Hui Chee's, and Wendy Jee's animation posters.

By  
Dr Terry Lucas





**SWIFF 2023 Official Selection and Honorable Mention laurels and certificates of achievements for Siti Zainab's, Liew Hui Chee's, and Wendy Jee's animations.**

Our talented animation students have achieved something truly extraordinary. Out of a staggering 13,868 film submissions from 120 countries, "The Journey" and "Are You OK?" have risen to the top as two of the very best. Both animations were nominated for the Best Animation Award at the acclaimed 2023 Student World Impact Film Festival!

But that's not all! We're thrilled to share that "Lifestyle" and "Snatch" have received Honourable Mention at this prestigious festival. Congratulations to our UNIMAS FACA Animation students, Siti Zainab, Liew Hui Chee, and Wendy Jee, for their outstanding achievement at SWIFF 2023. SWIFF is based in the United States, and it is the largest student film festival in the world.



Siti Zainab's animation "The Journey" was also chosen as an Official Selection in the Brazosport Arts in Media (BAM!) Festival features short films and animations by high school and university students. The festival has two divisions: Texas students and national/international students. The festival took place in Clute, Texas, in cooperation with the City of Clute, Texas, Sam Houston State University.

### The Brazosport Arts in Media (BAM!) Festival 2023 (USA)



BAM! Festival 2023 Official Selection  
Laurel for Siti Zainab's "The Journey"  
animation.

### Australia Animation Film Festival (AniMate) 2024 (Australia)



AniMate Semi-Finalist Laurel for Liew  
Hui's animation "Snatch".



Liew Hui Chee's animated film "Snatch", also known as "Ubau", has been selected as a Semi-finalist for the Australia Animation Film Festival (AniMate), which is an international animation film festival based in Sydney, Australia. AniMate is an annual event for Australia's growing animation fans, professionals, and filmmakers' community.

**Once again, congratulations to our Animation students  
and lecturers. May their achievements inspire their  
juniors to do the same in the future!**





# FYP Animation final Assessment with Industry Panel *20th June 2023*

The second batch of final-year animation students' journey came to an exciting end on June 20, 2023, as their final animation projects were assessed externally. A total of nineteen completed 2D, 3D, and experimental animation projects were presented to an industry panel from Inspedia, a renowned 2D Animation Studio in Malaysia.

By  
Ms Auzani Zeda Mohamed Kassim





The event served as both an assessment platform for final-year projects and an inclusive forum, inviting attendance from junior students and alums. This inclusive approach provided students with valuable comments and suggestions on their projects.

The next day's industry feedback and sharing session enhanced the students' learning experience even further, allowing them to gain profound perspectives on the animation pipeline in the industry.

Thirteen excellent projects were then selected to be showcased at the CIPTA 2023 exhibition.

We hope their dedication, creativity, and diligence will set a high bar for the incoming final-year animation students.





## UNVEILING ANIMATION STUDENT'S CREATIVITY AT FACA OPEN DAY 2023

At the last Faculty Open Day 2023, Animation students' batch 21/22, highlighted their impressive motion design works and collective abstract animation utilizing the method of projection mapping. It offered a glimpse into the potential of animation beyond the standard monitor screen. The showcase held in June 2023 as part of the FACA Open Day activities which gave an opportunity for these students to exhibit some of their GKC2193 Motion Design coursework to the public. The showcase not only demonstrated their skills but also different application of animation in a physical setting, which added a unique dimension to the event, showcasing the innovative side of the animation program.

Eleven animation students participated in the projection mapping showcase, where they created a physical sculpture and 110 seconds of abstract animation as their first projection mapping artwork. They are: Sofian Bin Sahrul, Muhammad Shahdi Amirul Bin Jemuri, Eric Chin Tung Fong, Aiesyah Humairah Bt Amir, Muhammad Aqil Danish bin Md Nizam, Damia Amira Binti Rosdi, Kazan Mosios, Mohamad NurFiqry Akira, Nur Irdina Diyanah binti Jamiridin, Chong Pui Nee, Muhammad Irfan Bin Samsudin and Aisyah Nazurah Binti Sapawi.

By Ms Auzani Zeda Mohamed Kassim







27th Convocation Ceremony starts from 6 November until 9 November 2023

# The 27th UNIMAS Convocation 2023

By  
Prof Dr Musdi bin Hj. Shanat

**Get ready for an unforgettable event!**

**The 27th UNIMAS Convocation 2023 is just completed, and it turns out a blast! From November 6 to November 9, 2023, the prestigious Dewan Arena Gemilang at DeTAR PUTRA is buzzing with excitement as over 3,800 UNIMAS students from undergraduate to PhD levels receive their well-deserved degrees.**

The most exciting part of the event is the Inaugural graduates of 31 Animation students who receive their scrolls at the first sitting on November 6, 2023.

