

*The 6<sup>th</sup> International Conference of Applied and Creative Arts 2021*

# CONFERENCE E-PROCEEDINGS

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## SUSTAINABILITY AND LEGACY OF CREATIVE ARTS



THE 6<sup>th</sup>  
INTERNATIONAL CONFERENCE OF  
**APPLIED AND CREATIVE ARTS**

17 - 18 August 2021

Virtual Conference

Edited by: Dr Teo Miaw Lee  
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Designed by: Ms Natasha Rusdy Wong

## **6<sup>th</sup> ICACA 2021 Conference E-Proceedings**

International Conference of Applied and Creative Arts

SUSTAINABILITY AND LEGACY OF CREATIVE ARTS

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# ICACA 2021

INTERNATIONAL CONFERENCE OF  
APPLIED AND CREATIVE ARTS

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# VICE CHANCELLOR'S PREAMBLE

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## **SUSTAINABILITY AND LEGACY OF CREATIVE ARTS**

*The 6<sup>th</sup> International Conference of Applied and Creative Arts 2021*

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Assalamualaikum Warahmatullahi Wabarakatuh, Salam Sejahtera, Salam Sarawakku Sayang dan Salam UNIMASku Sayang.

Welcome to the 6<sup>th</sup> International Conference of Applied and Creative Arts (ICACA) where we will be hosting an array of plenary sessions focusing on Cultural Arts, Visual Arts, Theatre, Design Technology, Sustainability of Cultural Heritage, Fine Arts and Music.

**“Sustainability and Legacy of Creative Arts”** is chosen as the theme for ICACA 2021, a trend-setting concept aptly observed by a growing number of academics and non-governmental organisations in the modern world. This concept underscores the UNIMAS vision of being the leading global University for a sustainable future and is in-line with the UNIMAS slogan of Inclusive, Global, Sustainable. The theme also emphasises the University's niche areas – biodiversity and environmental conservation, information communication and creative technology, and sustainable community transformation. We hope ICACA 2021 will highlight the importance of being self-sustainable while leaving an everlasting legacy to serve mankind in the present and in the future.

Apart from expanding commercialisation and further generating domestic economy, a symbiotic relationship between universities, stakeholders and community are essential to the urban and rural socio-ecological system. Thus, the ICACA 2021 is a great platform to engage in a scholarly discourse on such issues while having an alternative perspective from applied and creative arts. We have always strived to improve the university's achievement in scholarship and research.

The Faculty of Applied and Creative Arts (FACA) has a vision to be an exemplary leader in the applied and creative arts. The faculty is defined by excellent research and award-winning achievements. It bridges ideas and transforms products to benefit humanity, thus putting our community first. This is proven recently when the faculty became the winner for the Excellence and Innovation in the Arts category in the Times Higher Education (THE) Awards Asia 2020.



ICACA is not constrained by the COVID-19 pandemic. It strives to transcend beyond the limitation of physical space. I am delighted that this year we are in the company of participants and contributors from various backgrounds. I am thrilled to welcome our honourable speakers from China, South Korea, and the United Kingdom, as well as our very own local talents, artists, and arts enthusiasts, who have come together to contribute to the body of knowledge of arts. We believe in holistic education. So let our knowledge and skills flourish beyond mere scholarship. The world is our arena, especially now that distance can be covered with a click. You and I can waltz on online platforms – discovering the wonders of knowledge anywhere and anytime.

I would like to take this opportunity to voice my gratitude to this year's ICACA Committee, co-organisers, sponsors, and all of you who made this conference a success.

Opening our grand drapes, it is FACA's greatest pleasure to present the 6<sup>th</sup> ICACA 2021 to you, our esteemed art practitioners, researchers, educators, policy makers, and students.

Break a leg. Thank you.

**YBhg. Prof Datuk Dr Mohamad Kadim Bin Suaidi**  
**Vice-Chancellor**  
**Universiti Malaysia Sarawak**

# DEAN'S PREAMBLE

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## **SUSTAINABILITY AND LEGACY OF CREATIVE ARTS**

*The 6<sup>th</sup> International Conference of Applied and Creative Arts 2021*

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I am honoured to welcome everyone to the 6<sup>th</sup> International Conference of Applied and Creative Arts (ICACA) 2021.

