

Ideaphoria



IDEAPHORIA

Faculty of Applied and Creative Arts

Vol. 2 June 2021

DEAN'S Message

It is wonderful to see the second issue of IDEAPHORIA
- the Faculty of Applied and Creative Arts e-Bulletin.



The IDEAPHORIA has a significant meaning to us as it serves as a biographical sketch showcasing the achievements of our lecturers and students through the activities from various fields in 2021.

In the first half of the 2021 issue, we would like to highlight the impact of the events organized by the faculty, such as the Faculty Strategic Plan 2021-2025, where the faculty management team shared the five-year plan. The faculty has also organized international webinar series; a platform for scholars from abroad and local to share knowledge.

The pandemic has challenged and forced us to be innovative in continuing educational delivery fully online. Although students were allowed to be on campus, we decided to shift our classes into online learning mode with alternative assessments. In doing so, we hope our lecturers and students will embrace the current predicament positively.

I would like to express my appreciation to the editorial team for their hard work in compiling the second issue of IDEAPHORIA. Last but not least, I wish everyone good health, happiness, and success in your endeavour.

Regards,

Assoc. Prof. Dr. Musdi Shanat



Chief Editor's Message

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

FACA e-Bulletin IDEAPHORIA is published twice a year (June and December) and the first volume was published in December 2020. The articles published in IDEAPHORIA are primarily focused on news, events and activities organized by the Faculty of Applied and Creative Arts (FACA), Universiti Malaysia Sarawak (UNIMAS).

The theme of IDEAPHORIA represents the lecturers' creative endeavours at the Faculty of Applied and Creative Arts locally and internationally. It is also a platform that highlights the projects, diverse in nature and interdisciplinary, forming collaboration within the academic community in UNIMAS with the industry experts. IDEAPHORIA celebrates the creative minds and innovative efforts by FACA scholars at through shared insights and inspiration across the creative borders, by connecting with brilliant minds in materializing great ideas.

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

Thank you and happy reading!

Dr. Loh Ngik Hoon

FACA eBULLETIN

Committee Members



ADVISOR



Associate Professor Dr. Musdi
bin Hj Shanat



Dr Ahmad Azaini bin Abdul
Manaf



Dr Qistina Donna Lee Abdullah



Chief Editor
Dr Loh Ngik Hoon



Managing Director
Ms Natasha binti Rusdy Wong

EDITORS



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Abdullah



Madam Syarafina Binti
Abdullah



Mr Aliffazraie bin Jali



Mr Ringah anak Kanyan

GRAPHIC DESIGNER



Mr Amir Hassan bin Mohd
Shah



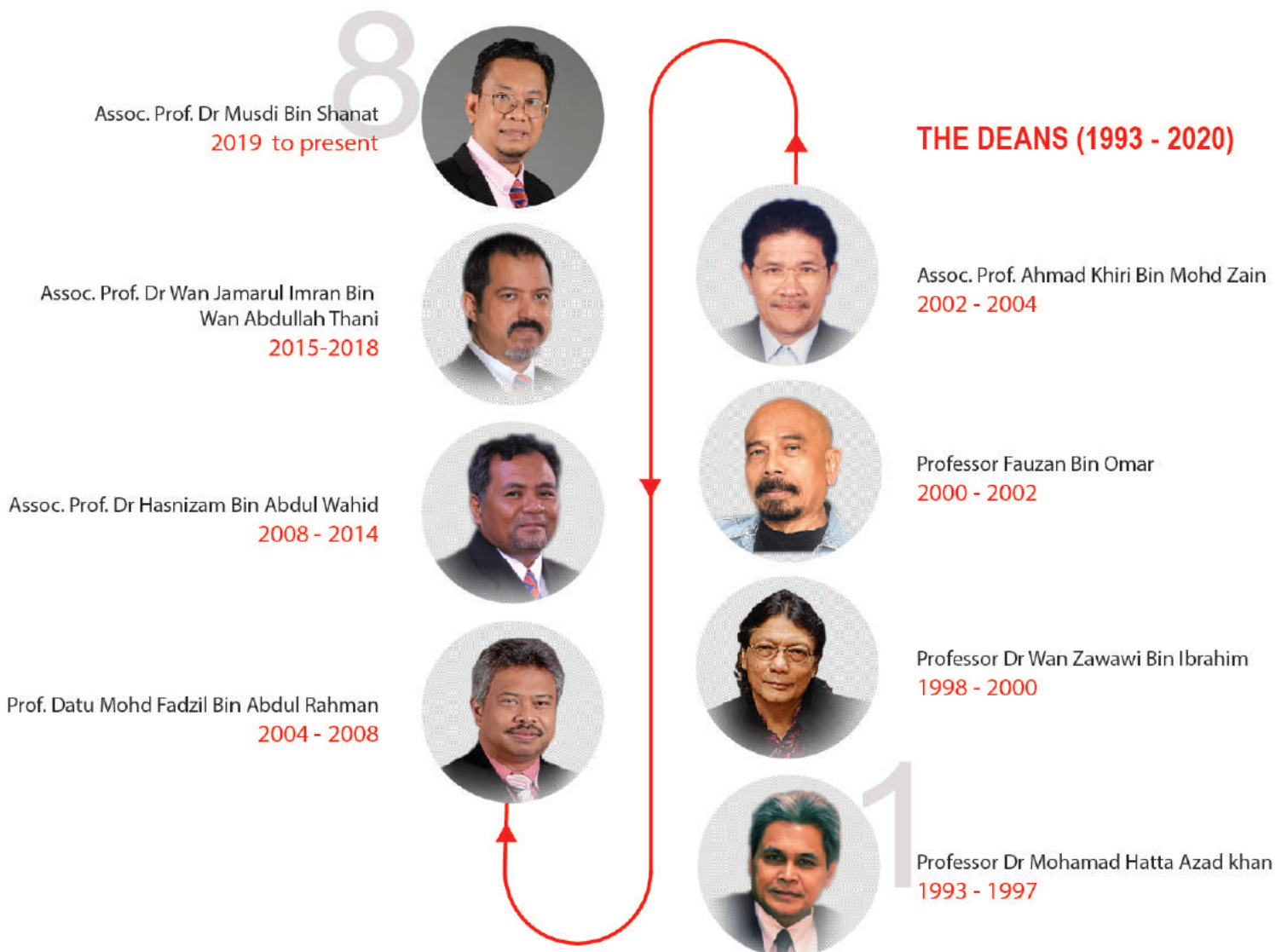
Mr Yasir Hasyim bin Bujang



Web Master
Mr Denny bin Pon

DEAN History

Faculty of Applied and Creative Arts Dean History



LIST OF Faculty Programme

UW6212001 MUSIC PROGRAMME

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

UW6212002 DRAMA AND THEATRE PROGRAMME

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

UW6211001 FINE ARTS PROGRAMME

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

UW6214001 DESIGN TECHNOLOGY

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

UW6213001 CINEMATOGRAPHY PROGRAMME

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

UW6213002 ANIMATION PROGRAMME

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

UW6211002 ARTS MANAGEMENT PROGRAMME

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

New Lecturer

1

Mr Ezra Affendi

Permanent Lecturer - Music Programme



Academic Credentials:

Masters of Arts in Music,
Universiti Malaysia Sarawak
(2019)

Bachelor of Applied Arts
(Hons) in Music, Universiti
Malaysia Sarawak (2014)

2

Miss Doris Anak Maying

Permanent Lecturer – Fine Arts Programme



Academic Credentials:

Master of Arts in Fine Arts,
Universiti Malaysia Sarawak
(2019)

Bachelor of Applied Arts
(Hons) in Fine Arts, Universiti
Malaysia Sarawak (2016)

WALL OF FAME

Best Paper Awards 2021



AP Dr. Noria Ak Tugang

BEST PAPER AWARD at The International Virtual Conference on Human Resource Development (ICHRD 2021).

*Organised by School of Human Resource Development,
Faculty of Social Sciences and Humanities, Universiti
Teknologi Malaysia.*

“Worldview ‘Mali’ in the Local Wisdom of ‘Penganan’ Iban in Sarawak: An Intangible Heritage Study.”

ABSTRACT

The Iban in Sarawak possessed their dimension or perspectives in interpreting belief in the world and life. For the Iban, the belief or worldview has significant value in manifesting tangible and intangible culture. Therefore, ethnography studies focus on Mali's belief from the local expertise in making the traditional Iban food Penganan. This study applied the qualitative approach by conducting fieldwork, documentation and interview with informant adept in the Iban culture. The study sites were Lubok Antu, Betong, Sri Aman, and Limbang to collect numerous Iban's settlement data. This study is an effort to archive and conserve the belief of Mali as an intangible culture. The studies have discovered Mali's belief is still regarded as a heritage in the form of collective memory. Although they have converted to the new religion of Islam and Christian, this belief is still practiced by the Iban community. This studies aspiration to produce a comprehensive understanding concerning the indigenous community's custom and belief in Malaysia, especially the Iban in Sarawak.

This Working Paper is a FO3 / DRC / 1809/2019 research grant fully funded by the Dayak Chair Foundation, Universiti Malaysia Sarawak. We would like to thank the residents and Women's Bureau at Rumah Liam, Rantau Kembayau Manis, Lubok Antu, Rumah Kunjang, Entawa Asal, Undop, Sri Aman and Rumah Bujang, Rantau Kiran, Nanga Medamit, Limbang for their cooperation throughout the research process. Apart from that, many thanks to the Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak, for the approval to conduct this research.

