

List of Experts/ Principal Investigators and Active Grants

Cluster 1 Creative Arts& Technology	Area of Expertise/ Research Interest	Active Grant Title/ Completed Projects	Duration/ Status of the grant
Cluster Leader: <u>Dr Jong Sze Joon</u> jjsze@unimas.my	Motion Capture, 3D Animation, Real-time Performance Animation, Game Art and Design, Computer Animation and Digital Arts (Including Edutainment, Information Processing Services, Integrated and Expert System for Designing, Multimedia Content, Virtual Reality and Virtual Manufacturing), Computer Graphics and Animation, Edutainment (Including Merging Education), Education and Training Services, Digital Image Processing System, Traditional Performing Arts, Digital Cultural Heritage, SDG-Focused Research Initiatives	Digitisation Cultural Conservation Framework Through Hybridised Motion Capture Real-time Animation for Dayak's Traditional Performance in Sarawak	01 October 2023 - 30 September 2025
<u>Dr. Hishamuddin bin Siri</u> shishamuddin@unimas.my	Photography, Fine Arts Studies, Photography & Creative Imaging	Meneroka Potensi Eko-Pelancongan di Pedalaman Sarawak melalui Representasi Visual Digital: Belanum 'The Floating House' di Bakun Reservoir Sarawak	1 May 2025 - 30 April 2027
<u>Dr. Hakimi bin Halim</u> hhakimi@unimas.my	Fine Arts Studies, Visual Comm. & New Media, Photography & Creative Imaging	Developing a Conceptual Framework on Comparative Borneo Arts and Crafts Studies in Promoting Cultural Local Eco-Tourism in Sarawak-Kalimantan Borderlands	01 September 2022 - 31 August 2025
<u>Natasha binti Rusdy Wong</u> rwnatasha@unimas.my		Flora as Identity: Visual Representation of Sarawak's Flora and Its Association to Cultural Identity in The Contemporary Artworks Produced by Sarawak's Artists Society (SAS).	Completed
<u>Doris anak Maying</u> mdoris@unimas.my	Fine Arts	Application Of Visual Interactive as Extended Reality for Rural Tourism Liberation Through Augmented Reality Off-Line Device System	Completed
<u>Profesor Madya Dr. Wan Jamarul Imran bin Wan Abdullah Thani</u> watimran@unimas.my	Fine Arts Sculpture and Painting, Art and Design	The Engagement of Public Participation as a Co-Creator in Participatory Art Practices	Completed
<u>Dr. Terry bin Lukas @ Lucas</u> lterry@unimas.my	Computer Graphics and Animations, Education and Training Services, Interface Design, Digital Imaging and Design, Information Technology	Deriving Educational Animation Design Model for Virtual Reality-based Learning	Completed

<u>Dr. Abdul Riezal bin Dim</u> driezal@unimas.my	Media Practice, Cinematography	Kasih Keringkam Script Development	Completed
<u>Anuar bin Ayob</u> aanuar@unimas.my	Multimedia, Electronic Arts, Fine Arts	Portraying Orang Ulu's Culture in Belaga, Sarawak Through Participatory Art (Interactive – Video Mapping – Sound Visualization)	Completed
<u>Ts. Aliffazraie bin Jali</u> jaliffazraie@unimas.my	Edutainment, Cinema, Screen and Media Culture, Film Studies, Cinematography, Music and Performing Arts	Game-based Pedagogy to Foster Students' Learning in Film Studies	Completed
<u>Dr. Mohamad Faizuan bin Mat</u> mmfaizuan@unimas.my	Arts, Digital Videography, Integrated Design Studies, Fine Arts	Evaluating the Effects of Co-Creation Art Project on Adolescents' Social Well-Being in a Local Community Setting in Sarawak	01 February 2025 - 31 January 2027
		Pameran Sayembara Lukisan Karya Agung	11 November 2024 - 10 November 2026
<u>Aslina binti Mohd Jainal</u> mjaslina@unimas.my	Visual Arts and Design, Fine Arts	Pelestarian Eko-Pelancongan Dalam Air di Borneo Menerusi Visualisasi Kreatif Digital Interaktif	Completed
<u>Mohd Jefri bin Samaroon</u> smjefri@unimas.my	Film and Video, Screen and Media Culture, Cinematography	The Potential of Utilizing Visual Technologies as a Research Practice in Zoological Studies via Practice-led Investigation: A Case Study on Bat's Behaviour and Characteristic	Completed
<u>Auzani Zeda binti Mohamed Kassim</u> mkazeda@unimas.my	Design	Unveiling the Borneo RainForest Narratives of Bengoh Dam in Immersive Art Experience	01 July 2024 - 29 May 2026
<u>Siti Shahida binti Kamel</u> ksshahida@unimas.my	Photography and Creative Imaging	Representation of Indigenous Women in Malaysian Media: Analyzing Identity, Cultural Heritage, and Opportunities for Authentic Narratives in Print and Digital Platforms – A Case Study of the Kelabitic Ethnic Group in Bario and Ba'kelalan	01 February 2025 - 31 January 2027
<u>Tang Hung Moi</u> hmtang@unimas.my	Design Technology, Animation Technology	NIL	NIL
<u>Profesor Dr. Hasnizam bin Abdul Wahid</u> awnizam@unimas.my	E-Performance (Including Virtual Performance of Dancers and Arts), Musical Composition, Music Technology, Music Arts	Pembangunan, Pelaksanaan dan Penilaian Program Muzik Secara Strategik	Completed
<u>Syaryfah Fazidawaty binti Wan Busrah</u> syaryfah@unimas.my	Arts and Culture, Design	Utilizing Hashtag to enhance Teaching and Learning Experiences among Art Students	Completed
<u>Sylvester Wielding anak Jussem</u> sylvester@unimas.my	Fine Arts	Pendokumentasian Pasca Pandemik Budaya Benda oleh Masyarakat Orang Ulu di Belaga, Sarawak: Konsep Tradisional, Peralihan dan Kontemporari	Completed
<u>Awangko' Hamdan bin Awang Arshad</u> akko@unimas.my	Ceramic Arts, Visual Arts, Pottery and Ceramics	Innovation and Application of Augmented Reality Off-Line System in Rural Tourism Development	Completed
<u>Mohd Affendi bin Azizan</u> amaffendi@unimas.my	Film Directing, Film and Video, Screen Studies, Cinematography, Seni Persembahan (Lakon)	Currently on study leave	NIL

Anissa binti Abdul Aziz aanissa@unimas.my	Fine Arts	Currently on study leave	NIL
Mohamad Zamhari bin Abol Hassan ahmzamhari@unimas.my	Seni Lukis & Seni Reka (Teknologi Seni Reka), Ceramic	Currently on study leave	NIL