

Haris Haidar

IDEAPHORIA

VOLUME 9

DEAN Preface



Welcome to the 9th edition of the Ideaphoria!

It is always an exciting moment when we get to showcase the vibrant activities, outstanding achievements, and dynamic growth of the Faculty of Applied and Creative Arts (FACA). This issue captures the very essence of our faculty, a hub of creativity, innovation, and impactful community engagement.

One of the highlights of this volume is eCITRA 2024, themed “Brave, Bold, and Beyond: INTROSPECTION”. This annual art exhibition celebrates the exceptional talents of our academics, providing them with a platform to shine not only within the walls of UNIMAS but also beyond. It’s a witness to our commitment to fostering an environment where creativity flourishes. Alongside the exhibition, we also had the privilege of hosting enriching talks by distinguished speakers such as Rizo Leong of Pangrok Sulap and Wen Di Sia from Gerimis Art. Their insights into the transformative power of art and its ability to shape narratives have left a lasting impression on our community.

In line with our mission to make meaningful contributions to society, our SULAM projects continue to connect us with nearby villages. These engagements allow our students and staff to give back while learning invaluable lessons from the communities we serve.

This year also marks a significant milestone for UNIMAS as we celebrate the 28th Convocation. It’s a proud moment for us at FACA as we witness around 300 students from our seven programs stepping into the world as graduates, ready to make their mark. As you flip through the pages of this Ideaphoria e-bulletin, you’ll find stories of passion, resilience, and creativity. From our achievements to our initiatives, this edition is a reflection of the heart and soul of FACA. We hope it inspires you as much as it has inspired us.

Finally, I thank the editorial team for their hard work and dedication in ensuring the 9th issue of Ideaphoria is published on time. I wish everyone good health, happiness, and success in their endeavour.

By Prof Dr Musdi bin Hj. Shanat



CHIEF EDITOR *Message*

Greetings and a warm welcome to the ninth edition of the FACA e-Bulletin, IDEAPHORIA. This journal is more than a publication; it is a carefully crafted story of the accomplishments and initiatives that define the Faculty of Applied and Creative Arts (FACA) at the University Malaysia Sarawak (UNIMAS). We proudly present a collection of our faculty's impactful projects, collaborative events, and interdisciplinary endeavours.

FACA has been a thriving hub of creativity, research, and innovation throughout this year. Our faculty members have spearheaded pioneering research activities, pushed the boundaries of applied arts and design, and fostered knowledge exchange through insightful seminars and workshops. In addition, our students have consistently risen to the occasion, participating in and excelling at local and international prestigious competitions. These experiences not only enhance their practical skills but also position them as promising leaders in the creative and cultural sectors.

The national and international recognitions we have received affirm our steadfast dedication to excellence in teaching and research. These accolades significantly enhance FACA's reputation, benefiting both our faculty and the wider UNIMAS community.

Our commitment remains firm as we continue to pursue innovative approaches that make meaningful contributions to the global arts and design landscape.

Here at FACA, we hold a deep commitment in embedding academic principles into the teaching profession, viewing it as both a noble vocation and a scholarly pursuit. By equipping students with a versatile and globally relevant skill set, we aim to ensure their success in an increasingly competitive job market, thereby advancing UNIMAS's overarching vision.

I extend my heartfelt gratitude to my esteemed colleagues at FACA for their invaluable contributions to this publication. As Editor-in-Chief of IDEAPHORIA, I am proud to see this journal continue as an essential resource, advancing the quality and reach of each new edition. Special thanks are due to the dedicated FACA e-Bulletin team, whose tireless work brings this publication to life.

Thank you for joining us in celebrating the achievements of the Faculty of Applied and Creative Arts through IDEAPHORIA, Volume 9, 2024.

By Dr Marzie Hatef Jalil

IDEAPHORIA

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PRACIPTA FINAL YEAR PROJECT ASSESSMENT WITH EXTERNAL ASSESSOR FROM FLYSTUDIO SDN. BHD.

Terry Lucas

The PraCIPTA Final Year Project (FYP) Assessment with External Assessor took place from June 19 to 21, 2024, fostering meaningful interaction between animation students and industry professionals. This initiative aims to enhance the educational experience by providing students with constructive feedback on their projects while offering lecturers valuable insights into student performance from the perspective of industry representatives. This year, the program was honored to host Mr. Wee Meng Hee, a distinguished animation industry professional and Founder/Producer of Fly Studio Sdn. Bhd., one of Malaysia's leading Animation & VFX production studios. With over 25 years of experience in Malaysia's film, animation, visual effects, and game industry, Mr. Wee's involvement added exceptional value to the event.

The primary objectives of the event were to gather expert feedback from industry leaders on Animation students' final-year projects and to identify areas for improvement based on industry standards and expectations. The three-day event featured various activities designed to encourage engagement and learning. The central focus was on FYP students presenting and defending their final projects to an audience of industry professionals, peers, and lecturers. This presentation phase allowed students to articulate their creative concepts, technical skills, and project outcomes. A critical component of the event was the feedback session led by Mr. Wee Meng Hee. His constructive critiques and professional insights were invaluable, enabling students to refine their work and better prepare for future careers.



Wefie with Mr Wee Meng Hee and Animation Programme Lecturers

Additionally, Mr. Wee provided support and guidance, helping students align their projects with industry expectations. Following the feedback session, a dedicated discussion was held between animation lecturers and Mr. Wee to explore ways to align the academic curriculum with industry requirements. This dialogue aimed to identify opportunities for curriculum enhancements that could better equip students for the competitive animation field.

The event also included knowledge-sharing sessions open to students from all academic years. Year 1, Year 2, and Year 3 students gained insights into industry trends, practices, and expectations, enriching their overall educational experience. In conclusion, the PraCIPTA FYP Assessment with Fly Studio was a significant opportunity for animation students and lecturers to engage with industry professionals, receive meaningful feedback, and build valuable connections. It is hoped that continued collaboration with the animation industry will elevate the program's standards, ensuring students are well-prepared for successful careers in this dynamic and competitive field.

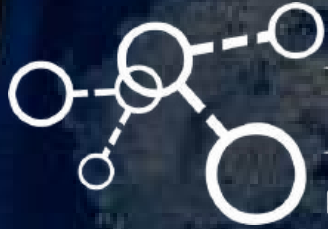


Mr Wee Meng Hee of Fly Studio Sdn. Bhd. Shared His Knowledge with Animation Students



Group Photo with All Animation Students and Lecturers

Haris Haider



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