WALL OF FAME

Best Paper Awards 2021



Abdul Walid Bin Ali

BEST PAPER AWARD at The International Virtual Conference on Human Resource Development (ICHRD 2021).

Organised by School of Human Resource Development, Faculty of Social Sciences and Humanities, Universiti Teknologi Malaysia.

“Pengaplikasian IR4.0 Dalam Teater Projek Spektrum 2020 Di Kuching Sarawak.”

ABSTRACT

Inovasi dalam pementasan teater akan sentiasa berlaku dari semasa ke semasa. Penggunaan media baru dan juga pengaplikasiannya dalam kehidupan ialah perkara yang perlu dilalui oleh masyarakat - terutama sekali dalam zaman IR4.0. Teater juga tidak terlepas daripada menghadapi cabaran ini. Pementasan teater Projek Spektrum di Kuching kelihatan bertepatan dengan idea ini apabila mengaplikasikan teknologi IR4.0 dalam pementasan yang berlaku pada tahun 2020. Ini menambah nilai tambah kepada pementasan dan lebih unik lagi pementasannya dilaksanakan di tapak pusat membeli-belah terawal di Kuching Sarawak; Ting and Ting Supermarket. Kajian berasaskan Practiced-Led Research ini akan membincangkan tentang langkah-langkah yang dijalankan produksi dalam mengaplikasikan teknologi IR4.0 dalam pementasan teater.



PENGEMBARAAN DI BUMI ITU

By AP Dr. Musdi Shanat

kali ini ku melangkah lagi
Menyelusuri ke tempat asing
Gelap malam disapa angin beku
Daun kuning, kering menari rindu
Langit hitam berwajah sendu

Sekali lagi aku menjengah di bumimu
Di bandar Shaoxing penuh lingkaran terusan
Menyusur Yancheng kota sejarah warisan
Aku terpaku rindu pada jelitamu

Berada disini ku memikul harapan
Aku terus mengintai bunga bunga harapan
Berbekalkan amanah teguh bersama
Mencari benih buat menuai musim hadapan
Jangan menoleh, teruskan langkah kaki berpadu
Kejayaan pasti mendatang jika terus bersatu

Angin beku kian menggigit
Daun kering mulai berguguran
Benih benih harapan telah ku semai
Awan pekat mulai menerang
Membasihi benih yang telah ku semai

Ku lihat benih telah tumbuh
Semoga benih terus berbunga
Meniup wangi seluruh bumi kami
Pengembaraan di bumi itu
Akan kudengar harum sampai ke sini

Hangzhou, China

*(Lawatan Promosi terakhir ke negara
China sebelum PKP bermula diseluruh
negara pada Mac 2020)*



Participating in the Sarawak Arts Council Strategic Planning Workshop dated 10 March, 2021. Sylvester Wielding Anak Jussem (seated extreme left at front table).

Bengkel Perancangan Strategik Majlis Seni Sarawak 2021.

Hotel UCSI, Kuching. 10 -11 March, 2021

The workshop aims to identify and set the 2021 strategic plan for the Sarawak Art Council. To ensure that the planned 2021 strategic plan is in line with the objectives and direction of the Ministry.



Live broadcast interview on Art Talk by KUPPA KOPI TV host Encik Anding Indrawani (seated extreme right) from RTM, Kuching. 30 March, 2021.

KUPPA KOPI bersama RTM

Sylvester Wielding Anak Jussem (Seated Left) & Awangko Hamdan bin Awang

Invited as guest speakers for Live broadcast interview Talk Show "KUPPA KOPI", time 2.00 pm to 3.00 pm at R.T.M. Building, Jalan P. Ramlee, Kuching, Sarawak March 30, 2021.

The discussion started with the development of visual arts in Sarawak and how our early journey as visual artists led to our present profession of lecturing at UNIMAS.

Further discussions were on the influencing elements and subject matter in our artworks in establishing an identity for ourselves. Another interesting point of discussion is that the state of Sarawak will have the second largest museum in Southeast Asia. How can this development have an impact in the field of visual arts, especially in Sarawak?

We suggested more active participation in art awareness projects, exhibitions and collaboration through community involvement which are educational enrichment in nature. Introduce art exhibition programs that share in showcasing artworks of local artists, be in all forms of visual arts and information database on the artists especially in the state of Sarawak.

IPTA and IPTS play a role in increasing the intake of art students in academic or vocational to produce qualified creative, innovative visual thinkers and Art Critiques.

Support from the state government is essential for the development of the arts. Provide research grants to encourage research, publications and databases. Encouraging Interaction in Public Spaces, Art Exhibition spaces. Art market. Provide opportunities to meet people. (Art Planner, Architect, Public Administrator.)

Art in public spaces gives a city or a neighborhood a unique identity that shows a sense of pride, making it more attractive for investment and economic endeavors. Making art as part of our lives which can help us to better value ourselves as a community and enrich us culturally.

By: Sylvester Anak Jussem



Dr. Nur Tahirah Razali auditing the Drama and Theatre Program courses with Dr. Nur Qasdina Jeeta Abdullah.

KPI SPEED AUDIT 2021

The KPI SPEED Audit was conducted at the Faculty of Applied and Creative Arts by the auditors from the Centre for Academic Development and Management (PPPA), UNIMAS. The audit was led by Dr. Nur Tahirah Razali (Deputy Director of Curriculum Management Unit) and Dr. Mohamad Fizl Sidq Ramji (Deputy Director of Curriculum Development and Innovation). The following programs were audited: Drama and Theatre Program, Fine Arts Program, Music Program, Animation Program, Cinematography Program, Arts Management Program, and Design Technology Program. The auditors provided feedbacks to the respective Program Coordinators and were pleased with the documentation provided for courses audited.



Associate Professor Dr. Musdi Shaanat giving officiating the workshop.

Strategic Plan Target Setting Workshop 2021

On March 27, 2021 at the UCSI Hotel Kuching, a Strategic Plan Target Setting Workshop was held for the academic staff of the Faculty of Applied and Creative Arts, UNIMAS. This one-day workshop was patronized by Associate Prof Dr Syafiq @ Lee Nung Kion, Deputy Director of Universiti Malaysia Sarawak Strategic Planning, Quality and Risk Management Center (SQRC, UNIMAS).

This workshop was a proactive initiative by the faculty to inculcate a culture of strategic management among academic and management staffs in determining the achievement of the targets of the Strategic Plan of Universiti Malaysia Sarawak 2021 - 2025 in an organized and systematic manner.

UNIMAS Strategic Plan 2020 - 2021 outlines FIVE (5) Strategic Focus Commitments (SF):

SF01: Future-Ready Graduates

SF02: Research Excellence

SF03: Talent Excellence

SF04: Global Prominence

SF05: Financial Sustainability



The Faculty of Applied and Creative Arts also organised a dinner after the workshop ended as a token of appreciation and celebrating each FACA staff.

The objectives of this workshop are as follows:

Identify the Targets of the Strategic Plan of the Faculty of Applied and Creative Arts for the Year 2021-2025 according to the Strategic Focus.

Presented the Target Setting of the Strategic Plan of the Faculty of Applied and Creative Arts for the Year 2021-2025 by the Deputy Deans of FSGK.

Prepare Planning to achieve the Strategic Plan Targets of the Faculty of Applied and Creative Arts for the Year 2021-2025.

Explain the role of Academic and Management staff in achieving the Strategic Plan Targets of the Faculty of Applied and Creative Arts for the Year 2021-2025.

Fostering a culture of teamwork among the Academic and Management staff at the Faculty of Applied and Creative Arts.

As a center of responsibility at UNIMAS, the Faculty of Applied and Creative Arts is also responsible in ensuring each Strategic Focus commitment in the Strategic Plan 2020 - 2025 UNIMAS is implemented.

This workshop provided an opportunity for each deputy dean of the faculty to share their target setting, and methods of achieving the set targets of the UNIMAS Strategic Plan 2021 - 2025.

Below are the list of Deputy Deans of Faculty of Applied and Creative and Postgraduate Program Coordinator:

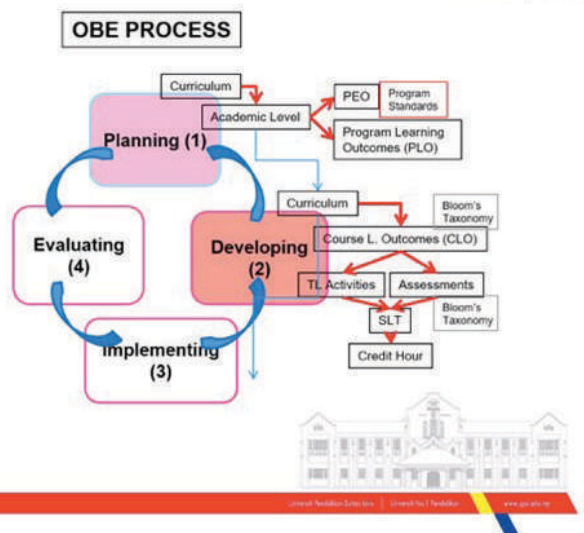
- ◆ Dr. Salmiah Abdul Hamid, Deputy Dean (Undergraduate)
- ◆ Dr. Ahmad Azaini B. Abdul Manaf, Deputy Dean (Research and Commercialization)
- ◆ Dr. Riezal, Deputy Dean (Student and Alumni Affairs)
- ◆ Dr. Faridah Sahari, Deputy Dean (Industry and Community Engagement)
- ◆ Dr. Siti Shukhaila Shaharuddin, FACA Postgraduate Program Coordinator.



