



Second Edition 2021

# SOTA


SCHOOL OF THE ARTS

# Bulletin



 arts\_usm

 School of The Arts USM

 <https://art.usm.my/>

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# Dean's Foreword



Dr. Mumtaz Begum Backer  
Dean SOTA-USM

Dear ART LOVERS,

We meet again in our second issue. This time we bring you even more exciting news and events that we have been engaging with our students, academics, community, and our partners. From student activities, our annual RINTIS, competitions to exhibitions as far as Sharjah, the United Arab Emirates. As promised, the bulletin has gathered a few young creative minds who have put on their colourful thinking caps to give us interesting stories about our students, their muses, and everything that matters to them. SOTA BULLETIN this time around highlights mental wellness among everyone. Being a student, especially in challenging times such as now can be a scary and lonesome experience! As such, we want to assure all students, art lovers out there that YOU are not alone! We hear you, we feel you. Pick up a brush, choose a colour and paint your canvas freely, choose a piece of music, move your limbs and let yourself free. Believe in yourself and we can beat this together!

Through SOTA BULLETIN, let's come together and keep the passion ignited.

# From Chief Editor's Desk



Dear readers,

Once again, we presented the second issue of the Sota Bulletin. This is our second year with the COVID-19 pandemic, and many of us are impacted on health, the economy, social programs, and education. Online teaching and learning sometimes call into question the mental and physical health of students and lecturers. However, we believe that with the current support system, we have been able to stand firm, fight and overcome all the challenges we face today. Thus, this edition brings many sweet memories of the students, staff, and the community towards lifelong learning in USM. We can't heal the world today. But we can begin with a voice of compassion, a heart of love, and an act of kindness.

So, flip the pages. Explore the creative work of our committee members and you can see the journey of happiness, enthusiasm, encouragement, and success throughout 2021.

Let's be strong together.



Dr. Siti Rohaya Yahaya  
Editor-in-Chief

# Committee

of SOTA Bulletin



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Dr. Mumtaz Begum Aboo Backer



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Diyana Auni Rosmadi

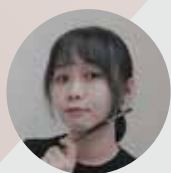
# Editorial

## Committee's Members



## Trending & Language

Gurvinderjit Singh Sidhu Sarjit Singh



## Activities

Ooi Yong Hui



## Graphic Design

Leong Zhong Wei



## Research & Postgraduate / Awards

Diyana Auni Rosmadi



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## RINTIS

Ng Jie Xin



## Alumni

Sun Jin Xin



## Graphic Design

Siti Nur Mariah Abdullah



## Research & Postgraduate

Vanisha Anak Jekeri

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Artwork by Mohd Asyiek Mat Desa

pusat pengajian ●●●●  
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By Gurvinderjit Singh Sidhu Sarjit Singh

The first-day class was held face-to-face with First-Year Students for VHL 112/3 Space and Analytical Drawing course with standard operating procedure compiled. This is the first day of studio lessons in the Drawing Studio since they registered as USM students, previous studio classes were conducted online. This course provides an exposure to the process of visualization of two-dimensional objects through the process of observation. Priority is given to aspects of object rate of appeal, space, structural strength, and line value to the students.

According to students and lecturers, face-to-face classes allow them to practice the knowledge that they have learned in the lectures as well as enable better teaching delivery and perform an assessment of students' performance to avoid dropouts.



## Postgraduate Students Receive a New Space During the Pandemic

By Gurvinderjit Singh Sidhu Sarjit Singh



School of The Arts, USM has provided a new space for postgraduate students. The space is equipped with lockers for students to store their valuables, books, and bags. Besides, this space also has a discussion room which makes it easier for students to discuss their research. Moreover, this postgraduate room also has a seminar room which would allow the lecturers to organize scholarly and research-based programs and talks such as the Postgraduate Research Support Series which would be beneficial for their master's degree and doctor of philosophy degree.

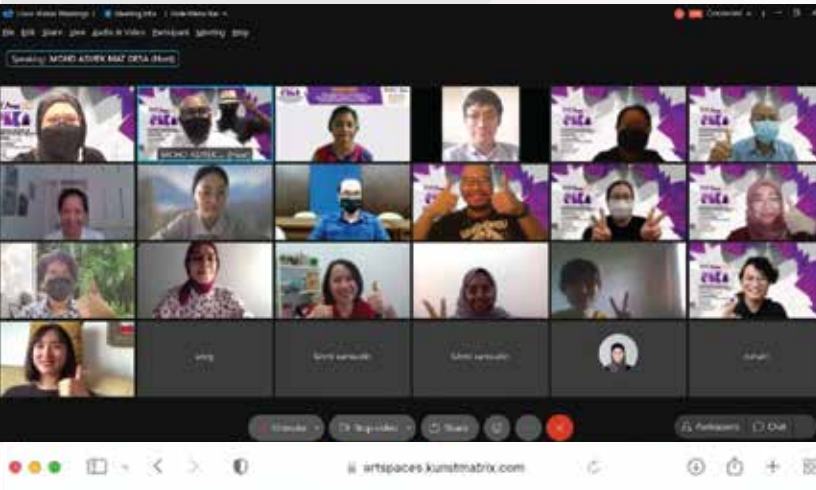


In addition, this postgraduate room also has a student workspace equipped with desks, desk lockers, chairs, and sockets that will provide comfort to students to complete their studies and focus fully on their research without any interruption. Last but not least, this postgraduate room also has a lounge that allows postgraduate students to calm down and relax in the space after they complete their research analysis and discussion.

# REKA 2021

## 4th International Conference on Creative Media, Design & Technology

By Gurvinderjit Singh Sidhu Sarjit Singh



The REKA conference started in 2013 in search of a suitable venue to discuss issues in the field of Creative Media, Design, and Technology that could be shared among researchers, students, and the public sector. REKA is a special name for Media, Creative, Design, and Technology. The term REKA was chosen to symbolize the creation and production of works with a scientific and scholarly approach.

As a preliminary step, the School of The Arts, Universiti Sains Malaysia has taken the initiative by providing and managing a 1st International Conference on Creative Media, Design & Technology (REKA 2014) which aims to focus the platform on seniors, researchers, and students to share their opinions and work. The REKA conference takes place every two years, one in 2014 and the other in 2016. In 2018, REKA's wings were extended to Solo, Indonesia. After five times the REKA is held overseas, it will return to Universiti Sains Malaysia. Thanks to the cooperative perspectives with partner universities, REKA will be able to assert its name and grow worldwide. This year, for the first time, the conference is held online as a response and prevention activity for the global COVID19 pandemic.

The purpose of the REKA 2021 International Conference on Creative Media, Design & Technology is to highlight the field of design within the international research cycle. In addition, this International Conference also shares and uplifts the standard of the paper toward international journal acceptance Scopus indexed journal as well as create an international circle of network for a plan of organizing REKA 2023. In conjunction with the International Conference on Creative Media, Design & Technology (REKA 2021), the International Visual Art Exhibition was also held online via Kunstmatrix allowing artists to exhibit their artwork on the international platform with the theme "Embracing Change".