Additionally, students from the Fine Arts programme (45), Design Technology Programme (45), Cinematography Programme (52), Music Programme (25), Art Management Programme (102) and finally Drama and theatre programme (31) have received their respective degrees on November 9, which is the last sitting.

Faculty also proudly announced Seven outstanding students have received an Excellent Award from PETRONAS-P.Ramlee Chair for their remarkable achievements in both academics and extracurricular activities. Here is the list of recipients for 2023:

**MUSIC PROGRAMME:**

*Muhammad Danial Anas Bin Matnor*

**CINEMATOGRAPHY PROGRAMME:**

*Phang Jian Xian*

**DRAMA AND THEATER PROGRAMME:**

*Chew Sin Ye*

**ARTS MANAGEMENT PROGRAMME:**

*Wani Afrina Binti Hassdi*

**FINE ARTS PROGRAMME:**

*Wilma Alyesandra Amat*

**ANIMATION PROGRAMME:**

*Abdullah Al Hanaan Bin Mat Wakibon*

**DESIGN TECHNOLOGY PROGRAMME:**

*Liew Li Yuan*



During the PETRONAS-P.Ramlee Chair's Excellent Award ceremony, recipients took a photo with UNIMAS Vice Chancellor Ybhg Prof. Dr Mohamad Kadim Bin Suaidi.





The first batch from the Animation Programme



◆ ◆ ◆ ◆ ◆

We congratulate and applaud the students who have successfully received their respective degrees and wish them the best of luck in their future endeavours.

◆ ◆ ◆ ◆ ◆



# DESIGN OF ACADEMIC GRADUATION ROBE FOR UNIMAS 2023

**5 – 9 NOVEMBER 2023**

By  
Dr Marzie Hatef

Dr. Marzie Hatef has been given the task of creating the UNIMAS 2023 Academic Convocation Robe Design. Under the guidance of Professor Dr. Musdi Hj Shanat as an advisor, the design process began in June 2023.

An imaginative investigation was conducted to fathom the project's guiding principles, central idea, and rationale for design. Sketches, flat sketches, and illustrations were then created as part of the design process. Twenty different design proposals were presented to the Vice Chancellor of Universiti Malaysia Sarawak, Professor Datuk Ts. Dr. Mohamad Kadim bin Suaidi. Six designs with different colors were selected for the positions of Chancellor, Pro-Chancellor, Vice-Chancellor, Chairman and BOD, Non-Academician, and Faculties' Deans after the Honorable Datuk voiced his choice and offered some further suggestions during the session.





Ijazah Doktor Falsafah: Kajian Pembangunan  
Penyelia Utama: Profesor Datuk Dr Spencer Empading anak Sanggin



The winning design for the UNIMAS 2023 Academic Convocation Robe was unveiled at the 27th annual UNIMAS Convocation Ceremony.



Visiting the academic gown company by Dr Marzie



25 – 29 October 2023

By  
Mr Yow Chong Lee

Returning for its third edition, Jakarta Film Week 2023 has once again captivated Indonesian audiences from October 25th to 29th. Over 100 films were showcased during this remarkable cinematic journey, accompanied by a wide array of captivating events such as masterclasses, labs, and forums that appealed to both filmmakers and fervent film enthusiasts. This year, the festival has placed a strong emphasis on cultivating networking opportunities within the dynamic Indonesian film community and establishing connections with fellow film festivals across Asia. To foster this exchange, the festival has hosted representatives from various film communities spanning Aceh, Sumatera, Java, Sulawesi, and Timor (East Nusa Tenggara). These regional connections have been instrumental in the festival's evolution, as exemplified by its thriving audience base that has now surpassed hundreds of thousands since its inception three years ago.



Mr 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, the 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.





I'm elated to share my recent experience at the festival, where I had the privilege of serving as a jury member for the Global Short Competition. Alongside esteemed colleagues Mr. M. Reza Fahriyansyah and Ms. Asmara Abigail, we delved into the vibrant world of cinema, evaluating the ten remarkable short films that vied for top honors. Each film brought its unique perspective and creative ingenuity, demonstrating the organizers' vision of a festival centered around the audience—a vision that resonates with the evolving global and local film landscape.

What impressed me most was the festival's unwavering commitment to uniting filmmakers and their audience through thought-provoking programs that unfolded during the event. This journey has not only rejuvenated my passion for the cinematic arts but also inspired me to continue contributing to the thriving film ecosystem in Malaysia Borneo. I extend my heartfelt gratitude to the organizers' great hospitality and express my appreciation for the invaluable support I received from our dean and the university. It's been an unforgettable cinematic adventure, and I look forward to continuing this exciting journey through writing, teaching, running Mini Film Festival, and soon pursuing my PhD studies in relation to such subject.