Curriculum Enhancement Workshop 2021

28 April 2021

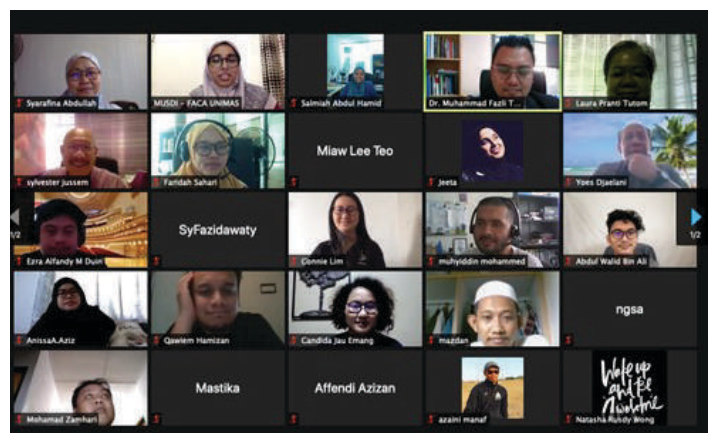
(Session 1: 10 am -12 pm) & (Session 2: 2 pm – 4pm)



Session on OBE and SLT with Associate Professor Dr. Syakirah Samsudin.

The Faculty of Applied and Creative Arts (FACA) UNIMAS organized a Curriculum Enhancement Workshop on 28 April 2021 for all academicians at the faculty. This workshop was an effort by the Deputy Dean of Undergraduate and Student Development, Dr. Salmiah Abdul Hamid in assisting lectures specifically the Curriculum Innovation and Development Unit (UPIK) and Faculty Quality Management Committee (FQMC) to gain a better understanding of Outcome-Based Education (OBE), Student Learning Time (SLT), the mapping of Course Learning Outcome (CLO) and Program Learning Outcome (PLO).

This workshop was conducted by Associate Professor Dr. Syakirah Samsudin (Director of the Centre for Academic Development, Universiti Pendidikan Sultan Idris) and Dr. Muhammad Fazli Talib Saerani (Deputy Dean of Academic and Internationalization, Faculty of Music and Performing Arts, Universiti Pendidikan Sultan Idris).





THE 6th INTERNATIONAL CONFERENCE OF APPLIED AND CREATIVE ARTS

17 - 18 August 2021

Virtual Conference

OPPORTUNITY FOR
SCOPUS
JOURNAL PUBLICATION

We accept papers
written in both English
& Bahasa Melayu

The 6th International Conference of Applied and Creative Arts (ICACA 2021) aims to provide a virtual space for intellectual discourse that brings together all our faculty members with scholars, artists, and practitioners of art from various local and international backgrounds. 6th ICACA 2021 invites submission of papers related to the theme:



SUSTAINABILITY AND LEGACY OF CREATIVE ARTS

Papers submitted will be reviewed and selected based on the topics or issues listed below:

Sustaining arts and culture through applied and creative arts education.

Innovation, activities, and strategies in enhancing the legacy of art and culture.

Creative efforts through branding, marketing and management.

Research and development for sustainability in art and awareness.

Development projects and knowledge transfer of art heritage in communities.

Cultural, arts, and heritage management and event management.

Intellectual property and copyrights in the field of creative industries.

Maintenance, revitalising, sustaining traditional arts, crafts, and cultures.

Relevant issues in relation to Applied Art and Design.

Keynote Speakers:



Prof. Dr. Ding-Bang Liu
Chair Professor,
Guangdong University
of Technology, China.



Prof. Dr. Lee Sung Pil
Professor,
Dongseo University,
South Korea.



Dr. Iain Adam Biggs
Visiting Research Fellow,
University of The West of
England.



Joe Sidek
Director,
Joe Sidek Productions
Sdn Bhd (JSP).



Prof. Dr. Ruslan Abdul Rahim
Professor,
Faculty of Art & Design,
Universiti Teknologi MARA.



Dr. Genevieve Gamache
Senior Lecturer,
Visual Arts Program,
Faculty of Creative Arts,
University of Malaya.



Assoc. Prof. Hasnul Jamal Saldon
Professor,
Universiti Sains Malaysia.



Muhammad Azri
Lecturer,
Universiti Malaysia Sarawak.

Fees

	Local	International
Presenters	RM 1200	USD 300
Students	RM 600	USD 180
Participants	RM 50	USD 10

Registered
participants
FREE

Registration Fees
for Presenter:
RM350 / USD100

Important Dates

Registration & Abstract Submission	30 April 2021
Notification of Acceptance	15 May 2021
Full Paper Submission	8 June 2021
Camera Ready	12 July 2021
Virtual Conference	17-18 Aug 2021

Industry and Community Engagement (ICE) Committee Activity

The Faculty of Applied and Creative Art's Industry and Community Engagement Committee continues their agenda for the year 2021. They have made several courtesy visits to multiple state government agencies between January and April. The state agencies are Ministry of Welfare, Community Well Being, Women, Family and Childhood Development Sarawak, Sarawak Economic Development Corporation (SEDC), Ministry of Modernisation of Agriculture, Native Land And Regional Development (MANRED) and Sarawak Metro. The main purpose of these visits was to introduce the faculty to potential stakeholders and seek possible collaboration prospects in research, consultation, capacity building training, community project and MOU/MOA.



Photo taken during the visit to Ministry of Welfare, Community Well Being, Women, Family and Childhood Development Sarawak.

The Faculty of Applied and Creative Arts Industry and Community Engagement Committee with YB Dato Sri Hajah Fatimah Abdullah, Minister of Welfare, Community Well Being, Women, Family and Childhood Development (Sarawak).



SYCIF meeting chaired by YB Datuk Abd Karim Rahman Hamzah, Minister of Youth and Sports Sarawak on 24 March 2021.

Sarawak Youth Creative Industry Fund (SYCIF)

Sarawak Youth Creative Industry Fund (SYCIF) is a grant initiated by the Ministry of Youth and Sports Sarawak.

The grant is to assist Sarawakian Youth to produce creative related activities and creative talent development. The Faculty of Applied and Creative Arts has managed to secure three projects with the total amount of funding RM66,200.00 for the three following projects:

The Visual Ethnography Documentation of Burei of the Kenyah Community in Sg Asap.

Devised Theatre of Samarahan Youth.

Packaging and Labelling Course.



Discussion between the Faculty of Applied and Creative Arts members and Serba Dinamik Team in FACA Main Meeting Room.

Serba Dinamik Visits to FACA

Serba Dinamik led by Tuan Haji Muliawadi Bin Haji Imran, Kota Samarahan Group Manager his team visited the Faculty of Applied and Creative Arts (FACA) on 12 January 2021. The purpose of the visit was to discuss potential collaboration with FACA particularly in creative content production and talent development. In conjunction to this visit, FACA and Serba Dinamik IT Solutions are in the process of establishing MOU between the two agencies.



Visit to FACA Music Studio.



Discussion between Serba Dinamik and FACA.

FAKULTI SENI DIRUMAH & KREATIF MEMPERKEMBAKAN
SIRI WEBINAR FSGK #1

UNIMAS
UNIVERSITI MALAYSIA SARAWAK

• UNIVERSITI MALAYSIA SARAWAK (UNIMAS), MALAYSIA
• INSTITUT SENI INDONESIA (ISI) PADANG PANJANG, INDONESIA
• UNIVERSITAS TANJUNGPURA (UNTAN) PONTIANAK, INDONESIA

KEBERKESANAN PENGAJARAN & PEMBELAJARAN KESENIAN SECARA DALAM TALIAN DI INSTITUSI PENGAJIAN TINGGI BERDEPAN ISU PANDEMIK COVID-19

**16 DISEMBER 2020 | RABU
10:00PAGI (MSIA) | 9:00PAGI (WIB)**

**PROFESOR HADIYA
DR. HUSDI BEN HU SHANAT
Dekan
Fakulti Seni Dirumah & Kreatif
Universiti Malaysia Sarawak**

**ANISA A. AZIZ
Seni
DR INKA UTAMA
Pendidikan**

**DR EDIWAR, S.KAR., M.HUM
Program Studi
Seni Konvensional
Institut Seni Indonesia (ISI)
Padang Panjang**

**RINGAH KANYAN
(PhD Candidate-Penyiaran Kanan)
Program Seni Rupa Teknologi
Universiti Malaysia Sarawak
(UNIMAS)**

**DR IMAM GHOZALI, M.PD
Program Pendidikan
Seni Musik
Universitas Tanjungpura
(UNTAN) Pontianak**

**DR ERNIDA KADIR, S.KAR., M.HUM
Program Studi
Seni Tari
Institut Seni Indonesia (ISI)
Padang Panjang**

**YOW CHONG LEE
Program
Sinematografi
Universiti Malaysia Sarawak
(UNIMAS)**

**IMMA FRETISARI, M.PD
Program Pendidikan
Seni Tari
Universitas Tanjungpura
(UNTAN) Pontianak**

**zoom
Video Conferencing**

<https://unimas-my.zoom.us/j/92338173446>
Imbas Ked QR untuk sertai melalui platform ZOOM

FACA Webinar Series: #1, 2, and 3.