## Interface Design Performing In Visual Communication

By Diyana Auni Rosmadi



Our Research IN section organized research in a presentation about Interface Design Performing In Visual Communication Grassland on July 8, 2021, presented by Assoc. Prof. Dr. Norfadilah Kamaruddin from the Faculty of Art & Design, University Teknologi MARA (UiTM) and moderated by Dr. Nurul Hanim Romainoor. She stated in her presentation that visual communication is the study of the various methods in which information is visually presented via visible media such as graphics, writing, animation, illustration, painting, interactive web design, advertising, and short film.

Some types of information must be known and understood by a wide number of people or viewers by their looks and feelings within the context of such knowledge. The goal of this research is to have a solid understanding of the interface design responsibilities that exist inside the visual communication system. A series of studies conducted in Malaysia and Japan will demonstrate the roles of interface design in the visual communication grassland, with a special emphasis on the fundamental relevance of visuals in communication through interface design.

Many important findings emerged from the research, including the brand's identity through appearance and feel, the application of an interface design approach to developing a destination image brand, and a social communication strategy that enhances the visitor experience.

RESEARCH IN

### INTERFACE DESIGN PERFORMING IN VISUAL COMMUNICATION GRASSLAND

8/07/2021 (THU) | 3.00 PM

WOBEX & Arts USM FB LIVE



## Rock Kapak Phenomenon of the 1980s and 1990s

By Diyana Auni Rosmadi

In 1989, the Malaysian rock band Search sold over one million copies of Fenomena's album in Indonesia. They've become a cultural phenomenon across the country, propagating their Malaysian heavy metal brand, Rock Kapak. Their accomplishment laid the groundwork for international collaboration. The members of the band were filmed, created, and disseminated in Indonesia in a long-running film titled Isabella (1990). The research section invited Dr. Adil Johan to speak about the Rock Kapak Phenomenon in the 1980s and 1990s on February 29th, 2021. Dr. Adil Johan is a saxophonist and ethnomusicologist who is now a Research Fellow at Universiti Kebangsaan Malaysia's Institute for Ethnic Studies (KITA) (UKM).

This lecture gives historiographical research of youth culture and popular music that spread over a closely linked territory as an epistemology to conceptualize "Nusantara," a world of fluid, conflictual, and interconnected identities. Understanding Rock Kapak as a regional phenomenon reveals Nusantara's multicultural intimacies in an urbanized and globalized world. Such activities, which circulate through various media and are experienced by cross-border fans, are also based on local emotional emotions and stories of social issues in the 1980s and 1990s when the economy was quickly growing.

Dr. Adil stated at the end of this session that Malay Pop songs, particularly the ball, would be included and will



have these basic ingredients. So, while rock music may be heard everywhere, other types of music can also be found everywhere. He added that Malay cinema music from the 1950s and 1960s is the subject of his Ph.D. dissertation. As a result of being exposed to the phenomena of "Pop Ye Yeh" and "Rock and Roll," he realized that guitar music is appealing to Malay popular culture. The 1980s and 1990s were important moments in music, and this research is significant because we want to offer a voice to people who did not have one, and he also said that music is political.



# Idea dan Imej Islamik Dalam Seni Moden Malaysia 1970-an: Beberapa Persepsi

Oleh Vanisha Anak Jekeri

*Research on Friday (ROF)* 2021 kali ini mengetengahkan beberapa siri pembentangan hasil penyelidikan daripada pensyarah di Pusat Pengajian Seni, Universiti Sains Malaysia. Prof. Madya Dr. Safrizal Shahir membawa pelajar dan penyelidik, membincangkan persepsi umum berhubung idea dan penggunaan imej islamik melalui karya terpilih dalam Seni Moden Malaysia. Kajian beliau ini, menjelaskan terdapat pengaruh imej Islamik yang wujud di sekitar tahun 1970an, dikalangan pelukis seni catan Malaysia. Menurut beliau, tahun 1970-an, telah mencetuskan satu revolusi penggunaan imej islamik yang meluas dikalangan pengkarya seni catan tanah air. Hal ini dapat dilihat melalui keunikan eksplorasi huruf kufi dalam karya Syed Ahmad Jamal yang bertajuk Chairil Anwar, 1958. Karya tersebut merupakan karya pertama yang menggunakan tema Seni Moden Islamik dan menjadi satu cetusan idea kepada pelukis-pelukis tempatan yang lain.

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**IDEA DAN IMEJ "ISLAMIK" DALAM SENI MODEN MALAYSIA 1970-AN: BEBERAPA PERSEPSI**  
Oleh **Prof. Dr. Safrizal Shahir** | Jumaat, 16 Julai 2021 | 10.00 - 11.00 pagi | **WEBEX** | Facebook Live



## Memperkasa Penghasilan Produk Seni (Kraf Kayu) Bagi Pengusaha Kecil Produk Kraf Kawasan Manong, Kuala Kangsar, Perak

Oleh Vanisha anak Jekeri

membantu usahawan kecil serta penduduk setempat, meningkatkan ekonomi mereka. Malah, program ini juga membuka ruang dan kemahiran kepada belia dan penduduk kampung dalam mengusahakan pembuatan produk kraf berasaskan kayu.

Program komuniti ini melibatkan dua fasa penyelidikan. Fasa pertama merupakan sesi suai-kenal penyelidik bersama peserta program. Manakala fasa kedua melibatkan proses bimbingan kemahiran terutama dalam aspek jualan, promosi dan pengkomersilan kraf. Produk kraf yang terhasil melalui program usahasama ini, akan dipromosikan secara langsung oleh pihak USM dan peserta sendiri. Menurut Dr Khizal, hasil program tersebut sedikit sebanyak dapat memberi pengetahuan baru disamping memberi galakan kepada penduduk kampung untuk bergiat aktif dalam perniagaan kraf berasaskan kayu.

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**MEMPERKASA PENGHASILAN PRODUK SENI (kraf kayu) BAGI PENGUSAHA KECIL PRODUK KRAF KAWASAN MANONG, KUALA KANGSAR PERAK**

By **Dr. Muhammad Khizal Saat** | Friday 12<sup>th</sup> March 2021 | 10:00am - 11:00am | **WEBEX** | Facebook Live



Mac 2021, Dr. Muhammad Khizal Saat yang merupakan ketua projek bagi program komuniti bertajuk, "Memperkasa penghasilan produk seni (kraf kayu) bagi pengusaha kecil produk kraf kawasan Manong, Kuala Kangsar, Perak" telah berkongsi pengalaman dan pengetahuan beliau dalam sesi ROF kali ini. Program komuniti yang dijalankan bersama penduduk pekan kecil di Manong, Perak, bertujuan untuk