## JAKARTA FILM WEEK 2023: AN IMPACTFUL CINEMATIC ADVENTURE







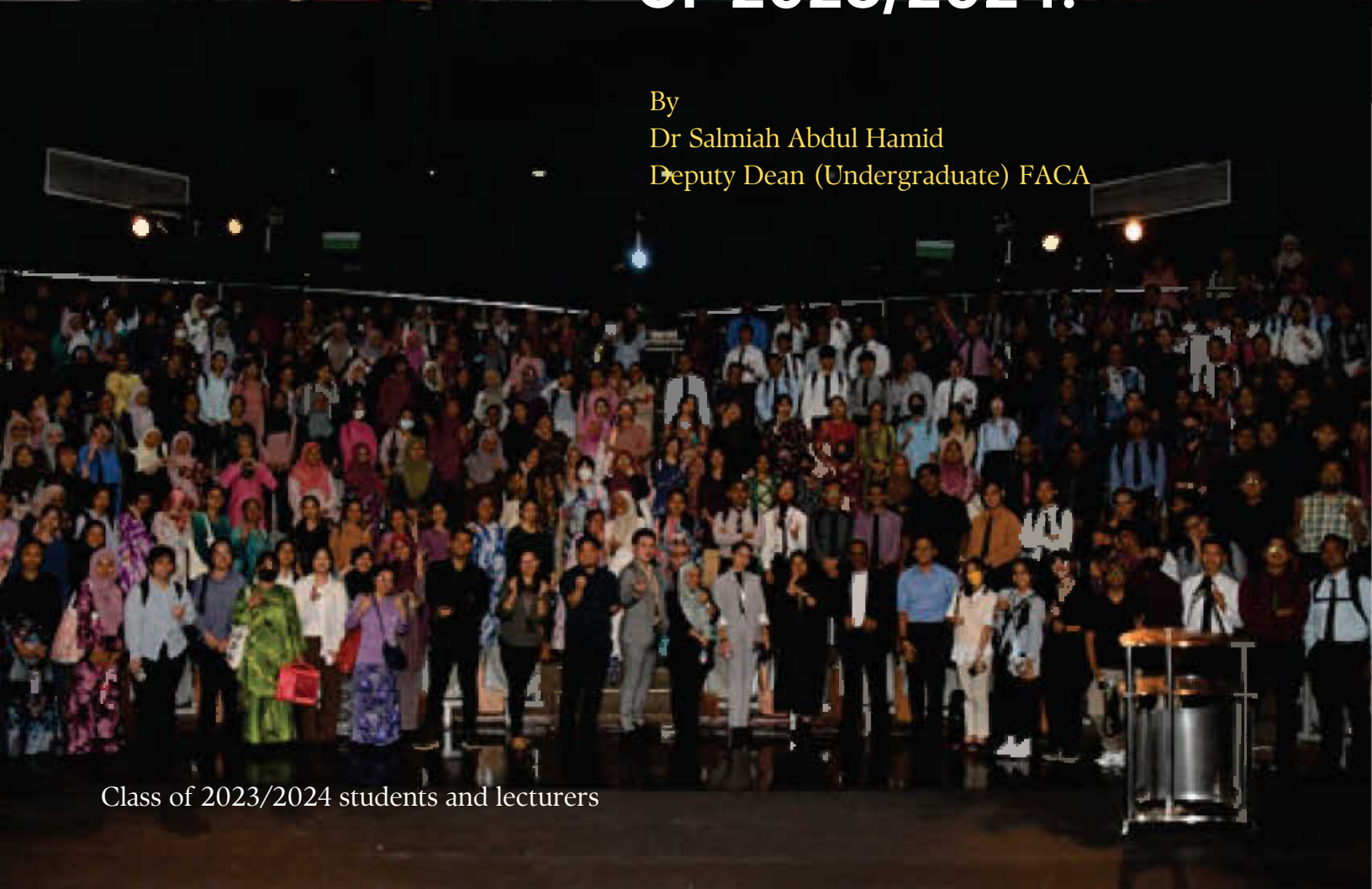
Dean of Faculty of Applied and Creative Arts  
Briefing with new students

The Faculty of Applied and Creative Arts, UNIMAS welcomes the new CLASS OF 2023/2024 students to the family. This year's class of 2023/2024 new students is passionate and diverse, with students coming from all over Malaysia and also one from China. They bring a diverse range of skills, life experiences, and aspirations that will definitely improve our campus's academic and interactions with one another. The future is full with possibilities, and their adventure has only just begun. Enjoy every moment, take advantage of every opportunity, and never forget that you have joined a family that appreciates your accomplishments and personal development.