The Faculty of Applied and Creative Art's Industry and Community Engagement Committee continues their agenda for the year 2021. They have made several courtesy visits to multiple state government agencies between January and April. The state agencies are Ministry of Welfare, Community Well Being, Women, Family and Childhood Development Sarawak, Sarawak Economic Development Corporation (SEDC), Ministry of Modernisation of Agriculture, Native Land And Regional Development (MANRED) and Sarawak Metro. The main purpose of these visits was to introduce the faculty to potential stakeholders and seek possible collaboration prospects in research, consultation, capacity building training, community project and MOU/MOA.

FSGK WEBINAR SERIES #1 with Universiti Malaysia Sarawak (UNIMAS), the Institut Seni Indonesia (ISI) Padangpanjang, West Sumatra and the Faculty of Education (FKIP), Tanjung Pura University (UNTAN), Pontianak, West Kalimantan, Indonesia, on Wednesday, December 16, 2020, at 10.00 am (Malaysia GMT +08: 00) | 9:00 a.m. (WIB)

FSGK WEBINAR SERIES #1 with Universiti Malaysia Sarawak (UNIMAS), the Institut Seni Indonesia (ISI) Padangpanjang, West Sumatra and the Faculty of Education (FKIP), Tanjung Pura University (UNTAN), Pontianak, West Kalimantan, Indonesia, on Wednesday, December 16, 2020, at 10.00 am (Malaysia GMT +08: 00) | 9:00 a.m. (WIB).

The panels are En. Ringah Kanyan and En. Yow Chong Lee (UNIMAS), Dr. Ediwar and Dr. Ernida Kadir (ISI), and Dr. Imam Ghozali and Ms Imma Fretisari (UNTAN).

Topic:
"The Effectiveness of Online Teaching and Learning in Institutions of Higher Learning Facing the Covid-19 Pandemic Issue".



Caption: FSGK WEBINAR SERIES #1 Participants.

Fakulti Seni Gunaan dan Kreatif mempersembahkan

SIRI WEBINAR FSGK #2

ELEMEN TRADISI DALAM SENI MODEN SEBAGAI IDENTITI DAN JATIDIRI BANGSA DI ERA INDUSTRI 4.0

UNIVERSITI MALAYSIA SARAWAK
INSTITUT SENI BUDAYA INDONESIA (ISBI), ACEH
UNIVERSITAS SYIAH KUALA, ACEH

• 24 Februari 2021 | 9.00 pagi (Malaysia)
• Rabu | 10.00 pagi (WIB)

Ahli Panel:



PM DR MUSDI HAJI
SHANAT,
DEKAN FAKULTI SENI
GUNAAN & KREATIF,
Universiti Malaysia
Sarawak.



DR IR. MIRZA
IRWANSYAH, MBA.,
MLA
REKTOR INSTITUT SENI
BUDAYA INDONESIA
(ISBI), Aceh.



PROF. DR. DJUFRI, M.Si.
DEKAN FAKULTAS
KEGURUAN ILMU
PENDIDIKAN (FKIP),
Universitas Syiah Kuala
(UNSYIAH), Aceh.



DR INDR UTAMA
Moderator



<https://unimas-my.zoom.us/j/92084144378?pwd=RUhFMWp0NndSSzZdVU1jSOxZbW54QT09>

Meeting ID: 920 841 4378
Passcode: WEBINAR2

Imbas Kod QR untuk sertai melalui platform
ZOOM.

Facebook EVENT URL:
<https://www.facebook.com/events/177039490874180/>



DR FARIDAH
SAHARI,
Program Teknologi
Seni Reka,
Universiti Malaysia
Sarawak.



SYLVESTER
WEILDING JUSSEM
Program Teknologi
Seni Reka,
Universiti Malaysia
Sarawak.



DR ARI PALAWI,
S.Sn., M.A,
Program Seni
Drama Tari dan
Musik
FKIP – UNSYIAH,
Aceh.



ISMAWAN,
S.Sn., M.Sn,
Program Seni
Drama Tari dan
Musik
FKIP – UNSYIAH,
Aceh.



FENTISARI DESTI
SUCIPTO,
S.Sn., M.Sn,
Program Desain
Komunikasi Visual
Institut Seni
Budaya Indonesia
(ISBI), Aceh.



SABRI
GUSMAIL,
S.Sn., M.Sn,
Program Seni Tari
Institut Seni Budaya
Indonesia (ISBI),
Aceh.

Pautan dibuka 15 minit sebelum bermula. Terhad kepada 500 peserta.

e-Sijil akan diberi kepada peserta yang mengikuti sehingga akhir sesi.

Untuk pertanyaan, sila hubungi:

Mohd. Sharizam

[hmsharizam@unimas.my / +6011 2721 8623]

Anissa A. Aziz

[aanissa@unimas.my / +6019 5909 152]

Syaryfah Fazidawaty

[syaryfah@unimas.my / +6016 5755 297]

Curating Regional Film Related Events:

Tackling Both Global and Local Audiences, Simultaneously

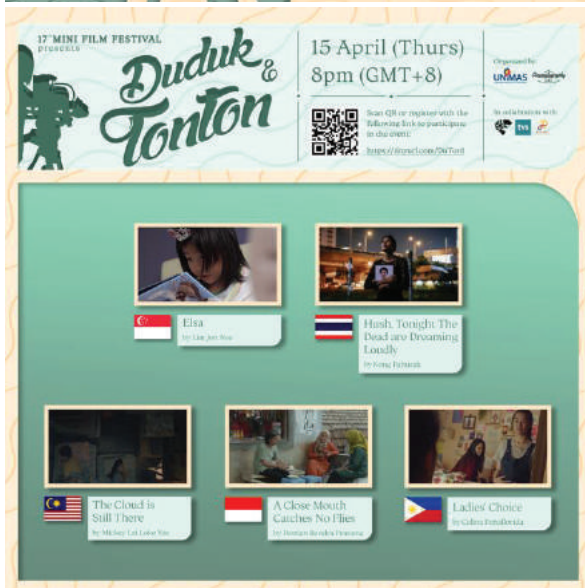
By ChongLee, Yow (clyow@unimas.my)

Running a film festival can be a challenging task to handle. This is particularly true after the pandemic struck as it has inevitably compromised existing approach in organising arts and cultural events throughout the world. While there is little sign that COVID-19 will cease its grip at the time of writing, film festival organisers have to adapt, re-strategize and reinvent their approach to keep themselves abreast with the changes.

The longest running short film festival in Malaysia, Mini Film Festival is entering its 17th edition this year, with its theme "In Time of Crisis" as a reflection to the critical time of humanity stifled by the pandemic and climate disasters. Not to mention the widening inequality between the rich and the poor as well as increasingly worrying maltreatment towards the marginalised and vulnerable groups. These crises are certainly in need of our dire attention and actions.

In addressing the impact of COVID-19 on the marginalised groups, the Secretary-General António Guterres of United Nations pointed out that "women, children, people with disabilities, the marginalized and the displaced, all pay the highest price in conflicts and are also most at risk of suffering devastating losses from COVID-19" (Department of Global Communication, United Nation, 2020). In line with that, and realising the fact that film - just like other arts and cultural products - plays a pivotal role in bringing positive change in the society, the 17th Mini Film Festival is filled with film events that attempt to address some, if not all, the issues at stake.

Its first online screening "Duduk dan Tonton", in collaboration with its long-time partner, SeaShorts Film Festival had received more than 350 audience registrations to watch a series of carefully curated Southeast Asian (SEA) short films. Its Facebook's live discussion with three (3) filmmakers in relation to its theme "SEAriously, Women on Screen" had then garnered approximately of 1200 views online. By highlighting female (or gender neutral) protagonists who go against all odds in their everyday's struggle, this screening attempted to bring awareness to inequality and empowerment to women.

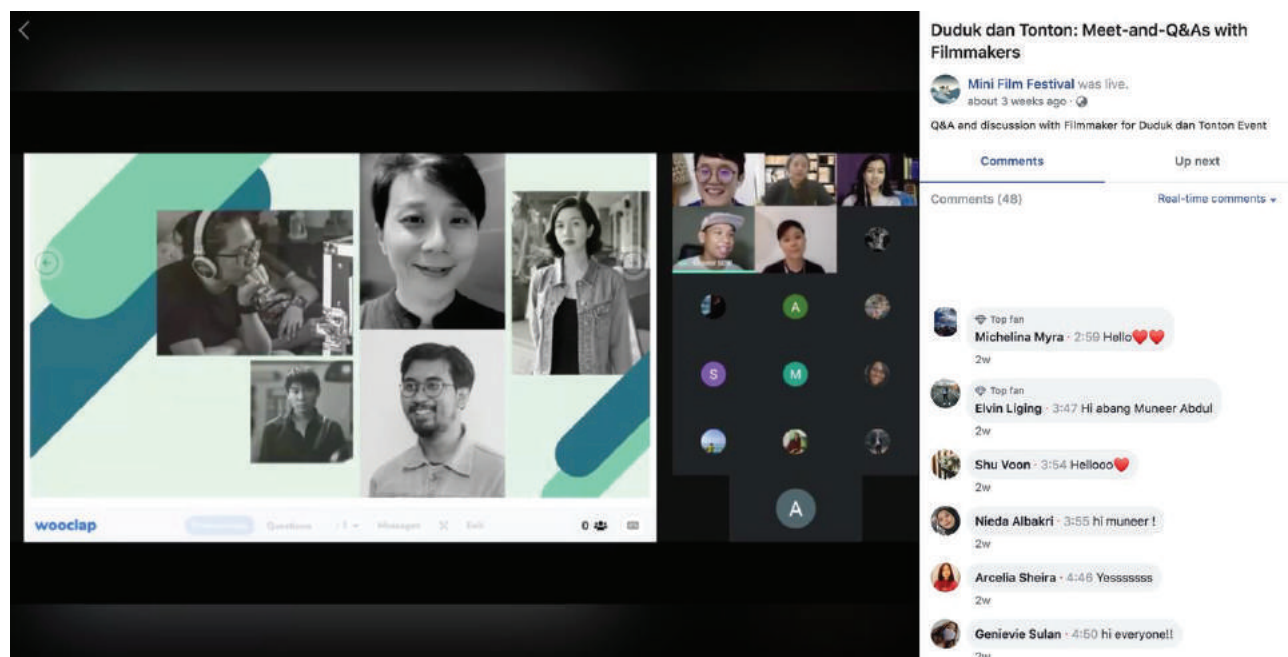


(Figure 1 & 2: Posters for Duduk dan Tonton organised on 15 April, 8.30pm (GMT+8))