# Komik Melayu Karya Rejabhad: Satu Bacaan Hermeneutik Kerohanian

Oleh Vanisha Anak Jekeri

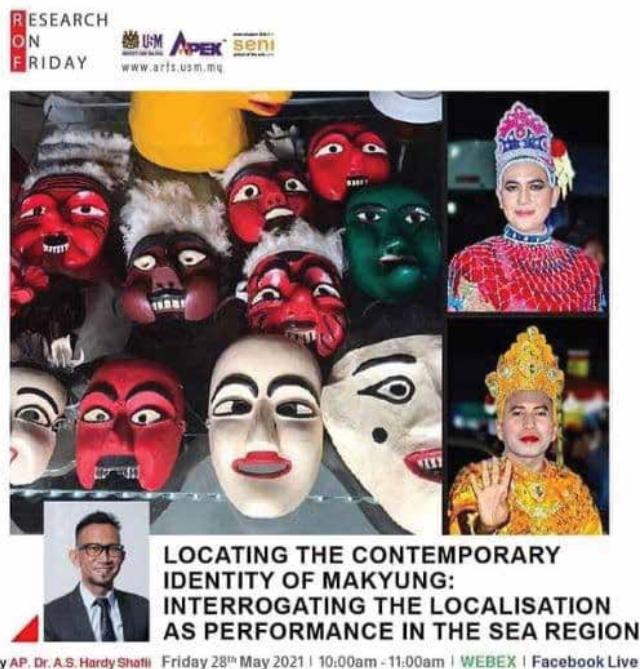
Diskusi ROF berikutnya merupakan hasil kajian daripada pensyarah Jabatan Rekabentuk Media Baru, Dr. Julina Ismail@Kamal. Kajian beliau memberi fokus kepada interpretasi "Komik Melayu Karya Rejabhad: Satu Bacaan Hermeneutik Kerohanian". Menurut Dr. Julina, karya komik Rejabhad banyak memberikan mesej yang mempunyai unsur-unsur kerohanian dan imej islam melalui teks mahupun ilustrasi watak. Justeru, satu analisis yang mengkhusus kepada hermeneutik kerohanian iaitu pemahaman teks, interpretasi dan pentafsiran bahasa komik yang baik mengikut nas-nas Al-Quran dibincangkan dengan mendalam menerusi kajian ini. Malah hasil kajian Dr. Julina, berjaya memperlihatkan pemahaman jati diri dan keperibadian penulis dan pelukis komik Melayu yang bernama Rejabhad. Kajian berdasarkan pendekatan hermeneutik kerohanian ini cukup signifikan. Ia merupakan satu penjelajahan baharu yang mengubah pandangan tentang kearifan seniman komik Melayu di Malaysia yang dahulunya difahami hanya berasaskan pemahaman luaran semata-mata.



## Locating the Contemporary Identity of Makyung Interrogating the Localization as Performance in the Sea Reign

By Vanisha anak Jekeri

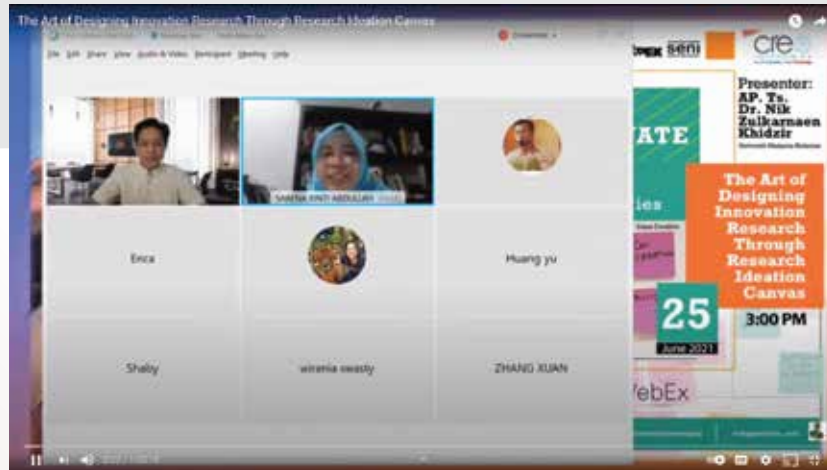
Assoc Prof. Dr. A.S. Hardy Shafi's research "Locating the Contemporary Identity of Makyung Interrogating the Localization as Performance in the Sea Reign", seeks to discover the roots of the Makyung. This act was said to be a performance art that was initially done in front of Thailand's royal queen by a group of artists. This performance was eventually carried to Tanah Melayu, namely to the states Kelantan, which later became the identity of the states, as well as Riau, Indonesia. Through this investigation, Assoc Prof. Dr. A.S. Hardy examined every element of the Makyung performance by these three nations. Makyung was done differently in each country, beginning with the outfit, and ending with the song. Lastly, our Research on Friday section finished with "Memperkasa Kemahiran Pelajar OKU (Pekak Dan Bisu) melalui Reka Bentuk Kraf Seramik" by Dr. Siti Suhaily Surip.



# The Art of Designing Innovation Research Through Research Ideation Canvas

By Diyana Auni Rosmadi

On 25 June 2021, the PORSS section organized one online research about "The Art of Designing Innovation Research Through Research Ideation Canvas" presented by AP. Ts. Dr. Nik Zulkarnain Khidzir from Universiti Malaysia Kelantan and hosted by Assoc. Prof. Dr. Sarena Abdullah. He emphasized in this session that the concept is a light bulb and that with an idea, we may create something new and distinct in the arts. However, we may learn how to develop and integrate our concept into the study of it. He stressed in his research that while producing innovations, the concepts that they wish to transmit must be clear and effective for people to grasp the ideas offered. He also directed all postgraduate students to guarantee that the study to be conducted adheres to the logic and design produced explicitly, as well as the objectives.



Among the online research conducted were 'Thesis Writing for the Arts and Humanities' by Assoc. Prof. Dr. Sarena Abdullah; "Viva-Vavoom: What it Takes to Ace Your Viva" by Assoc. Prof. Dr. Muhizam Mustafa; "Starting Your Ph.D. Journey; Several Tips for a Great Start and Research Operational Template" by Dr. Gene Lim Jing Yi; "Literature Review Again" by Dr. Nurul Hanim Romainoor; "So You Want to Involve Children in Research? A Discussion on Approaches and Ethical Issues" by Dr. Mumtaz Begum Aboo Backer, Dean School of The Arts, USM and "Publishing in SCOPUS-Index Journals" by Prof. Dr. Muhammad Kamarul Kabilan Abdullah from School of Educational Studies, USM.

# Starting Your Ph.D. Journey: Several Tips For A Great Start and Research Operational Template

By Diyana Auni Rosmadi

This year's PORSS segment was produced based on web research on "Starting Your Ph.D. Journey; Several Tips for a Great Start". Dr. Gene Lim Jing Yi from the Graphic Communication Department, School of The Arts, USM, led this workshop.

Students have a variety of options and decisions to make at the start of their Ph.D. program. During her presentation, she stated that all students do not expect this to be simple, but they must approach their Ph.D. with the proper attitude: politely and seriously. Aside from that, make crucial decisions early on and go on with the project rather than postpone it for fear of making the wrong decision.