*4 October, 27 October 2023*

# WELCOME CLASS OF 2023/2024!

By  
Dr Salmiah Abdul Hamid  
Deputy Dean (Undergraduate) FACA



Class of 2023/2024 students and lecturers





Deputy Dean of Undergraduate Briefing with new students



Sessions with Administrative Staff and Students



Deputy Dean of Student Affairs and Alumni Briefing with new students



Briefing by Deputy Dean of Undergraduate with new students on 27 October 2023





Picture 2: Part of the team. From L-R: Mr Hambali Tumiran (Senior Assistant (Academic), Mdm Candida Jau (FACA's APEL Coordinator), Dr Jong Sze Joon (Animation Programme Coordinator), Ms Doris Maying (Fine Arts Programme Coordinator), Dr Salmiah Abdul Hamid (Deputy Dean for Undergraduate and Student Development) and Dr Teo Miao Lee (Cinematography Programme Coordinator).

*29 August 2023*

## FACA DEBUT AT UNIMAS'S APEL OPEN DAY 2023

For the first time, FACA made its debut appearance at Unimas's APEL Open Day 2023. The team was led by Candida Jau Emang, the faculty's APEL coordinator and assisted by all the Programme Coordinators at FACA. The team received support from Dr Salmiah Abdul Hamid, the Deputy Dean for Undergraduate and Student Development, and Mr Hambali Tumiran, the Senior Assistant (Academic) for the Faculty of Applied and Creative Arts. Kudos to the Centre for Academic Development and Management, Unimas, the main organiser of the open day, where it was also participated by a few other faculties in Unimas.

In October 2023, we celebrated another milestone as FACA welcomed its first-ever APEL A intake. We proudly received two applications from the Cawangan Pancaragam PDRM Kontinjen Sarawak. Today, we are thrilled to announce that Mohamad Ainuddin Bin Alias and Mohd Aswad Bin Jaiman, our first two APEL A applicants, are now students in the Music Programme. Their journey with us is a testament to FACA's commitment to offering an alternative admission pathway for individuals with relevant work experience who may have missed previous opportunities.

As FACA continues to grow, we remain dedicated to expanding our offerings. We hope to provide a pathway for APEL C applicants soon, opening the doors to even more aspiring individuals.

By

Mdm Candida Jau Emang, a senior lecturer at the Cinematography Programme and FACA's APEL Coordinator.

The ever-supportive Dr. Salmiah Abdul Hamid, Deputy Dean for Undergraduate and Student Development, was flanked by Ms. Natasha Rusdy Wong, Mdm. Mawar Suhaila, and Ms. Doris Maying.







Our booth was visited by the Vice-Chancellor of Unimas, Prof. Datuk Dr. Mohamad Kadim Suaidi. He praised our vibrant and lively booth and shared a joke that brought laughter to everyone.



Prepping for FACA's exhibition booth for APEL OPEN DAY 2023



Professor Dr. Musdi Shanat, the Dean of FACA, visited our booth and provided moral support to the team.



Mdm Candida shared some information on APEL A with one of the visitors.



Dr Teo Miaw Lee (the Cinematography Programme Coordinator), joined by Dr Alexander Chelum (the Art Management Programme Coordinator), explained some promotional materials that were screened to Mr Zulkarnaen Ali, the Head Assistant Registrar of Unimas Corporate.



20-21 OCTOBER 2023

# RETRACING OUR ROOTS THROUGH WORLD STORYTELLING FRINGE FESTIVAL

This inaugural Lipur Lara event hosted by Hamsa Media aims to preserve and conserve the local Malaysian heritage such as folk stories in the form of folk tales, legends, and myths. Our intangible heritage is facing the threat of disappearance within a short period if critical steps are not taken for sustainability.

Through collaborations with the Association of Intangible Heritage (JKKN), Ministry of Tourism, Arts and Culture (MOTAC), What About Kuching (WAK) and Faculty of Applied and Creative Arts (FACA), Hamsa Media is taking the initiative to organize an introductory festival to introduce and subsequently enhance the awareness and effort of the local communities especially in Sabah and Sarawak to learn and appreciate this disappearing culture.

By  
Mr Aliffazraie Jali  
Mdm Syarafina Abdullah  
Mr Muhammad Azri Ali





FACA took a major role in filling the event program to show Sarawak culture and heritage through 5 talks and performances. As part of the organisers, some Cinematography students were also involved as coordinators for this event.