(See Figure 1, 2 and 3)

Two weeks after the online film screening, there was a MFF webinar to address a timely issue “Post-COVID19 Films Consumption: Then, Now and the Future”. By inviting four industry experts hailed from diverse media industry backgrounds, i.e. film festival (Mr. Ifa Isfansyah, the festival director of Jogja-NETPAC Asian Film Festival), TV (Mr. Suhaimi Sulaiman, CEO of TVS), OTT platform (Ms. Juliana Low, Head of Contents Acquisition and Programming) and cinema (Mr. Sharmin Ishak, Public Relations and Branding Manager of GSC), this webinar provided insights to audience particularly filmmakers and content creators who wish to produce contents that could potentially get across contemporary audiences post-pandemic. The inspiration in organising webinar focusing on such topic was partly inspired by media research which demonstrated that media consumption taste has shifted due to long hours of people staying at home and having no access to the cinema during the pandemic. (The Trade Desk, 2020)



(Figure 3: Snapshot of online discussion with filmmakers broadcasted live on Mini Film Festival's Facebook)



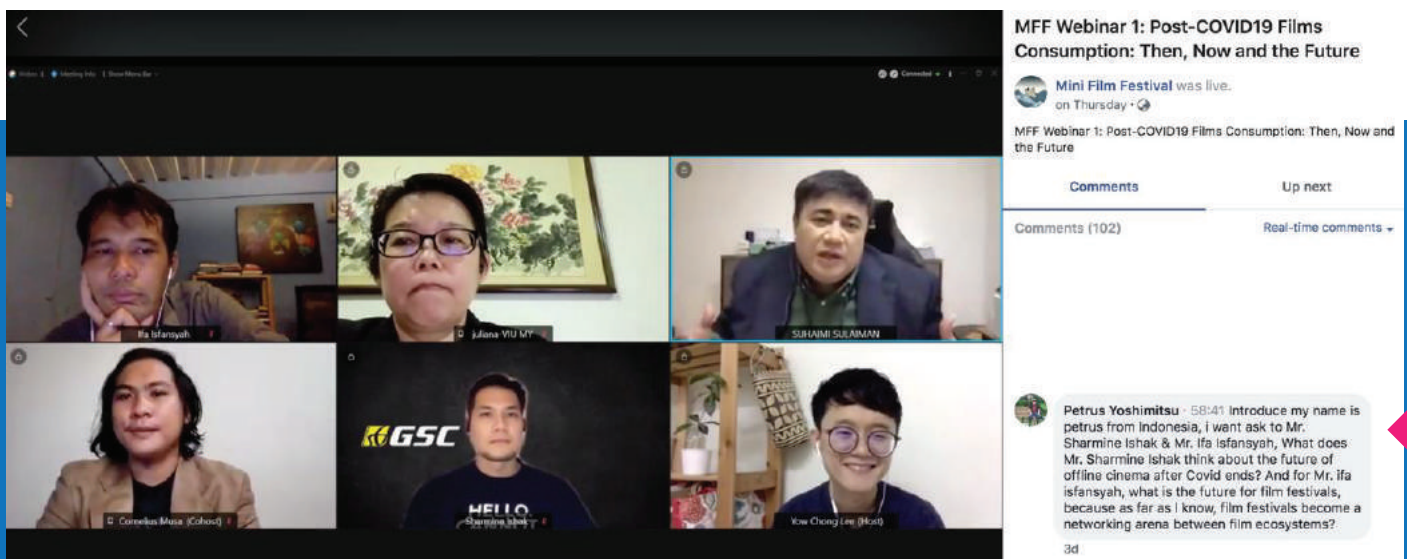
(Figure 4: Poster of MFF Webinar 1 organised on 29 April 2021 featuring four panellists hailed from diverse media industry background)

(See Figure 4 and 5)

There is no hold back to prevent the students, my colleague and I to run these meaning and impactful film related events addressing timely issues while bring forward a public sphere for discussion and film appreciation. With the motto "Mini in Scale, Big in Ambition", the events organised under Mini Film Festival have reached audiences and filmmakers across Southeast Asia. In fact, there are a series of online film screenings/ discussion and webinars which are tentatively in the pipeline running every fortnightly from April until July, when a week-long festival week will be closing the festival this year.

On behalf of the organising team, I would like to sincerely thank all students, colleagues and our collaborators for making all the events possible. Should you wish to submit your films and look forward to join any upcoming events organised by Mini Film Festival, please visit <https://linktr.ee/minifilmfestival>.

**Yow Chong Lee is a film lecturer at Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak. Apart from teaching, researching and making films, he curates for several film festivals and programmes in Southeast Asia, including the longest running short film festival in Malaysia, Mini Film Festival.*



(Figure 5: Snapshot of MFF Webinar 1 broadcasted through FB Live with approximately 2,300 views)

REFERENCES:




Department of Global Communication (2020, March 24). UN working to ensure vulnerable groups not left behind in COVID-19 response. United Nations. <https://www.un.org/en/un-coronavirus-communication-team/un-working-ensure-vulnerable-groups-not-left-behind-covid-19>

The Trade Desk (2020). The future of TV: A report of the state of OTT in Southeast Asia. https://pages.thetradedesk.com/rs/527-INM-364/images/SEA_OTTReport_2020.pdf

The Rise Surreal Gag Shorties Animation in Youtube: Identifying Similar Gag Component Visual Actions into Effective Animation Humour (F03/PRC/1938/2019)

February 2020- Mac 2021 (1 year)

This project was led by Dr Ahmad Azaini and fellow undergraduate animation students which was funded by the Petronas P. Ramlee Chair Grant. This research was to establish gag elements in animation, notably broadcasted in YouTube platform. Among of the research focus were highlighting and dissecting successful gag component, such as character's personality in traits, attitude, mannerism and dialogue. The component later was categorized into tabulated data and applied into a creation of short and simple animations. As a conclusion, re-imitating the gag component is necessary and can be recycled. The creation of recycled gags contents can be effective, therefore it's function as a guidance for student and potential content creators alike, in order to create successful gag short animation.

	
<p>First day briefing to participant about the gag animation, importance and how to identify gag in internet and social medias</p>	<p>Students designing and Creating the characters by using Pro Create</p>
	
<p>Recording Voices and gags script/ acting as a voice Over by using Adobe Audition</p>	<p>Students creating gag/jokes as in Recording process 1</p>
	
<p>Lip-syncing the voice with the character and Animating the character by using Adobe Animate</p>	<p>Students working in a team in Animating the animation trailer</p>



Strategic Focus

ACADEMIC EXCELLENCE Workshop

12 MARCH 2021 9 am-2 pm

This workshop was organized by the Deputy Dean (Undergraduate) with FACA's Academic Team, which included Program Coordinators, the Head of UPIK, the Final Year Project Coordinator, the Blended Learning Coordinator, the SULAM Coordinator, and other lecturers who could contribute to the advancement of Academic Undergraduate Programs at FACA. The primary goal of this workshop is to generate ideas from members of academic team to improve our academic excellence strategies. UNIMAS' strategic focus was addressed in detail during the workshop. Among the topics and initiatives that were addressed were the enhancement of academic seminars and trainings, promotions, strengthening relationships with foreign stakeholders, and so on. This is the first workshop in 2021, and it will serve as a starting point for upcoming brainstorming sessions.

The EnDaH Komuniti Project

16 March 2021 for the next 8 months.

(It is being rescheduled due to COVID-19)

This community focuses on the exposure of young people to entrepreneurship. It provides exposure to two secondary schools, namely Sekolah Menengah Kebangsaan Asajaya and Sekolah Menengah Kebangsaan Semerah Padi to be guided in producing handicraft products that can be highlighted to the community to buy, experience and use. The EnDaH Komuniti project begins with a workshop on creative thinking to produce daily products for solving problems faced by the community. The two main thrusts will be learning about entrepreneurship and the creative process. The participants from EnDaH Komuniti will be exposed to some basic training, to use the knowledge provided by the faculty to start the first phase of their journey to entrepreneurship. The project members visited the schools to explain the initiatives, and the school principals agreed to include their students in the project. A total of 56 students will participate in this project and as a token of encouragement, there will be prize for the best school at the end of the event.