Establishing a healthy working schedule is essential, such as getting up early and concentrating on the most important activities first thing in the morning while their energy levels are still high, and you'll find it easier to focus. She was also informed about the Research Operational Template (ROT), which was shared with all postgraduate students. This technique, or template, is essential for all postgraduate students to use before beginning their studies.





## RINTIS 2020 “Breaking The Boundary”

Oleh Ng Jie Xin

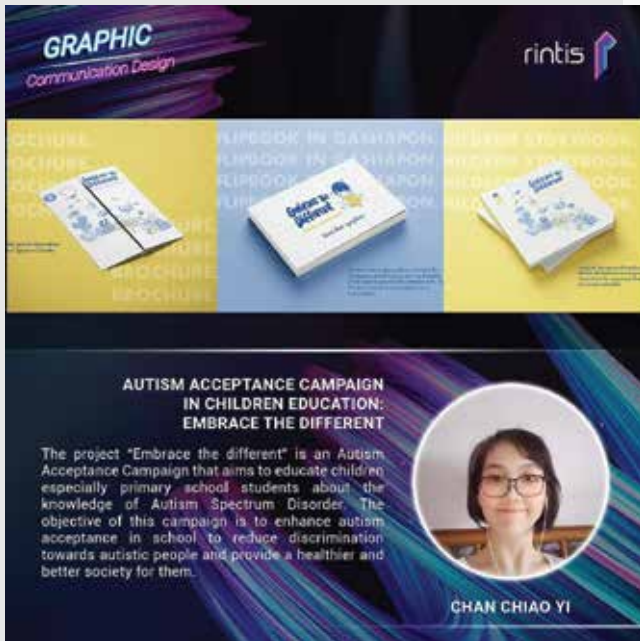
Projek RINTIS membuka tirai tahun 2021 dengan menampilkan hasil karya kreativiti pelajar tahun akhir daripada tiga bahagian iaitu Teknologi dan Media Baru, Grafik Komunikasi serta Reka Bentuk Produk. Berada di bawah pengelolaan Dr. Zuriawati Ahmad Zahari dan wakil penasihat rintis yang lain, Dr. Gene Lim Jing Yi, Dr. Norfarizah Mohd Bakhir dan Dr. Siti Suhaily Surip telah melicinkan lagi perjalanan rintis pelajar-pelajar tersebut. Perlantikan pengarah projek, Loo Zi Jing, selaku wakil pelajar tahun akhir turut dibantu oleh saudara Syazwan Norazmi dan Mahirah binti Mahyidin sebagai timbalan pengarah. Mereka bertanggungjawab dalam menentukan hala tuju projek dan memantau setiap perkembangan serta pelaksanaan projek RINTIS.

RINTIS telah berlangsung selama lima hari bermula pada 25hb sehingga 29hb Januari 2021, dengan bertemakan “*Breaking the Boundary*”. Oleh kerana pandemik yang melanda, pameran RINTIS telah dijalankan secara atas talian melalui pautan [rintis-usm.com](http://rintis-usm.com). *The James Dyson* merupakan penaja utama bagi pameran RINTIS kali ini. Penganugerahan pelajar terbaik pada tahun ini pula telah diberikan kepada beberapa orang pelajar daripada setiap bahagian. Antaranya, Hew Jin Ye, Ho Wen Hui, Chan Chiao Yi, Aimi Nabilah binti Ramon Zahedin, Shea Kher Ni, Teh Shim Yee, Nurul Qamarina binti Mohd Rosli, Muhammad Syafiq bin Senin dan Menlin Ng Aniathul Fitria binti Ismail Ng Abdullah.

RINTIS Art Talk turut dijalankan dengan menampilkan wakil daripada setiap bahagian rekabentuk. Wakil yang terlibat adalah panel ICAP Encik Amri Mustafa dari MTIB, Encik Abdul Shakir dari Filamen dan Encik Muhammad Aiman Zubir dari Uitm Shah Alam. Antara topik perkongsian dan perbincangan adalah *Design & Furniture Manufacturing*, *Transition from Graphic Design to Interaction Design* dan *Working In Toys and Video Games Industry*.



## Grafik Komunikasi



"Memorabilia" merupakan projek album warna yang dihasilkan oleh Hew Jin Ye dengan berkonsepkan minimalis. Manakala Ho Wen Hui pula telah merekacipta satu buku komik iaitu "*Tabi Tabi Hiroshima*" yang boleh dibaca secara atas talian dengan menerapkan ciri-ciri rekabentuk tradisional Jepun termasuk lipatan kertas origami. Seterusnya, seorang lagi pelajar akhir rekabentuk grafik, Chan Chiao Yi, telah berjaya merekabentuk satu brosur "*Embrace the different*" yang mengandungi unsur harmoni dalam rekaannya. Rekaan Chan Chiao ini bertujuan membantu meningkatkan penguasaan kaedah pembacaan dikalangan kanak-kanak kurang upaya terutama yang mengalami *Autisme Spectrum Disorder*.

## Teknologi Media Baharu



Bahagian Teknologi Media Baharu di bawah pengelolaan Dr. Norfarizah pula telah mempertontonkan hasil karya animasi daripada pelajar tahun akhir. Setiap hasil karya tersebut memperlihatkan tahap kemahiran dan pengetahuan mereka terutamanya dalam aspek komunikasi visual, teknologi dan rekabentuk. Pelajar turut diberi pendedahan melalui kaedah merancang papan cerita, penggunaan aplikasi *Adobe (Flash, Photoshop dan Illustrator)*, penyuntingan, persembahan, animasi 2D, 3D, reka bentuk laman web, video pendek dan filem. Antara hasil projek yang telah dipersembahkan oleh pelajar teknologi media baharu adalah, "*Journey to the Undersea*" oleh Shea Kher Ni, "*Kisah Mat Jenin: Adaptasi Cerita Rakyat Menerusi Komik Interaktif*" oleh Aimi Nabilah Ramon Zahedin, "*Ritual Sites, the Mystery of Sungai Batu*" oleh Teh Shim Yee dan beberapa pelajar yang lain.

## Reka Bentuk Produk



Seterusnya, Bahagian Reka Bentuk Produk mempamerkan hasil karya pelajar tahun akhir mereka melalui pengolahan idea alam sebagai satu kaedah pembangunan produk yang berupaya memenuhi kehendak pengguna. Proses ini dimulakan dengan penyelidikan latar belakang kajian, sejarah, sosial dan budaya, keperluan dan masalah, serta penyelesaian yang tersedia di pasaran dan trend semasa. Pelajar Tahun Akhir yang terdiri daripada Qamarina telah menghasilkan rekaan produk *FixSlouch* iaitu peranti pemulihan yang disambungkan dengan aplikasi mudah alih dan membantu membetulkan postur badan. Selain itu, Menlin Ng pula telah berjaya menghasilkan produk beg tangan daripada kulit limau. Bagi Muhammad Syafiq, produk akhir beliau adalah rekaan bilik merokok, yang bertujuan untuk mengelakkan pelepasan asap rokok di ruang awam.