The first day on the evening session Ms Nurul Hikmah Begum took the lead to present her case on the Origin & Myth of the Vaie Tribe while at night our Cinematography Program student Eric Bradley showcased his solo Sape performance and giving entertainment to the crowd present that night.



## *Retracing Our Roots*

Faculty members involved as program crew in helping to making sure the event runs smoothly  
(From left) Denzel, Eric, Mahazam, Aliff, Joyce and Yen Hang from Cinematography



The second day the event started off early morning where Mr Sylvester Wielding Jussem took centre stage with his first ever experiential performance where he paints his interpretation of Roh Padi while a lone dancer expressed his every movement to some spoken words. In the evening, the Madam Candida Jau and Dr Teo Miaow Lee gave an interesting talk on Tekna': The Oral Tradition of the Kayan Baram. The 2-day event was concluded with yet another Sape performance from our student Eric and souvenir giving ceremony.

This Penglipur Lara (storytelling) event is expected to be resumed next year in 2024 with even bigger program and even more extensive activities. Stay tuned!

Ms Nurul Hikmah Begum receiving souvenir from FINAS Borneo representative for her talk on the Myth & Origin of the Vaie people



Madam Candida Jau Emang and Dr Teo Miaow Lee presenting their work on the Oral Tradition of Tekna Baram



Mr Sylvester Wielding Jussem posing with his fresh masterpiece titled Roh Padi. A personal visual interpretation of his own experience on the Bidayuh beliefs



*1-5 November 2023*

# VISIT TO HONGZHOU REPUBLIC OF CHINA

By  
Prof Dr Musdi Shanat,  
Images courtesy: Mr Asrul Asshadi Mohamad  
Morni

On the 31st of October 2023, a group of students and lecturers led by the Assoc. Prof. Prof. Musdi Shanat embarked on a journey to Hangzhou, China. An academic staff member and two students are following this trip: Mr Assrul Asshadi (Lecturer's Design Technology Programme), Mr Russel Ridley, and Nur Azizah bin Shamsudin. Our visit aimed to gain valuable insights into the textile and garment industry and visit several universities and polytechnics to explore cutting-edge technology developments. One of the trip's main highlights was a visit to a textile and fashion manufacturing factory that integrates nanotechnology.

This revolutionary factory showcased the latest advancements in the industry, and the group witnessed first-hand how R&D has been incorporated into the production process.

Below is the list of universities and industries that have been visited:

- a) Dry-Tex Lamination Textile Co. Ltd.
- b) Zhejiang Dongjin New Material Company. Ltd in keqiao, Shaoxing
- c) School of Textile and Apparel, Shaoxing University,
- d) College of Zhejiang University of Technology

The visit concluded with a fashion show showcasing the latest trends and designs in the industry. In addition, two students received prizes for their achievements in the Athletic Jacket Fashion creation in the sports-themed competition. Dr Marzie Jalil Hatef and Mr Asrul Asshadi lead the mentor for the design. The price-giving ceremony was held at the Hangzhou Convention Center. It is worth noting that this tour was fully sponsored by the competition organisers and UBS UNIMAS, which was a testament to their commitment to investing in the industry's future. The trip ended on 5 November 2023, leaving the students and lecturers with a wealth of knowledge and unforgettable memories.



COLLEGE OF ZHEJIANG UNIVERSITY OF TECHNOLOGY





School of Textile and Apparel, Shaoxing University



College of ZheJiang University of Technology



Dry-Tex Lamination Textile Co. Ltd.



Zhejiang Dongjin New Material Company. Ltd in  
keqiao, Shaoxing

Postgraduate Students from the School of Textile and Apparel, Shaoxing University, are ready for the talk presented by Delegation from UNIMAS





# FROM SANG KANCIL TO BUMI KENYALANG - PAK HASSAN MUTHALIB IMPARTS KNOWLEDGE TO STUDENTS

17-18 JULY 2023

By  
Mr Aliffazraie Jali  
Mdm Candida Jau Emang

The legendary Father of Animation in Malaysia Pak Hassan Muthalib graced the Film Studio of FACA with his talk on Visual Storytelling and Grammar in Films. Pak Hassan was invited to the faculty as the external assessor for the Final Year Project for Cinematography Programme thus he took the opportunity to give a short talk to all faculty students and staff.

This was the 2nd time Pak Hassan coming to FACA after his initial visit back in October 2013 – a decade ago! Back then he just finished writing his first ever book on Malaysian Cinema titled Malaysian Cinema in a Bottle: A Century (and a Bit More). Pak Hassan has a strong interest both in the world of animation and cinema therefore his knowledge and insights in such issues are very valuable to FACA students.