This community project is funded by the Ministry of Education, Science and Technological Research grant with the collaboration from University Community Sustainability Centre and four lecturers from our faculty.



WEBINAR
MIRING
IN IBAN CULTURE

TUESDAY 27 APRIL 2021

11:00AM - 12:00PM
AT WEBEX MEETING

Our Speaker →

CIK ADILAWATI BINTI ASRI
PELAJAR P.H.D
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For More Information
<https://hrznc98.wixsite.com/my-site-3>

Webinar Series 1: MIRING IN IBAN CULTURE

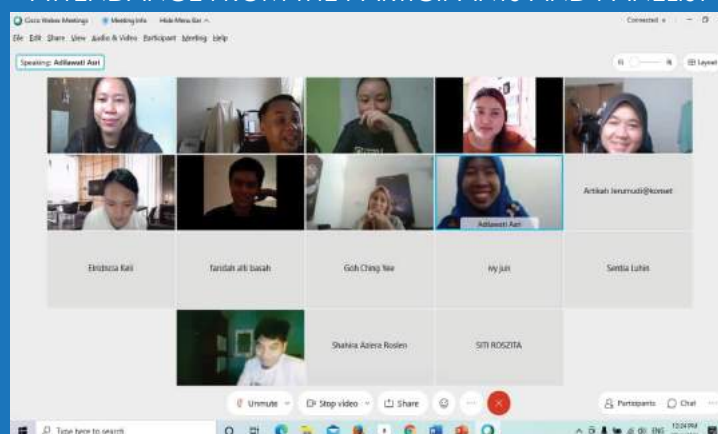
27 April 2021 (11.00 am till 12.30 pm)

The 3rd-year students from group 5 organized a Webinar Series 1 for the GKP3253 Arts Management Seminar. The organizer invited Ms Adilawati Binti Asri, a PhD student in Arts Management Program as a panel for her topic on Miring in the Iban Culture. Ms Adilawati was invited to share her experience in researching the material culture of the Iban community. During the webinar session, Ms. Adilawati explained the purpose of using the Miring, and the materials that need to be on the plate. She also explained the processes of performing the ritual. This session was attended by more than 130 participants paid full attention to Ms Adilawati's explanation, and there were many questions.

PREPARATIONS FOR MIRING.



ATTENDANCE FROM THE PARTICIPANTS AND PANELIST



ARTS MANAGEMENT SEMINAR WEBINAR

The Webinar program "The Art of Selling" was organized by a third-year Arts Management student under the supervision of Associate Professor Dr Noria Tugang. The webinar was held from 9:00 a.m. to 12:00 p.m. on Saturday, April 17, 2021. This webinar's speaker was Dr. Charlie Dudang. He was graduated with a Doctor of Business Administration from American National University, Lexington, USA, and got his Master of Business Administration, Charles Sturt University, NSW, Australia.

Dr. Charlie Dudang has 31 years of experience as a banker and earned various awards such as in 2015 as Ahli Bintang Sarawak (ABS) by the Governor of Sarawak (TYT) in conjunction with his 72nd Birthday, Top Branch Manager in the Country for Overall Sales for Recognition FY2005/2006, Best Audit Branch in Malaysia for FY2006 and etc. The webinar was attended by 165 students from Arts Management Program and also attended by some lectures such as Dr Rahah Hasan, Shaik Azahar bin Shaik Hussain, Yow Chong Lee, and Badrolhisham bin Mohamad Tahir from the Faculty of Applied and Creative Arts, UNIMAS.

The Art of Sales

There are a few elements of sales that are more like an art. Good salespeople need to have creativity, initiative, and drive. Just like artists need to bring something new into the world, starting from nothing, salespeople must start from zero and make things happen. Artists are fuelled by passion and self-belief. In the same way, some of the best salespeople have a strong spirit of passion and self-confidence – they believe in what they're doing, and they inspire confidence in the people around them. Being in the presence of a great salesperson is like being with an artist – they are charismatic people who make ripples in the universe around them.

The Science of Sales

But on the other side, there are also elements of sales that are more scientific. Sales is a process, just like the scientific method – it requires discipline and attention to detail. The best salespeople aren't only good at building relationships, they're good at doing the methodical, detail-oriented, repetitive work of making cold calls and prospecting and doing lead nurturing over the long-term. In the sales business, as you work through your sales funnel, over time you will learn how to expect certain results a certain percentage of the time – certain conversion rates at each stage of your sales process. This is part of the scientific aspect of sales: knowing how to make your numbers, knowing how to make incremental improvements in your process, knowing how to refine your sales pitch to get better results, all with a spirit of experimentation and building upon your knowledge base.

Maybe that particular situation was specific to me, but you get my point. Selling is a delicate but structured art with a lot of room for things to go wrong. The success of your sales efforts can often come down to your talent and persistence, but there are some techniques and best practices you can employ to make sure your work is as effective as possible.

Like all other talents and skills honed over time, selling something is truly an art form that takes practice to improve upon (and ultimately master). A long-standing company can use its lengthy track record as an advantage for presenting expertise, overwhelmingly positive customer service or superior products. That's all very helpful if you're Coca Cola, Microsoft, or even Quicken Loans, but what about a start up? Without the credibility of the big guys, it might seem like you need to bend over backward just to get in the door. Stop doing that – you'll hurt your back and your chances of making a sale. People do business with others they like and trust, so start with that.

Here are some pointers on how to master the art of selling:

What qualities do leaders possess that make them master sellers?

1. Confidence – They are sure about their skill/product, know its value and are proud of being associated with it.
2. Commitment - Leaders are committed to their vision, mission or goal. They pursue it zealously, no shortcuts.
3. Integrity – Leaders possess strength of character and maintain honesty with all stakeholders – organization, employees, vendors and customers.
4. Above par soft skills – Leaders know how to treat people around them be it business associates, partners or customers – they treat everyone courteously with utmost respect. Good leaders concentrate on building a relationship first, then on closing the sale.
5. Continuous learners – Leaders are always on the lookout to update their knowledge and skill set and they share it openly with their associates. Not only this, they also seek feedback and if genuine, they implement it.
6. Target oriented – Leaders are very target oriented – they plan and execute as per the plan.
7. Good listeners – They are very good listeners. They pick up on subtle cues and know without explicit communication when a deal can be pursued further or when they need to take a step back.
8. Good communicators – Along with being good listeners, leaders are well versed with the art of making small talk. A leader effectively uses the 'your attitude' to put people at ease and gets them to voluntarily listen to what he has to say.
9. Problem solvers – Leaders by nature are problem solvers. Instead of letting an issue foster, they deal with it on a priority to sort it out.
10. Product and market knowledge – last but not the least, they have in-depth product knowledge, and they know how the market in which they operate performs and where it is headed – i.e., along with the present they also have an eye on the future.

This might make some of us might think – I also possess all the above-mentioned qualities- at least to some extent – then why am I not considered a leader? What's the difference?

There are two main differences –

In a leader, all the above-mentioned qualities are fully cultivated.

- It is not just the qualities, but also how they use the techniques make all the difference. Using these techniques, leaders create a need for what they have to offer, demonstrate its use, communicate its availability and provide a consistent quality service or product, to acquire credibility, which leads to word of mouth promotion and ultimately generates demand in the market. No overt selling.

Leaders understand the importance of word-of-mouth reference, which in turn is based on long term consistent and quality performance. They concentrate on performing, on getting the deliverables right and leave the selling to the consumers. Consumers sell their experience of associating with the person, the satisfaction of using a service or product, to others who then based on this feedback 'demand' for the person's time/skill, service, or product.

Work Ethics

The ten work ethic traits: appearance, attendance, attitude, character, communication, cooperation, organizational skills, productivity, respect, and teamwork are defined as essential for student success and are listed below. The definition of each of these traits has been integrated into the program courses of each program curriculum, thereby allowing each program to make work ethics a relevant and meaningful part of the program curriculum.

1. Appearance: Displays proper dress, grooming, hygiene, and manners.
2. Attendance: Attends class, arrives and leaves on time, tells instructor in advance of planned absences, and makes up assignment promptly.
3. Attitude: Shows a positive attitude, appears confident and has true hopes of self.
4. Character: Displays loyalty, honesty, dependability, reliability, initiative, and self-control.
5. Communication: Displays proper verbal and non-verbal skills and listens.
6. Cooperation: Displays leadership skills; properly handles criticism, conflicts, and stress; maintains proper relationships with peers and follows chain of command.
7. Organizational Skill: Shows skills in management, prioritizing, and dealing with change.
8. Productivity: Follows safety practices, conserves resources, and follows instructions.
9. Respect: Deals properly with diversity, shows understanding and tolerance.

Creatively Driven Careers

Those with artistic personalities can often be found in jobs that require them to use their imagination in varying degrees. These jobs include:

- | | |
|---------------------------------|-----------------------------------|
| 1 <i>Interior design</i> | 4 <i>Graphic design</i> |
| 2 <i>Commercial art</i> | 5 <i>Freelance writing</i> |
| 3 <i>Animation</i> | 6 <i>Art directing</i> |

Surprisingly, though, those with 'artistic flair' can be found in jobs that might not be considered 'creative' at all such as event management.

