Publicise your achievements, Unimas told

INTERESTING: Bujang Nor talking to a final year student at CIPTA 2006.

KOTA SAMARAHAN: Publicity is good, but publicise what have been achieved rather than what we are planning to achieve, said chairman of the Board of Directors of Unimas, Tan Sri Datuk Amar Bujang Nor.

He said this when launching the Cetusan Inspirasi Pelajar Tahun Akhir (CIPTA) 2006 at the university's new campus yesterday, echoing the sentiments of Associate Professor Mohammad Fadzil Abdul Rahman, Dean of the Faculty of Applied and Creative Arts at Unimas.

Fadzil had said that the term "world standard" had become a cliché.

"We all want to be world standard, but saying it doesn't prove much if you can't produce anything at that level," he said in his welcoming address.

Fadzil encouraged the faculty to continue to test their ability by joining contests so they can establish a benchmark for their talent.

"All you need to do is create and compete."

He added that in order for students to produce quality work, the university must teach quality techniques and this was possible because they were always improving and upgrading their technique and technology.

"Students' work is getting better and better, but many are unable to communicate effectively in the real world regardless of which university they come from."

Being able to create artwork was not good enough, he said.

Students must also be prepared to discuss their work, answer questions, defend why they did things that way, he added.

CIPTA is the annual exhibition for final year students and a pre-requisite to qualify for the Bachelor's degree in the Faculty of Applied and Creative Arts. The exhibition features high quality work that is the result of the students' research and creativity in Design Technology, Cinematography, Fine Arts, Music, Drama and Theatre and Arts Management.

It is an annual event which exposes the students to different aspects of organising and communicating with the outside world.