For those who were born in the 80's and 90's surely, were exposed to some his animated work such as in 1984, Pak Hassan made a series of short narrative animation that included the now famous Sang Kancil dan Monyet. Pak Hassan is also a strong enforcer of local content in the context of storytelling since he is actively working on multiple projects to preserve and conserve local Malaysian folktales, myths and legends. The bond we have fostered with Pak Hassan definitely will become stronger hence we look forward to future collaborations with him again.

PAK HASSAN IN A GROUP PHOTO WITH STUDENTS FROM CINEMATOGRAPHY AND ANIMATION PROGRAMME





Pak Hassan giving an inspirational conclusion for his 2-day visit to FACA



Pak Hassan giving a talk on visual storytelling

Final Year Project evaluation session with Pak Hassan as External Assessor



Pak Hassan having a go at local Sarawak cuisine where some of the menu he saw and tried for the first time







# COKMAR AND PRESTIGE TABLE UNIMAS 2023 – FROM IMAGINATION TO REALITY

**5-9 NOVEMBER 2023**

Dr. Muhammad Jameel Mohamed Kamil, CiDE, and Mr. Amir Hassan Mohd Shah have been entrusted with the responsibility to design the Cokmar and Prestige Table for UNIMAS 2023. Under the leadership of Associate Professor Dr. Musdi Hj Shanat as an advisor, the design process began in April 2023.

The project commenced with a critical study of the previous designs of UNIMAS Cokmar and Prestige Table to understand the philosophy, concept, and justification of the designs. Subsequently, the design process included sketching, 3D image production, and the creation of a small-scale mockup.

Three proposed design concepts were presented to the Vice Chancellor of Universiti Malaysia Sarawak, Professor Datuk Ts. Dr. Mohamad Kadim bin Suaidi. The honorable Datuk expressed his preference, accompanied by some additional suggestions during the session.

The fabrication of the Cokmar was carried out by KB Permai Company in Kota Bharu, Kelantan, while the fabrication of the Prestige Table was undertaken by KWM Industri SDN BHD in Dengkil, Selangor. Several visits to the respective companies were conducted to ensure that the technical aspects of the design could be refined. The results of the Cokmar and Prestige Table UNIMAS 2023 design were presented at the 27th UNIMAS Convocation Ceremony.

By

**Dr Muhammad Jameel Mohamed Kamil**







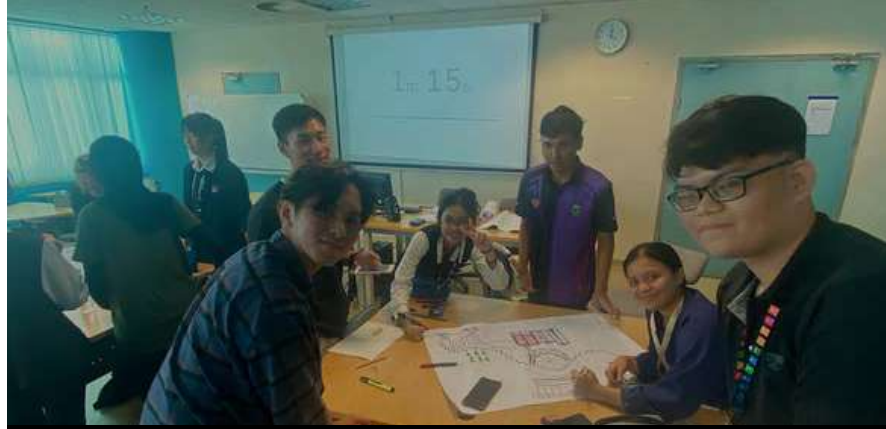


# EXCITING IN-CLASS ACTIVITIES IGNITE CREATIVITY FOR DESIGN TECHNOLOGY'S FIRST YEAR STUDENTS

**WEEKLY CLASS ON TUESDAY  
2PM FROM 10TH OCTOBER –  
31ST OCTOBER 2023.**

By  
Dr Salmiah Abdul Hamid  
Deputy Dean (Undergraduate) FACA

The first day of class is always a mix of nerves and anticipation, but for the incoming design technology students at FACA, their introductory class was nothing short of a creative exploration. With an emphasis on hands-on learning, the course kicked off the semester with an array of exciting in-class activities that left students inspired and buzzing with creativity. Students eagerly gathered in Graphic Studio 1's classroom, ready with sketchbooks, pens, markers, and their ideas. Each week, the students were assigned tasks to complete either individually or as a group to solve design problems and issues. In order to complete their tasks, students may occasionally need to leave the classroom and explore around the faculty. The course's teaching and learning approach emphasizes on student-centered learning both inside and outside of the classroom. They were also given the opportunity to present their results or outcomes to their peers. Students are exposed not only to team-based learning but also to their alternative assessments when they join in UNIMAS in October 2023. I hope that the students will not only learn to solve problems but will also enjoy their creative journey here at the Faculty of Applied and Creative Arts.