These types of jobs are commonly referred to as 'corporate' however the profession requires a certain degree of imagination as essentially it involves the 'creation of something' (like creating an event).

Psychologist Robert Sternberg formulated the 'Tribrachic Theory of Intelligence' which defines creative intelligence as "the capacity to encounter a novel problem and devise a new and unique solution."

This makes sense as you might have noticed on many job applications form the criteria usually states that candidates 'must have creative problem-solving skills.' Sternberg's theory compartmentalises intelligence into three crucial elements: creative, analytical, and practical with the 'creative' types falling into more abstract realms.

Although artists and poets might be the first people that spring to mind when thinking about creative intelligence, Sternberg illustrates that this is not always the case. Creativity might show up as that friend who comes up with seemingly 'odd' solutions to a specific problem.

Sternberg illustrates that simply being an artist, writer or poet doesn't necessarily give someone creative license. Devising new solutions to old problems is one of the hallmarks of innovation, according to Sternberg, as is experimenting with different ideas and trying something new. Although this research suggests that the idea doesn't always fit the mould, certain personality traits would suggest higher levels of creativity in some people more than others (such as the traits below).

Marketing yourself and your work

The question I am most often asked by artists who want to sell their own work is, "How do I get people to know that I make art in the first place?" This is a good question, because the first step in getting people to see (and eventually buy) your work is by letting them know that there is work to be seen.

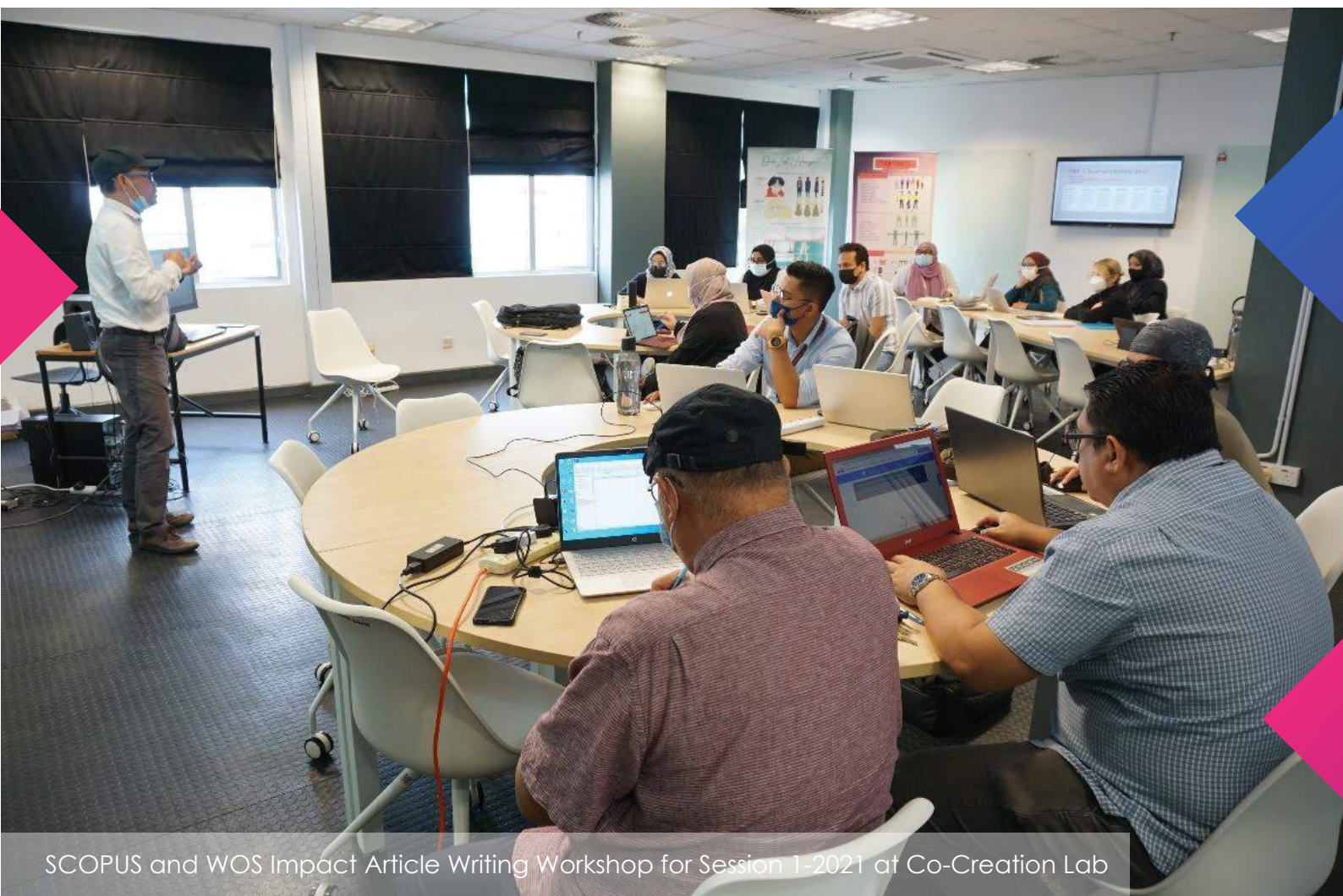
Selling art straight through your website

The easiest way to make your work available to potential buyers on your website is by putting up a simple statement like: "For inquiries on purchasing an artwork, please contact me at [your email address]." For this purpose, specifically, always make sure your contact information is clear, up to date, and easy to find on your site. If someone finds you online and becomes interested in purchasing a work, do not add friction to the process by burying your email address.

If you want to get fancy, you may choose to sell your work through an online store. This is a bit more difficult to set up, and if you plan to let customers pay for works right through your website, you'll end up giving away a percentage of your profit to payment processors like PayPal or Square. However, enabling website visitors to make purchases without directly emailing you does have its benefits. For one, detailing your available works and their prices in an online shop allows interested buyers to easily see which of your works are for sale, and get a sense of your prices without the awkwardness of emailing to inquire. Either way, as you design your website, be sure to separate your store from the documentation of your work, so your website doesn't feel like a digital garage sale.

SCOPUS and WOS Impact Article Writing Workshop for Session 1-2021 for DS45 Lecturers

The workshop successfully held on 9th of Mac 2021, from 9 am to 5pm at the Inspire co-creative lab, Faculty of Applied and Creative Arts (FACA). The participants of this workshop are twenty DS45 lecturers from FACA. The objective of this workshop is to enhance and strategize lecturers in writing and publishing indexed articles.



SCOPUS and WOS Impact Article Writing Workshop for Session 1-2021 at Co-Creation Lab

- 1** *Fast screening techniques for Journal Writing, High impact for DS45 academic staff*
- 2** *Identifying High Impact Journal Writing*
- 3** *Strategizing publication on High Impact Journals (Scopus, ISI, WoS, ERA)*
- 4** *Find out tips on possibility of article being accepted for National and International Journals*
- 5** *Learn Strategies for increasing Citation Indexes.*

The Friendship Dialogues

The positive response to the series of webinars that have taken place has led to a friendly dialogue between the Faculty of Applied and Creative Arts (FACA, UNIMAS) with the relevant institutions of higher learning of art and design education. The main objective of these friendly dialogues is to discuss cooperation agendas, and towards the signing of MoUs and MoAs in the near future.

1

Friendship dialogue between the Faculty of Applied and Creative Arts, UNIMAS with Syiah Kuala University (UNSYIAH) Aceh, Indonesia (March 3, 2021). The bilateral discussion was led by Associate Professor Dr Musdi Shanat (dean FACA, UNIMAS) and Professor Dr Djufri (UNSYIAH). The Director of UNIMAS Global and UNSYIAH International Unit also attended the dialogue session which lasted 1 hour and 30 minutes. The essence of the dialogue is to hold student exchanges, research cooperation, implementation of exhibition projects, publications and invitations as instructors which will benefit these two institutions of higher learning. At the end of the dialogue session, the two universities agreed and agreed to enter into a Memorandum of Understanding (MoU).



2

Friendship dialogue between the Faculty of Applied and Creative Arts, UNIMAS with the Art Institute of Indonesia (SBI), Aceh, Indonesia (March 4, 2021) The dialogue was also attended by the Rector, the Art Institute of Indonesia, Aceh. Associate Professor Dr Ir. Mirza Irwansyah. He expressed his excitement to sign a Memorandum of Understanding (MoU) with the Faculty of Applied and Creative Arts in the near future.



3

Friendship Dialogue between the Faculty of Applied and Creative Arts, and Faculty of Languages and Arts, Padang State University (UNP) West Sumatra, Indonesia (April 15, 2021). The dialogue was also attended by Prof Dr Esmanto, Dean of the Faculty of Languages and Arts, Padang State University (UNP), and Dr Ernisa Marzuki from UNIMAS Global.

4

Friendship Dialogue between the Faculty of Applied and Creative Arts, and Languages & Arts, Medan State University (UNIMED), North Sumatra, Indonesia (April 19, 2021). This collaborative dialogue will be chaired by Dr. Ahmad Azaini bin Abdul Manaf, Deputy Dean, Research and Commercialization to discuss the contents of the MoU to be implemented such as academic and research collaboration, student and staff exchanges and so on.

