

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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BEYOND BOUNDARIES: EXPLORING INTO DIGITAL ART!

*Aslina Mohd Jainal,
Anuar Ayob and Zairin Roslan*



Eye-catching Digital Paintings Created by Our Students.

Welcoming the first batch of Foundation Computing students to PRL1053 Digital Art at UNIMAS is a significant milestone. The Digital Art course, offered by the Fine Arts Program since 2000, has traditionally been exclusive to Fine Arts students. This marks the first time it has been made available to students from another program at UNIMAS, broadening its reach and impact. This course equips students with foundational knowledge and skills to create remarkable artwork using digital media software and tools. Impressively, many of these students entered the course with no prior background in art. Yet, their creativity and passion have driven them to excel, producing exceptional work in every project.



Project 1 focused on Digital Painting, where they explored how digital technology can transform traditional art practices. In Project 2, they delved into Image Manipulation, showcasing their creativity by employing a variety of techniques and tools in Adobe Photoshop. Through these projects, they have successfully expressed their unique personalities and artistic identities.

The workshop, organized by the Faculty Quality Management Committee (FQMC), aimed to strengthen understanding of Continuous Quality Improvement (CQI) practices and foster a culture of accountability in academic processes. Critical discussions focused on integrating audit feedback into CQI processes to ensure improvements are made based on targeted interventions. Participants gained valuable insights into closing the quality loop, with practical strategies provided for enhancing the quality of academic programs.



Project 1 Digital Painting progress shared on Padlet via eLeap.
Great work so far!



First class of Digital Art.
Introducing The Course and What We'll Be Learning Together!



As they embark on their final project, a Motion Arts in Music Video, the students are approaching it with enthusiasm and a spirit of exploration. We wish them continued success as they push the boundaries of their creativity and further hone their artistic talents.





Transforming imagination into reality. Zairun Roslan's demonstrate the manipulation techniques using Adobe Photoshop for Project 2.



Critique session and 1-on-1 with course lecturers. Providing valuable feedback for better improvement and growth



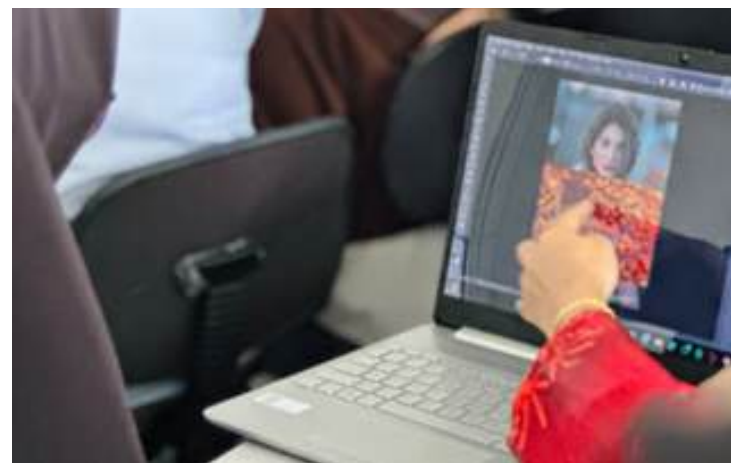
Students exploring Adobe Photoshop to unlock their creativity through image manipulation techniques.



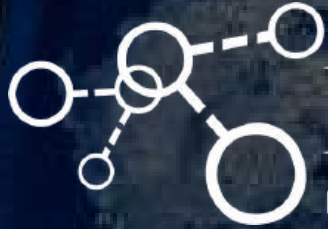
A glimpse of the motion art video clips created by our students for the music video project.



A memorable group photo to end PRL1053 Digital Art course for this semester.



Haris Haider



Ideaphoria

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