Problem-solving group task in designing a map



Problem-solving group task in re-designing signs and symbols



Individual task in visualizing a word into visual interpretation.



Individual task in drawing a process diagram as part of the visual thinking method





Celebrating Excellence: UNIMAS designers, Dr Marzie Hatef and Nur Azizah Shamsudin (1st prize) and Mr Asrul Asshadi Bin Mohamad Morni and Russel Ridgely Christopher (3rd prize). Students stand side by side with their exceptional mentors, Associate Professor Dr Musdi Shanat, Dr Marzie Hatef and Mr Asrul Asshadi B Mohamad Morni. A winning combination of talent and guidance at the 15th China Universities Textile Design Competition.

*1-5 November 2023*

## UNIMAS TRIUMPHS IN CHINA: DOUBLE VICTORY IN THE 15TH CHINA UNIVERSITIES TEXTILE DESIGN COMPETITION

By

Mr Asrul Asshadi Bin Mohamad Morni  
Dr Marzie Hatef

We are thrilled to announce that UNIMAS has achieved remarkable success in the 15th China Universities Textile Design Competition held under the prestigious China Textile City Dongjin Cup. Our talented team secured both the first and third prizes for their outstanding Athletic Jacket Designs. Dr Marzie Hatef Jalil as the Lead Designer and Instructor to Fashion and Textile Design student, Ms Nur Azizah Shamsudin who was the skilled tailor emerged as the champion, claiming the coveted first place with their exceptional design skills and creative vision. This victory is a testament to her dedication and innovative approach to textile design. Another Fashion and Textile Design student, Mr Russel Ridgely Christopher showcased remarkable talent, securing the third prize in a highly competitive field.

His distinctive contribution reflects the diversity of skills fostered within our institution and highlights our commitment to excellence in textile design. Behind these remarkable achievements stand three exceptional instructors who played a pivotal role in guiding and mentoring our talented designers. Associate Professor Dr Musdi Shanat, Dr. Marzie Hatef Jalil, and Mr. Asrul Asshadi B Mohamad Morni provided invaluable support, contributing to the success of our team. The 15th China Universities Textile Design Competition brought together emerging talents from across the globe, providing a platform for creative exchange and innovation. UNIMAS' triumph underscores our commitment to pushing the boundaries of textile design and making a mark on the international stage.

The winning designs clinched 1st prizes at the 15th China Universities Textile Design Competition. Designed and Instructed by Dr Marzie Hatef Jalil, tailoring by Nur Azizah Shamsudin







# WORKSHOP FOR BASIC DIGITAL APPS IN MARKETING HANDICRAFT PRODUCTS

**5-7 SEPTEMBER 2023**

This workshop is an initiative from a group of researchers in FACA led by Associate Professor Dr Qistina Donna Lee Abdullah to provide basic exposure to basic digital app skills to the local Orang Ulu communities to better market their handicraft products.

The objective of this workshop is focused on increasing the participants' knowledge and skills in using digital applications for marketing handicraft products. All participants are taught hands-on to apply the skills they learned from this workshop in integrating the use of images, videos, and text through digital platforms.

This workshop is one of the requirements proposed in the research awarded by the P. Ramlee Chair (Top-down research ID: UNI/F03/PRC/85134/2022) secured by the aforementioned project leader. The project was also made possible through generous funding from the Sarawak Craft Council to provide the appropriate venue (Mega Hotel Miri) for the workshop

By  
Mr Aliffazraie Jali  
AP Dr Qistina Donna Lee Abdullah  
Dr Salmiah Abdul Hamid