# RINTIS 2021 "Make Believe"

Oleh Ng Jie Xin

Tahun 2021, turut menyaksikan, persembahan RINTIS siri kedua daripada tiga lagi bahagian yang lain, iaitu Seni Halus, Lakonan & Pengarahan, serta Persembahan & Pedagogi. RINTIS yang bertemakan *Make Believe* telah berlangsung dari 20 Jun 2021 sehingga 18 Julai 2021. RINTIS kali ini telah dipimpin oleh En Norshahidan Mohammad, Puan Hilyati dan Cik Tan Jin Yin sebagai penasihat projek. Konsep di sebalik tema RINTIS "*Make Believe*", berasal daripada idea slogan iaitu "*Make Your Dreams Come Through*". Konsep yang digunakan adalah bersifat minimalis dan mempunyai unsur berwarna-warni "*Pop Art*".

Dalam kursus kemahiran praktikal muzik, muzik tradisional dan latihan persembahan, pelajar tahun akhir jurusan Persembahan dan Pedagogi diberikan peluang untuk membuat persembahan bersama artis tempatan dan antarabangsa. Tiga orang pelajar tahun akhir mereka, iaitu Tan Wei Ren, Lissa Lavichi, Melissa Chelsea Gomez telah berjaya menerima anugerah pelajar cemerlang pada tahun ini.

Pada masa yang sama, "*Fine Art Degree Show*" daripada Bahagian Seni Halus telah menggabungkan pameran galeri seni secara maya bermula pada 6hb Julai 2021 yang diketuai oleh Tang Lit Ting sebagai pengarah projek. Seramai 30 orang pelajar terlibat dalam pameran ini. Antara karya yang dihasilkan adalah berbentuk seni pemasangan, arca, catan, cetakan, fotografi dan lain-lain. Empat orang pelajar seni halus juga telah dipilih menerima anugerah pelajar terbaik, antaranya Nurul Aqilah Amanina binti Mohd Nor Azman, Nurul Atikah binti Fauzi, Nurul Isma Natasha binti Hamid dan Nur Syahirah binti Saidi. Karya-karya "*Fine Art Degree Show*" menceritakan kisah-kisah yang berlaku di alam sekeliling mereka yang mampu menyampaikan perasaan atau emosi kepada orang ramai. "*Fine Art Degree Show*" kali ini menggalakkan pelajar untuk bergerak secara kreatif, ekspresif serta meningkatkan kemahiran artistik





### EXPERIENCE & ACHIEVEMENT AS A YOUNG ARTIST IN MALAYSIA ART SCENE

by Nur Hana Kai Ling (USM Alumni)



### Dr. Elham Shafaei (Iranian Fine Artist) For The Love Of Art : An Art Talk On Art Management And Curation

Moderated by Ana Bi Alabri Tang Li Ting School Of The Arts, USM

15th July 2021 3.00 - 4.45 p.m. LIVE Arts USM



### SPRAY PAINT WORKSHOP & TALK

by Muhammad Shafi Asrozi (DPI Anchor Spray Academy)

WEDNESDAY 7 JULY 2021 2.00-3.00 PM



THURSDAY 8 JULY 2021 3.00-3.00 PM

LIVE Arts USM webex

LIVE Arts USM webex

rintis

tuneup PERFORMANCE PROJECT

“ So, a crisis, insoluble problem, major crisis ... ”



AMPEX seni rintis GRFATE

## Bengkel Cetakan Sutera Saring

Oleh Ooi Yong Hui dan Diyana Auni Rosmadi

Pada April 2021 yang lalu, Pusat Pengajian Seni, Universiti Sains Malaysia, telah mengadakan satu Bengkel Cetakan Sutera Saring anjuran bersama Dahlia Jaya Resources dan Tabung Sumber Pembangunan. Bengkel cetakan ini, telah dijalankan selama lima hari, bermula dari 5hb April sehingga 9hb April 2021. Seramai 100 orang peserta telah mengikuti bengkel tersebut. Peserta yang hadir terdiri di kalangan pelajar USM dan kakitangan Pusat Pengajian Seni.

Sepanjang bengkel ini berlangsung, beberapa topik dan teknik dalam cetakan telah diperkenalkan. Dr. Tetriana membuka aturcara program melalui topik komposisi warna dalam rekaan. Pembentangan tersebut, bertujuan untuk memberi pengetahuan asas kepada peserta sebelum membuat pemilihan warna dan rekacorak yang sesuai. Hari berikutnya peserta didedahkan dengan perkara asas dalam cetakan sutera saring. Salah satu teknik cetakan asas sutera saring adalah *open masking*, yang dibimbing oleh Dr. Siti Rohaya Yahaya dan di bantu oleh ahli jawatankuasa program. Penyampaian Dr. Siti, membawa kepada aktiviti cetakan secara *hands on*, di mana peserta dikehendaki membuat bingkai dan merentang mesh sendiri sebelum mencetak rekaan diatas kain dan beg tote. Di samping itu, peserta turut diajar menggunakan mesin *expose* dan bahan kimia seperti *photo emulsion* dan *hardener* dalam sesi ke empat bersama Dr. Khizal. Di akhir program, peserta dibentangkan dengan keadah pemasaran dalam perniagaan cetakan sutera saring. Penjanaan idea baru melalui perkongsian bengkel ilmiah ini berupaya membantu pelajar dalam mengembangkan lagi pengetahuan dan kemahiran bukan sahaja dalam seni tetapi dalam perniagaan.



## The Spectrum of Live Performance in the Realm of Online Presentation

By Ooi Yong Hui



The Acting and Directing department hosted a seminar titled "ICAP Webinar: The Spectrum of Live Performance in the Realm of Online Presentation" on July 2, 2021, with Mr. Hamzah Mohamed Tahir, who graduated from USM and later pursued his MA in Scenography at Central Saint Martins, University of the Arts London. He is involved in the local performing arts scene, having worked as a director, actor, and dancer in several local theatre plays. During this session, he stated that the creative arts have always been an essential component of the education program, complementing our aim of teaching the full person (mind, body, and spirit).

## SONATA by Tan Tze Jinn

By Ooi Yong Hui

Tan Tze Jinn played Sonata in A major for Violin and Piano: IV. Allegro Poco mosso César Franck at the Music Department Senior Recital from the School of The Arts on June 18, 2021. During this session, he performs Six Romanian Dances for Violin and Piano-Béla Bartók: 1.Joc cu băț / Stick Dance, Brăul / Sash dance, Pê-loc / In One Spot, Buciumeana / A dance from Bucsum, Poarg româneasc / Romanian Polka, and Mrunțel / Fast Dance. This piece is meant to represent the pleasant conclusion of an emotional journey.