The conference this year provides academicians, researchers, arts practitioners, and creative industries to interact with the theme - Sustainability and Legacy of Creative Arts. I genuinely hope this conference reaches productive and favourable outcomes as we welcome future collaboration that transcends the academic world.

As academicians and practitioners, we must consider consistent effort in maintaining and revitalising innovative creations via developing projects and research to eventually becoming a catalyst for sustainability. A growing number of designers, artisans, cultural organisations and creative industries leaders have optimised their talents and resources to draw attention to issues at hand. While some opted to establish their own agencies, others chose to devise innovative solutions to move humanity towards greater legacy and sustainability.

Although this COVID-19 pandemic has inevitably forced us to withdraw ICACA's signature activities such as physical presentations and workshops, it will never take away our tenacity to put forth an event where scholars can convene and share their ideas. I believe this event will function on a full-fledged scale as a flagship conference, consequently fulfilling its goals and objectives.

Finally, a special thank you to all ICACA 2021 Committee and the Faculty of Applied and Creative Arts, UNIMAS, for their hard work and cooperation. Indeed, it takes much sacrifice and commitment, and we would not be able to complete this conference without the ceaseless support from everyone involved. I would also like to extend my gratitude to our co-organisers, PETRONAS, and all sponsors for their enduring support in making this event a reality.

Thank you.

**Associate Prof Dr Musdi Shanat**  
**Dean**  
**Faculty of Applied and Creative Arts**  
**Universiti Malaysia Sarawak**

# CHAIRMAN'S PREAMBLE

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## **SUSTAINABILITY AND LEGACY OF CREATIVE ARTS**

*The 6<sup>th</sup> International Conference of Applied and Creative Arts 2021*

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Welcome to the 6<sup>th</sup> International Conference of Applied and Creative Arts (ICACA) 2021. This year our theme is "Sustainability and Legacy of Creative Arts". I would like to express my appreciation to Universiti Malaysia Sarawak (UNIMAS), Faculty of Applied and Creative Arts (FACA) and the ICACA 2021 Committee for their trust in me to take the responsibility to chair this conference. I would also like to thank our line-up of notable keynote speakers and remarkable participants for taking part in securing the success of this conference.

In a time when our world is facing COVID-19 pandemic, ICACA still pushes through all the odds to ensure a smooth conference for all our patrons as we feel sharing knowledge and information in creative arts should never be constrained by physical location.

With seven keynote speakers, one resident speaker, presenters, and participants from various countries, ICACA2021 accommodates intellectual discourses and discuss on latest industrial trends in applied and creative art. Our Plenary encompasses of sustainability of traditional arts, cultural and heritage; applied and creative arts education; intellectual property and copyrights; research and development for sustainability in art and community awareness; strategic business ventures and management in arts and design.

Given the rapid improvement in which knowledge and technology are experiencing in the 21st century, the creative industries should be given equal attention with other more prominent principles as it is evident that results are more sustainable when more than one area are combined thus leaving a meaningful legacy for our future successors.

Finally, I hope everyone involved will find common grounds to interact with each other regardless of fields to better improve academia and the art industries. Rest assured, ICACA 2021 Committees and I will try to accommodate everyone who are enthusiastic to share their scholarly views with rest of the world.

Yours Sincerely,

**Dr Abdul Riezal Bin Dim**  
**Chairman**

**6<sup>th</sup> International Conference of Applied and Creative Arts (ICACA 2021)**



# CONFERENCE SCHEDULE

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**SUSTAINABILITY AND LEGACY OF CREATIVE ARTS**  
*The 6<sup>th</sup> International Conference of Applied and Creative Arts 2021*