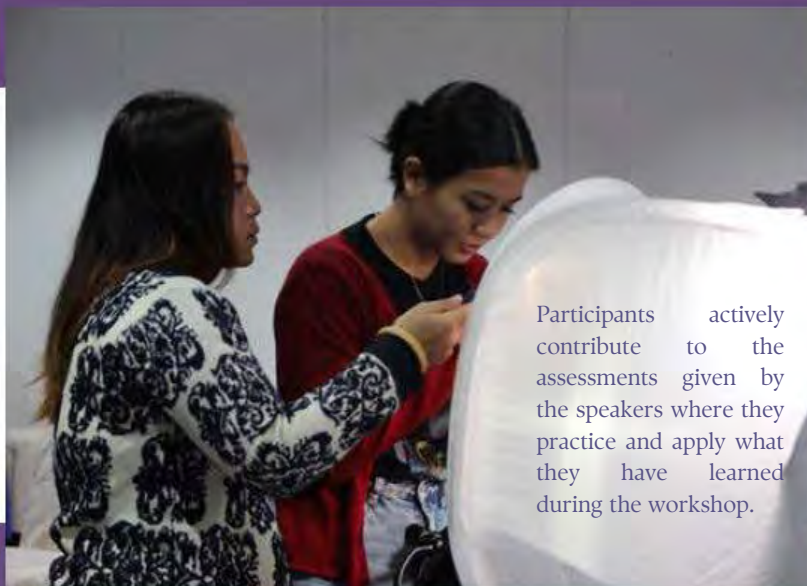


Some local Orang Ulu handicraft products to be used as samples for face-to-face demonstrations





One of the speaker giving an introduction to the importance of proper marketing tools for online marketplace to the Orang Ulu handicraft seller



Participants actively contribute to the assessments given by the speakers where they practice and apply what they have learned during the workshop.



Participants are given hands-on demonstration on how to take appealing photographs of their product to increase appeal factor of their online store

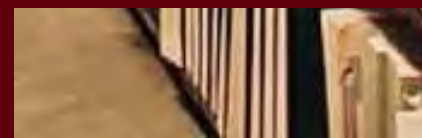




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## PUBLICATION LIST

### 2023







# RESEARCH GRANT 2023



NO.	PROJECT ID	GRANT TYPE	TITLE	PROJECT LEADER
1.	UNI/F03/DESIGN/85885/2023	Design Grant	Contemporary Islamic Art Development in Sarawak – Islamic Art Exhibition	Dr. Rahah binti Hasan
2.	UNI/F03/DESIGN/85889/2023	Design Grant	Ethnomusicology Study of the Lengilo People of Sarawak	Dr. Connie Lim Keh Nie
3.	NAT/F03/FRGS/86029/2023	FRGS	Developing an Inclusive Design Affordances Framework Using Thematic Analysis to Improve Digital Inclusion in Design Process on No-Code Platforms	Mr Azwan bin Abidin
4.	NAT/F03/FRGS/86011/2023	FRGS	Meneroka Legasi Kearifan Tradisi Seni Ngepan Asal Iban Sebagai Ikon Budaya Iban di Sarawak	Prof Dr Noria Tugang
5.	NAT/F03/FRGS/86010/2023	FRGS	Sustainable Contemporary Iban Tattoo Conservation Framework Through Cultural Semiotics Theory	Dr Ringah anak Kanyan
6.	NAT/F03/FRGS/86007/2023	FRGS	Digitisation Cultural Conservation Framework Through Hybridised Motion Capture Real-time Animation for Dayak's Traditional Performance in Sarawak	Dr Jong Sze Joon
7.	UNI/F03/DESIGN/85905/2023	Design Grant	Preservation of Orang Ulu Identity through the Incorporation of Augmented Reality in Fashion Design	Dr Marzie Hatef Jalil
8.	UNI/F03/PILOT/85679/2023	PILOT Research Grant Scheme	The Preservation of Hornbill's Visual Characteristics in Iban's Culture Using 3D Data Visualization Artworks	Dr Muhammad Jameel bin Mohamed Kamil
9.	IRG/F03/SEMARAK/85813/2023	External Grant	Santubong Content Creation	Dr Abdul Riezal bin Dim
10.	IRG/F03/SEMARAK/85812/2023	External Grant	Kasih Keringkam Script Development	Dr Abdul Riezal bin Dim





**HI, MY NAME IS LIU KEYING AND I AM FROM CHINA. CURRENTLY I AM DOING MY UNDERGRADUATE DEGREE IN DESIGN TECHNOLOGY PROGRAM AT THE FACULTY OF APPLIED & CREATIVE ARTS , AT THE UNIVERSITY MALAYSIA SARAWAK.**

Being an international student is not easy, but it definitely helps you be more independent. Cultural and linguistic differences are inevitable when you move to a new country. Although Malaysia is a country where English is widely spoken, in daily life, whether it is going to restaurants, renting houses, banks or communicating with local classmates, I have felt the difficulty of speaking the local language. But fortunately, after half a year, I have been able to handle most of the life problems here on my own.

At first, I studied online for a year before coming to UNIMAS for the first time. I am a very introverted person. At first, because of the online courses, I lacked a lot of understanding of the school as a new student. However, after coming to the school, the communication with classmates and professors made my learning journey more convenient which made me very grateful.

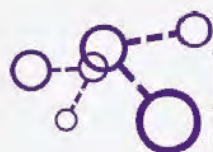
# **STUDENTS'S LIFE**

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*Challenge and Experience*





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