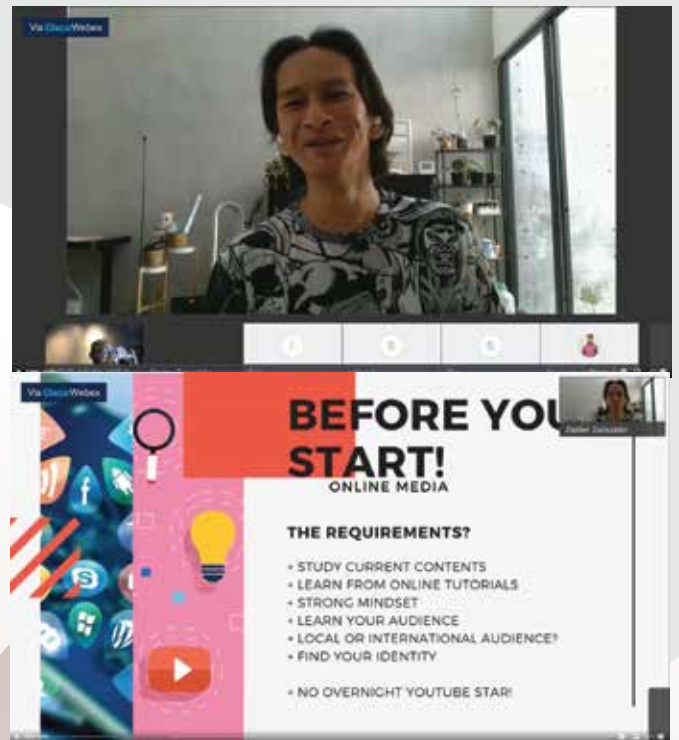




# Trends Directing the Future of Television with Mr. Zaidan Zainuddin

By Ooi Yong Hui

On July 3, 2021, the School of The Arts, New Media Design & Technology department hosted an ICAP Talk titled "Trends Directing the Future of Television" with Mr. Zaidan Zainuddin, founder/director of Shutterspeak Studio and famous for some of Malaysia television's most adored programs. During this session, he stated that it is true that people want to see something new/experimental on television, but when he joined Astro, he expected to give all his ideas, but when he dug deeper, he discovered that it all comes back to what the audiences want; this was the critical issue that needed to be highlighted in the Trends Directing the Future of Television. He also noted that Astro is a paid television service where individuals subscribe to see what they want to watch rather than what the director wants to broadcast. The reason Mr. Zaidan Zainuddin got on YouTube is that he can do what he wants on YouTube, and he can get his audience, the audience that likes to watch what he shows and presents.

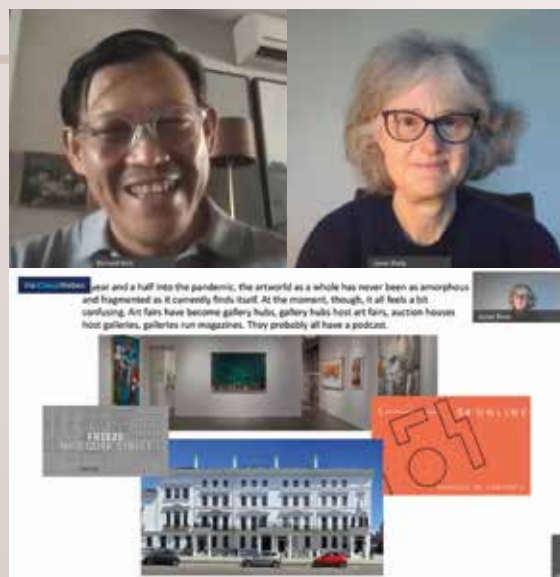


# Design and Furniture Manufacturing

By Ooi Yong Hui

This year, the School of The Arts (SOTA) hosted several webinars (seminars) with the Industry Community Advisor Panel, Malaysian television programs, and the founders of Richard Koh Fine Art and Richard Koh Projects. The goal of these seminars is to exchange students' expertise and experience. This collaboration also intends to assist students to broaden their ideas and think beyond the box, which may help students manage or delve into the creative sector in which they will be involved in the future.

The Product Design department hosted a seminar titled "ICAP Webinar 1/2021: Design & Furniture Manufacturing" on January 26th, 2021, with Mr. Amri Mustafa, an industrial training officer for the Malaysian Timber Industry Board (MTIB). During this session, he emphasized that we are now in a pandemic of a health emergency, so students who want to continue in Design & Furniture Manufacturing may be focused on doing evaluations on the present situation.



# Stories and Reflections on the Globalized Artworld

By Ooi Yong Hui

Mr. Richard Koh and Miss Janet Rady presented an ICAP Webinar titled "Internalization of Contemporary Art: Stories and Reflections on the Globalized Artworld" on July 16, 2021. Is a good tale a strong foundation for beautiful artwork. This webinar will take you on a trip through the Internalization of Contemporary Art. During this session, Miss Janet Rady remarks that the art world has never been more fluid and divided than it is now. But, for the time being, everything is a little perplexing. Art fairs have evolved into gallery hubs, which host art fairs, auction houses, host galleries, galleries run periodicals and they very certainly all have a podcast.



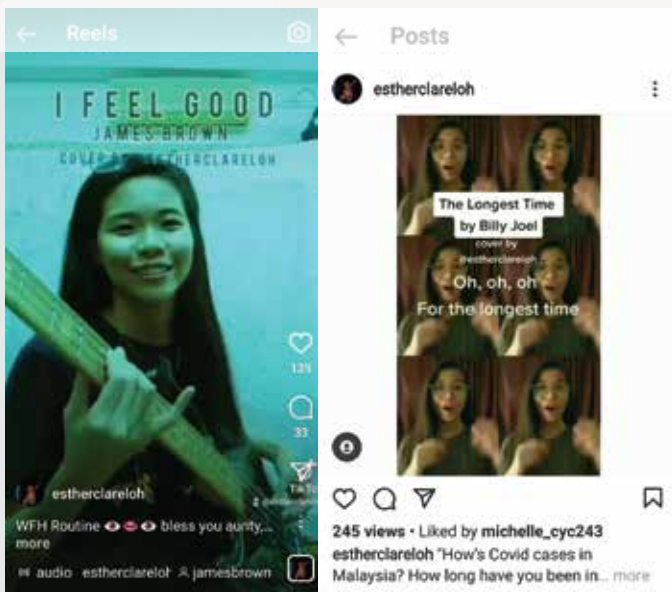
## Choosing Passion Over Uncertainty

By Sun Jin Xin

Esther Clare Loh graduated with a Bachelor of Music (Hons) (Performance & Pedagogy) from the School of The Arts in 2019. After graduating, she worked as an administrator in a Yamaha Music School for a year, collecting school fees, managing enrolments and registrations, selling music instruments, and assisting teachers in courses. She did, however, change jobs after realizing that sales were not for her. She is currently employed as a Teaching Assistant at St. Christopher's International School, where she assists students in their study and gives general help to instructors in the classroom management of children. She is also in the process of applying for a position as a Music or Mandarin Specialist there. In her spare time, she works on side projects such as generating the content, composing song covers, and spreading the joy of music to people all over the world via social media platforms such as Instagram and YouTube.