WEBINAR SERIES #14

SHARING SESSIONS: ASYNCHRONOUS & SYNCHRONOUS WAYS OF TEACHING



7 APRIL 2021
(WEDNESDAY)



START AT
9AM - 12PM



OBJECTIVE

- Implement asynchronous and synchronous ways in teaching and learning

Our Speakers | Platform : Webex



Prof. Dr Chew Keng Sheng
Universiti Malaysia Sarawak



Muhammad Azri Ali
Universiti Malaysia Sarawak



Mohd Farid Atan
Universiti Malaysia Sarawak

Register at <http://bit.ly/7Apr21> (By 5 April 2021) or scan the QR Code.



When Covid-19 pandemic hit the world, higher learning institutions were immediately impacted and had to change their direction. The lecturers needed to take a different approach in delivering the best education service to their students. Most creative arts classes are practical in nature and students are required to gain hands-on experience rather than reading from books. UNIMAS through the Centre for Applied Learning and Multimedia (CALM) lead the way for educators who were facing challenges in teaching online. A series of workshops were conducted to help educators deal with their teaching method during the pandemic.

As a result, the educators upgraded themselves to stay relevant during this period by mastering the technology in order to conduct their class. The terminologies asynchronous and synchronous were introduced to the educators. These are the two ways of teaching that can be used by educators to conduct their online class. I was invited by the Centre for Applied Learning and Multimedia on 7 April 2021 to give a sharing session on asynchronous and synchronous ways of teaching based on my recent class.

It was really an honour for me to share my experience with educators in UNIMAS on my asynchronous and synchronous way of teaching. After two semesters conducting class online, I came up with several tips in my sharing session that can help educators conducting their online class:

1

In asynchronous mode, students tend to find it interesting because they don't have to physically attend the class session. But to make asynchronous sessions meaningful and significant, create some activity that requires students to really must do the work within the class time. For instance, quick article review, video recording via Flipgrid, reflection on the learning unit and many more. To get them to do it, make the activity as proof of attendance. Give the deadline on the same day.

2

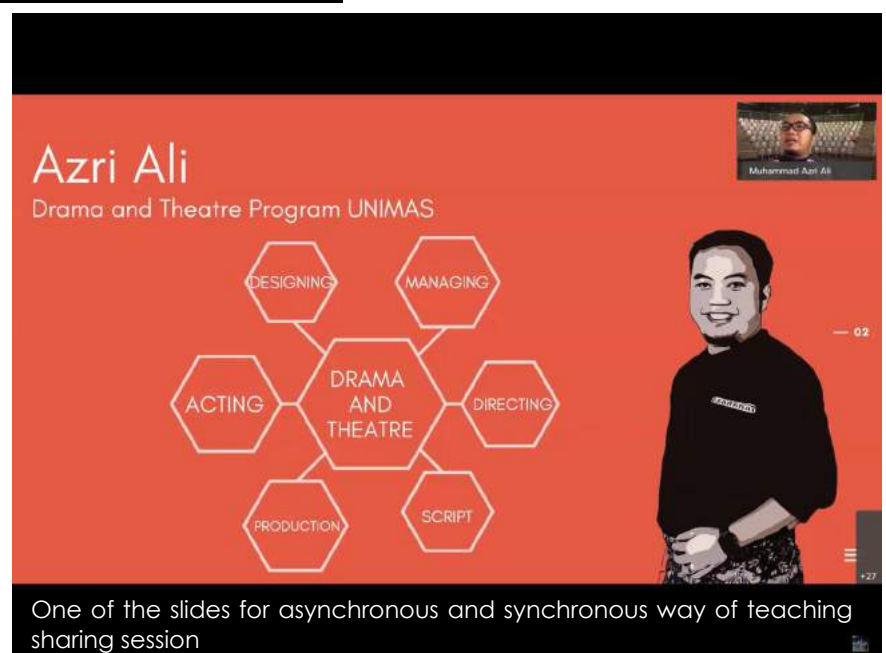
Synchronous mode will cost students their internet quota and for students who are not using home wifi, they will face difficulty attending long class sessions. Make your session short and always record the session. You may upload the session on YouTube and share the link via Eleap. Always give activity to the students after a synchronous session to get their level of understanding for the learning unit.

3

Listen to students' feedback. The Eleap platform allows the educators to conduct a feedback survey for the students. Use this feature to gain feedback from your student after each session to improve your asynchronous and synchronous session. Sometimes you need to listen to the students as well to know what is lacking in our teaching approach.



That is a short and brief tip I shared during my sharing session with CALM. The full sharing recorded session can be accessed at: <https://youtu.be/OjPVnY7j-NQ>. Hopefully this sharing session will benefit educators. Lastly, I wish all educators all the best in their teaching journey and keep the enthusiasm alive till this pandemic is over.



One of the slides for asynchronous and synchronous way of teaching sharing session

Celebrating
UNIMAS
Class of 2020



RESEARCH AND PUBLICATION 2021



Journal Articles:

Ahmad Kamal Basyah, Sallehuddin and Abdul Walid, Ali and Muhammad Qawiem, Hamizan (2021) [*The Curious Case of Saloma's Legacy: Documenting the Works of Biduan Negara.*](#) International Journal of Academic Research in Business and Social Sciences, 11 (1). pp. 96-105. ISSN 2222-6990

Ali, Muhammad (2021) [*Students' Learning Experiences in Introduction to Drama Theatre Classes During COVID -19.*](#) Journal of Cognitive Sciences and Human Development, 7 (1). pp. 123-133. ISSN 2550-1623

Gloria, Ajit and Terry, Lukas and Ringah, Kanyan (2021) [*A Systematic Review of Augmented Reality in STEM Education.*](#) Estudios de Economia Aplicada, 39 (1). pp. 1-19. ISSN 1133-3197

Syaryfah Fazidawaty, Wan Busrah and Aslina, Mohd Jainal (2021) [*An Investigation of Utilising Hashtags to Enhance Teaching and Learning Experiences among Art Students.*](#) International Journal of Art & Design, 4 (3). pp. 19-27. ISSN 2710-5776

Zhang, Shuhua and Musdi, Bin Shanat and Qistina Donna, Lee Abdullah (2021) [*The Expression of Religious Elements and Factors of Religious Thoughts in the Empress's Ceremonial Costume "Hui Yi" of Song Dynasty.*](#) International Journal of Service Management and Sustainability, 6 (1). pp. 89-108. ISSN 2550-1569

Proceedings:

Qistina Donna, Lee Abdullah and Aimuni Athirah, Latif and Norsyahbany, Mansor (2021) [*HYPOTHESES TESTING ON INFLUENCE OF TOURISM APPS TOWARDS TOURIST TRAVEL NEEDS AND TOURISM ATTRACTION.*](#) In: 2nd Penang International Multidisciplinary Conference 2021, 23-24 January 2021.

Qistina Donna, Lee Abdullah and Norsyahbany, Mansor and Aimuni Athirah, Latif (2021) [*PRESERVING THE CULTURAL HERITAGE TO ELEVATE SARAWAK TOURISM.*](#) In: 2nd Penang International Multidisciplinary Conference 2021, 23-24 January 2021.



STUDENTS' LIFE


Ahmad Izzeldin

Hi everyone, I am Ahmad Izzeldin from the Republic of Sudan, but I live in the Kingdom of Saudi Arabia. I heard about Malaysia from friends who studied there. Following a friend's advice and recommendation, I am now here in Universiti Malaysia Sarawak (UNIMAS) pursuing my undergraduate studies. I am currently a second-year student of the Animation Program at the Faculty of Applied and Creative Arts (FACA). Another reason why I selected this program is the vast career opportunities post-graduation.

As an international student, I faced challenges as any international student would. Acclimating to a new environment, getting to know students from different religions, cultures and backgrounds, especially the language barrier with locals particularly outside of the campus was difficult in the beginning. I must say that the challenges and difficulties faced are mostly caused by the Covid-19 pandemic. It had impacted me and many students. In a way, the pandemic disrupted my studies during the second semester, forcing me get by with the new learning and teaching environment. During my third semester, classes were conducted fully online. We no longer encounter face-to-face learning experience as we would in a physical classroom setting. The lack human connection was challenging for me especially when working on assignments and online project discussions.

However, these challenges were never an obstacle to me but motivated me to move forward. For instance, it encouraged me to collaborate with my friend, Abdullah, a Ph.D. student in Faculty of Computer Science and Information Technology to participate in Pertandingan Video Pendek Kreatif Bahasa Melayu organized by the Ministry of Higher Education of Malaysia in December 2020. Our video titled, "MAHARKU BAHASKU" was awarded with first place from more than 15 short videos shortlisted in the finals. Winning this award has motivated me to participate in many more future competitions. I believe such involvement will enhance my knowledge, experiences and will mold me to become a successful graduate.

Apart from the pandemic, I am delighted to be studying at FACA, UNIMAS. I hope to continue to be an active student participating in competitions making the faculty proud and as well as completing my undergraduate studies successfully. Thank you for giving me an opportunity to share my experiences in this bulletin. Stay safe and please wear your mask.



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f t i
#UNIMASofficial

Tahniah

Abdalla Hassan Gharib
Ahmed Izzeldin Ahmad Mohamed

Tajuk video
Maharku Bahasaku
atas kejayaan dinobatkan

JOHAN
Pertandingan Video Pendek Kreatif
Bahasa Melayu

anjurkan
Dewan Bahasa dan Pustaka
Jabatan Pendidikan Tinggi
Kementerian Pengajian Tinggi
Universiti Teknologi Malaysia
Institut Terjemahan dan Buku Malaysia

Daripada
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