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# CONFERENCE SCHEDULE

## SUSTAINABILITY AND LEGACY OF CREATIVE ARTS

*The 6<sup>th</sup> International Conference of Applied and Creative Arts 2021*

### 17 August 2021

08:00 am - 08:50 am	Registration
08:50 am - 09:00 am	Opening Remarks by Dean, Faculty of Applied and Creative Arts, UNIMAS
09:00 am - 09:40 am	Parallel Session A (Cultural Arts) Parallel Session B (Animation) Parallel Session C (Performing Arts - Theatre) Parallel Session D (Design Technology part 1)
10:00 am - 11:00 am	Launching of ICACA 2021
11:00 am - 01:00 pm	Continuation of: Parallel Session A (Cultural Arts) Parallel Session B (Animation) Parallel Session C (Performing Arts - Theatre) Parallel Session D (Design Technology part 1)
01:00 pm - 02:00 pm	Lunch Break.
02:00 pm - 03:45 pm	Plenary Sessions: Keynote Speaker: Professor Dr. Luh Ding Bang Keynote Speaker: Professor Dr. Ruslan Abdul Rahim Keynote Speaker: Professor Dr. Lee Sun-Pil Keynote Speaker: Dr. Iain Adam Biggs <i>Moderator: Associate Professor Dr Musdi Hj. Shanat</i> <i>Rapporteur: Mr Abdul Walid Ali</i>
03:45 pm - 04:00 pm	Q and A session.
04:00 pm - 06:00 pm	Parallel Session E (Sustainability of Cultural Heritage) Parallel Session F (Fine Arts) Parallel Session G (Performing Arts - Music part 1)

17 August 2021

**Parallel Sessions: CULTURAL ARTS**  
**Day 1: Virtual Room A**

TIME	PRESENTER	TITLE OF PAPER
09:00 am - 09:15 am	Moderator: Dr Rahah Hasan Rapporteur: Ms Puteri Ariana A. Mohd Puat	Introduction of Presenters
09:15 am - 09:25 am	Faridah Sahari and Nashila Japeri	The Design elements of the Jatti Miriek's Headdresses in Miri, Sarawak
09:25 am - 09:35 am	Noria Tugang & Gregory Kiyai @ Keai	The Study of Material Culture of the Iban Community in Sarawak: Ngepan
09:35 am - 09:45 am	Q & A Session	
<b>10:00 am - 11:00 am</b>	<b>LAUNCH OF ICACA 2021</b>	
11:10 am - 11:20 am	Noria Tugang, Benigel Royce Banaas, Alvine Natus, Maxwilliam Andy Anak Gaggat & Gregory Kiyai @ Keai	The Dusun Tindal Residents of Lasau Tintapon in Kota Belud, Sabah, A Tradition of Using Artefact Tajau
11:20 am - 11:30 am	Nur Farziana Angat & Rahah Hj Hasan	Perubahan Material dalam Kraftangan oleh Masyarakat Melayu di Saribas, Sarawak
11:30 am - 11:40 am	Wan Juliana Emeih Wahed, Saiful Bahari Mohd Yusoff & Noorhayati Saad	Academics' Perspective of the Visual Complexity and Community Acceptance of Pua Kumbu
11:40 am - 11:50 am	Noria Tugang, Nurul Hayati Rosli, Nur Wafika Izzatie Mohd Safar, Umidie Bahari & Ngalih Tingi	The Uniqueness of the Motif Design in the Community of Uma Ukit, Belaga, Sarawak
11:50 am - 12:10 pm	Q & A Session	
12:10 pm - 12:20 pm	Moderator: Dr Rahah Hasan Rapporteur: Ms Puteri Ariana A. Mohd Puat	Introduction of Presenters
12:20 pm - 12:30 pm	Zhu Yangyang & Faridah Sahari	A Study on the Value System of Nujiang Lisu Costume
12:30 pm - 12:40 pm	Mengshu Ding, Qistina Donna Lee Abdullah & Salmiah bt Abdul Hamid	Study on the Cultural Dissemination and Industrial Development of Hanfu in the Context of "One Belt, One Road"
12:40 pm - 12:50 pm	Liyana A. Truna, Noria Tugang, Norhunaini C. Mohd Shaipullah & Nur Rasfina D. Mahyan	Classification of Mathematical Transformation Concepts in Pua Kumbu based on Frieze Patterns
12:50 pm - 01:00 pm	Q & A Session	