5 advice for juniors:

1. Be humble (listen listen listen)
2. Never stop learning (until the end of time)
3. Grab every opportunity (say Yes first and then learn to do it)
4. Survey market salary (SUPER IMPORTANT! You'll only be a disadvantage if you don't)
5. Go for your dreams (best before you turned 30)



## Bringing Bangsawan to Your Home

By Sun Jin Xin

"Bangsawan Puteri Bakawali" is one of the styles of theatre that continues to exist and diversifies the performing arts genre in Malaysia. It is the School of The Arts, USM's first Bangsawan theatrical production since its inception in 1998. This play was performed at USM in 2001, 2003, and 2007. "Bangsawan Puteri Bakawali" was introduced to Penang in the early twentieth century by a local businessman known as Mamak Pushi, who founded the Mamak Pushi Indera Bangsawan group. This theatre is supposed to have been influenced by the performing arts brought in by merchants from Mumbai, India and to have been played on a proscenium stage influenced by Western Opera. The style of performance incorporates elements of acting, dancing, singing, martial arts, and sensationalism. It is a popular theatre production due to the variety of features. It became a theatre tour with other Bangsawan groups, touring in major cities like Kuala Lumpur, Penang, and Singapore, as well as Jakarta, Indonesia.



This Bakawali Theatre narrates the narrative of Tajul Muluk, the crown prince of Tajul Bahri, who had to journey in quest of Bakawali flowers, which can only be found in Taman Balkis, which is located in heaven. Only this flower, according to astrologers, would be able to heal his father's eyes, Sultan Tajul Ariff, who was wounded by a Golden Deer crossing while hunting. Tajul Muluk was joined by Ahmad and Muhamad, Wazir Perdana's son. Tengku Tajul Muluk encountered several challenges on his voyage. However, with the assistance of Garuda, Tengku Tajul Muluk was able to enter Taman Balkis and get the Bakawali Flower.



## Voyage of Being Simple to eGG Network

By Sun Jin Xin

Muhamad Jamalullail bin Jamaludin graduated from the School of The Arts in 2019 with a Bachelor of Graphic Communication (Hons). He is a Creative Digital Marketer (Social Media & BM Content Creator) at Astro Measat Broadcast Network System Sdn. Bhd Channel's Department eGG Network. The eGG Network, originally Astro SuperSport Plus, is a Malaysian pay television channel that debuted on June 7, 2016.

This channel focuses on e-sports and broadcasts live electronic gaming contests from across the world. Malaysia, Southeast Asia, and other nations such as Australia, Singapore, Brunei, the Philippines, Indonesia, and Thailand are included in the broadcast region. As a Creative Digital Marketer, he is in charge of eSports Project development and execution, as well as content planning is driven audience interaction. He is also responsible for organizing the content timetable, developing key graphics, composing key messaging and utilizing brand assets for customers, producing key messages for copywriting, and so on. Mobile Legends Bang Bang MPL-MYS7, Mobile Legends Bang Bang MPL-MYS8, PUBGM Telur Mata Cup, Mobile Legends Bang Bang MSC2021, EACC 2021, Top Clans 2021, Request Backup PH Podcast, Sembang Game Season 2 partnership with ESI, and Kementerian Belia & Sukan are some of the projects he worked on.



## Drifting From Formula One to Daihatsu

By Sun Jin Xin

Ahmad Affendi bin Muhammad is alumni of SOTA batch 2013. After he graduated with a Bachelor of Fine Arts (Hons) in Product Design, he worked as a designer at Royal Selangor Pewter where he designed trophies and merchandise for a year. One of his achievements is designing the F1 Sepang trophy. Starting with sketching and rendering a preparation proposal to the customer, he then made a 3D prototype using rhinoceros software after the confirmation from the customer and finally proceeded for the factory to produce the products.



He is now employed as an automobile designer at Perodua Manufacturing Sdn Bhd. He worked on several projects, including Myvi, Axia, Ativa, and Bezza. As an automobile designer, he does research, designs proposals, and participates in management. He has accepted an intracompany transferee position with Daihatsu Cooperation in Osaka, Japan, for one year and seven months, beginning in January 2020 and ending in July 2021. He is dedicated to producing a good design that adheres to aesthetics and worldwide trends. He recognized that the problems he had throughout the pandemic were adequate time management when working from home and communication issues with other designers about clay modeling and CAD drawing.

# UOB Painting of The Year 2020

By Diyana Auni Rosmadi

Wong Sze Yoong (2019) and Muhammad Amir Mansor (2016), both Universiti Sains Malaysia (USM) Bachelor of Arts (Fine Arts) grads, were awarded gold and silver medals during the UOB Painting of the Year 2020 award event. Due to the current pandemic, this year's award ceremony will be hosted online for the first time. They received RM10,000 and RM6,000 respectively, for winning the Emerging Artist Category in this competition. Sze Yoong, a gold medallist, claimed that his creative work was motivated by his time behind a grille in a communal settlement during the COVID-19 pandemic.

His magnificent image portrays how the community stayed at home to help flatten the COVID-19 curve and restore a virus-free world, depicting people from all demographics, ethnicity, creed, and origins. He claims he has been competing in the tournament since 2019 and did not expect to win first place. In his acceptance speech, he thanked his parents, family, and others for their unwavering support throughout his artistic career. Sze Yong gained valuable knowledge while interning at Taipei's Museum of Contemporary Arts and is currently volunteering as a teacher.

Meanwhile, Muhammad Amir's artwork "Toge-Theory" Together garnered him first runner-up. Every year, UOB Malaysia sponsors the 'UOB Painting of the Year' award event, which has two categories: established painters and budding artists. This year's award entries have a subject of "Solidarity."



## Gold Award iCAN 2021

By Diyana Auni Rosmadi

Dr. Siti Suhaily Binti Surip and Ms. Elliana Aminuddin from the School of The Arts, USM, received the Gold Award for the 6th International Invention Innovation Competition in Canada, iCAN 2021, which was organized by the Toronto International Society of Innovation & Advanced Skills (TISIAS) and supported by Innova-tion Initiative Co-operative Inc., International Federation of Inventors' Associations (IFIA), World Invention Intellectual Property Associations (WIIPA). iCAN is Canada's top event for inventors globally, and in its sixth edition this year, iCAN 2021 was hosted virtually in Toronto, Canada on August 28th, because of the COVID-19 pandemic. Since its debut edition in 2016, iCAN has demonstrated steady development and progress through 2017-2019 and up to last year's 5th Anniversary in 2020, which set the event's highest record in terms of total attendees and cooperating organizations.

The main goal of iCAN is to create a unique platform that connects Canadian inventors' creativity and innovation initiatives with the rest of the world by allowing everyone to expand their international network, business activities, promote their inventions, new products, and research projects, and achieve a new level of success by winning iCAN Awards from Canada. Inventors, innovators, students, professors, researchers, scientists, designers, entrepreneurs, and anybody with remarkable ideas and innovations in any industry or category are eligible. Dr. Suhaily Surip and Ms. Elliana Amiruddin received the Gold Award in this category for their research collaboration with other schools, namely School of The Arts, School of The Computer Sciences, and School of The Technology Industry, to share expertise and ideas in developing innovative and creative ideas. This multidisciplinary approach has been shown to create better ideas that benefit students, faculty, and the university.



