

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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THROW BACK ON 7TH INTERNATIONAL CONFERENCE OF APPLIED AND CREATIVE ARTS

Liew Nyet Fong & Terry Lucas

The 7th International Conference of Applied and Creative Arts (ICACA 2024) was a highlight of the Faculty of Applied and Creative Arts (FACA) calendar in 2024. Held at the prestigious Borneo Cultures Museum, this biennial conference served as a platform for passionate creators and key stakeholders to exchange innovative ideas and foster the continuous evolution of the creative arts. The event featured an array of activities, including keynote speeches, parallel sessions (conducted both online and in person), roundtable discussions with keynote speakers, and an exhibition, alongside opening and closing ceremonies.

The conference was graced by five distinguished keynote speakers:

- Dr. Charles daCosta
- Dr. Hatta Azad Khan
- Assoc. Prof. Dr. Hamamah
- Mr. Awang Damit Ahmad
- Mr. Saadon Ishak



Ms. Natasha Rusdy Wong Presenting
Research Content on Behalf of Her Team

As for parallel sessions, the presentations attended were engaging, and kudos to all presenters for their enlightening contributions. The diversity of topics and the exchange of thoughts and experiences among people of diverse backgrounds and expertise made the Q&A Session the most fascinating part. Attendees were provided with priceless insights to take away. Ms. Natasha Rusdy Wong's presentation on Dayak culture's influence on Sarawak artists was intriguing. Her presentation broadened my perspective on the representation approaches used by Dayak and non-Dayak Artists to depict the Dayak culture.



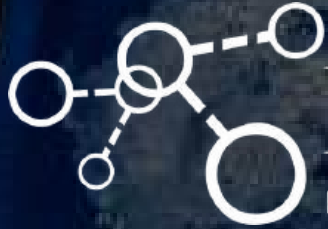
Roundtable Discussion Session with Keynote Speakers



My Presentation Session

Finally, I express my heartfelt gratitude to the organizing committee for their incredible efforts in making the event a success. The moderators did an amazing job establishing an inclusive environment for fruitful discussions. My sincere thanks to my supervisor, Dr Terry, for his encouragement and support throughout this wonderful journey of attending the conference.

Haris Haider



Ideaphoria

FACULTY OF APPLIED AND CREATIVE ARTS

faca.unimas.my
e-ISSN: 2773-5427