Wong Sze Yoong  
Gold Award, Emerging Artist Category



Muhamad Amir  
Silver Award, Emerging Artist Category

# The James Dyson Awards 2021

By Diyana Auni Rosmadi

Menlin Ng Aniathul Fitria Ismail Ng Abdullah, a 2020 Bachelor of Arts (Product Design) graduate, won the James Dyson Award in this year's National Runner-up category. Menlin created "Citra" from the food industry to address the issue of fruit waste in this competition. Citra intends to bundle vital skincare packages using discarded citrus peels as organic leather.

According to Menlin, the material's design features appealing natural textures and hues and may be utilized for several purposes. She instead based her design on the material used to make the skincare package. Because of the MCO, she is unable to test her concept in a lab or utilize machine tools to put it into action. Because it is made from discarded citrus peels, the design is one-of-a-kind and may draw attention while still being environmentally beneficial.

She chose to create a design after learning about the durability of product packaging and the fact that plastic takes 100 years to degrade. "I intend to investigate this new vegan material to produce in Malaysia," Menlin stated. She also intends to devote more time in the future to exploring potential ingredients to increase the substance's quality.



# Golden Goblet Awards 2021 Jury Grand Prix Trophy

By Diyana Auni Rosmadi

Dr. Mohd Kamal Sabran from New Media Design and Technology Department, who has won the Jury Grand Prix in the 24th Shanghai International Film Festival Golden Goblet Awards as a Film Composer for the film "Barbarian Invasion" in conjunction with the 2nd Shanghai International Film Festival (SIFF) Year 2021.



## “Kejayaan Itu Perlu Usaha Yang Berterusan”, Penerima Anugerah Sanggar Sanjung 2020, Prof Madya. Dr. Safrizal Shahir

Oleh Diyana Auni Rosmadi dan Vanisha Anak Jekeri

**Boleh Prof ceritakan sedikit tentang latar belakang dan perjalanan kerjaya sebagai seorang ahli akademik dan seniman?**

Pada tahun 1996, saya menyambung pengajian di peringkat Program Seni Kreatif (Seni Halus) atau asasi di bawah gabungan Kementerian Kebudayaan dan Universiti Awam selama setahun, dan seterusnya ke peringkat Ijazah Sarjana Muda di Universiti Malaysia Sarawak. Selepas itu, saya menyambung pula pengajian ke peringkat Ijazah tinggi atau Master dalam sejarah seni. Pada tahun 2008, setelah tamat pengajian saya kembali berkhidmat di Pusat Pengajian Seni, Universiti Sains Malaysia sebagai seorang pensyarah seni. Selain mengajar, saya juga aktif menghasilkan karya, penulisan dan kuratorial. Pada tahun 2012 saya kembali menyambung pengajian saya ke peringkat PhD di Australia dalam dua bidang iaitu, Seni Visual dan Sejarah Seni. Saya berkecimpung dalam kerjaya seni dan pengajaran ini telah hampir 20 tahun. Di mana ianya bermula selepas graduasi Ijazah Sarjana Muda dalam Seni Halus. Saya bekerja sebagai pensyarah di Universiti Limkokwing iaitu pada tahun 2001. Dalam waktu itu, saya telah pun mula menulis, mengikuti pameran dan membuat penyelidikan sejak Ijazah pertama lagi.

**Pada tahun 2020, Prof telah menerima anugerah Sanggar Sanjung. Boleh Prof kongsikan serba sedikit tentang anugerah tersebut dan apa perasaan Prof setelah dipilih menerima anugerah tersebut?**

Anugerah Sanggar Sanjung merupakan satu anugerah yang diinisiatifkan oleh pihak USM. Ianya adalah anugerah keseluruhan bagi menghargai anugerah lain yang pernah saya menangi, di peringkat antarabangsa sepanjang perjalanan kerjaya saya sebagai seorang artis dan pensyarah di Pusat Pengajian Seni, USM. Saya telah menerima anugerah Sanggar Sanjung bagi kategori Anugerah Kreativiti tempat ketiga di peringkat antarabangsa iaitu berdasarkan anugerah yang dimenangi saya pada tahun 2019 dalam Pertandingan International Drawing Biennale ke 10 yang berlangsung di Melbourne, Australia. Oleh kerana pandemik yang melanda, penganugerahan ini telah dilanjutkan ke tahun 2020. Pada tahun 2015, saya juga pernah memenangi anugerah tersebut bagi kategori penulisan buku di peringkat kebangsaan. Selain itu, hasil penulisan saya telah diangkat menjadi buku seni terbaik tahun 2014. Oleh itu, sebagai penghargaan daripada pihak USM atas pencapaian yang diperolehi, saya sangat berbangga atas penerimaan anugerah Sanggar Sanjung ini.



**Sebagai seorang artis dan pensyarah, boleh Prof kongsikan penglibatan Prof dalam dunia penyelidikan akademik?**

Dalam konteks penyelidikan, apa yang dibuat adalah berkait dengan penyelidikan yang mengkhusus kepada seni visual. Saya memulakan bidang penyelidikan semenjak saya mengajar di USM sebagai seorang tutor pada mulanya. Setelah itu, pihak USM telah meminta saya untuk memohon geran penyelidikan dan alhamdulillah ianya berjaya. Saya telah memohon geran penyelidikan pertama untuk jangka pendek iaitu pada tahun 2002 dan setelah itu diikuti oleh penyelidikan-penyelidikan lain. Ketika itu, saya tidak mempunyai mentor dan hanya menghadirkan diri dalam ceramah dan bengkel dalam penyelidikan. Semasa saya melanjutkan pelajaran di luar negeri, saya juga diberikan peluang untuk memohon geran penyelidikan di tempat saya belajar. Berdasarkan daripada pengalaman-pengalaman tersebut, saya dapat memahami setiap aspek penting dalam penyelidikan, cabaran dan cara untuk mengatasi isu atau masalah dalam penyelidikan.

**Selain terlibat dalam penyelidikan, prof juga menjadi seorang seniman. Apakah cabaran terbesar Prof sebagai seorang seniman dalam era millenia ini?**

Setiap perkara yang dilakukan pasti mempunyai cabaran. Jadi, bagi saya cabaran yang sering dihadapi adalah dari segi masa, teknik, malahan idea, lebih-lebih lagi dalam penghasilan karya seni pada masa kini. Misalnya, beberapa persoalan berhubung penghasilan karya, adakah karya tersebut bertepatan dengan idea dan teknik yang betul. Jadi, dalam penghasilan karya, saya cuba untuk sentiasa positif dan cuba melakukan yang terbaik dari segi persediaan, masa dan lain-lain untuk mendapatkan hasil yang lebih baik.



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