17 August 2021

**Parallel Sessions: ANIMATION**  
**Day 1: Virtual Room B**

TIME	PRESENTER	TITLE OF PAPER
09:00 am - 09:15 am	Moderator: Dr Mastika Lamat Rapporteur: Dr Loh Ngiik Hoon	Introduction of Presenters
09:15 am - 09:25 am	Yousef Alallan & Ahmad Azaini Abdul Manaf	Student's Perceptions of the Employability Skills in the Animation Industry
09:25 am - 09:35 am	Ahmad Azaini Abdul Manaf, Siti Shukhaila Shaharuddin & Lee Sung-Pil	Identifying Attitude Determinants in Establishing Service Design Projects on Deprived Communities, in Suburban Area of Kuching Sarawak
09:35 am - 09:45 am	Q & A Session	
<b>10:00 am - 11:00 am</b>	<b>LAUNCH OF ICACA 2021</b>	
11:10 am - 11:20 am	Ahmad Azaini Abdul Manaf, Mohd Kamal Othman, Mohd Rosli Arshad	Freelancing in Animation in Industry, Votality and Alternative Permanent Working Mode Factors Among Students and Graduates
11:20 am - 11:30 am	Mohamad Razeef Shah, Ahmad Rafi, Vimala Perumal	A Conceptual Model of Malaysian Computer Animation Storytelling
11:30 am - 11:40 am	Dahlan Abdul Ghani, Nur Fathin Shamimi Jafri & Luqman Zulhilmi Abdul 'Alim	The Importance of Pipeline Production inside "Upin Ipin" Malaysian Animated Film
11:40 am - 11:50 am	Dahlan Abdul Ghani	Uncanny Valley of Life: The Existence in 3D Animation in Shadow Puppets Theatre
11:50 am - 12:00 pm	Darmakesuma Rusli Iskandar & Dahlan Abdul Ghani	Depth of Field (DOF): The Art of Rendering and Cinematography in Realm of Animation
12:00 pm - 12:10 pm	Q & A Session	

17 August 2021

**Parallel Sessions: PERFORMING ARTS - THEATRE**  
**Day 1: Virtual Room C**

TIME	PRESENTER	TITLE OF PAPER
09:00 am - 09:15 am	Moderator: Dr Nur Qasdina Jeeta Abdullah Rapporteur: Mr Mohd Sharizam Hamzah	Introduction of Presenters
09:15 am - 09:25 am	Norsyahbany Mansor & Qistina Donna Lee Abdullah	Hypotheses Testing on the Validity of Effective Communication and Common Motif of Selayah Keringkam
09:25 am - 09:35 am	Norzizi Zulkafli	The Development of Mak Yong in Istana Budaya 2003-2019
09:35 am - 09:45 am	Q & A Session	
<b>10:00 am - 11:00 am</b>	<b>LAUNCH OF ICACA 2021</b>	
11:10 am - 11:20 am	Muhammad Azri Ali & Atta Indrawani Zaini	Sarawak Cultural Village: Understanding Relationship Between Auditorium Design and Performance Structure
11:20 am - 11:30 am	Muhammad Azri Ali, Muhammad Qawiem Hamizan, Musdi Hj Shanat, Mohd Affendi Azizan	Adapting the late Tan Sri Pehin Sri Haji Adenan Satem Life and Philosophy into Stage Performance Context
11:30 am - 11:40 am	Muhammad Qawiem Hamizan, Abdul Walid Ali & Ahmad Kamal Bashah Sallehuddin	Dokumentasi tradisi lisan dalam cerita rakyat untuk orang Melayu di Sarawak untuk persembahan teater
11:40 am - 12:00 pm	Q & A Session	
12:00 pm - 12:10 pm	Cheng Xiaochun & Musdi Hj Shanat	A Study on the Visual Elements of Shadow Puppets in Southwest China
12:10 pm - 12:20 pm	Abdul Riezal Dim & Goh Teck Joo	Chinese Shadow Play: The Origin of Puppetry Theatrical Performances
12:20 pm - 12:40 pm	Q & A Session	

17 August 2021

**Parallel Sessions: DESIGN TECHNOLOGY (PART 1)**  
**Day 1: Virtual Room D**

TIME	PRESENTER	TITLE OF PAPER
09:00 am - 09:15 am	Moderator: Dr Salmiah Abdul Hamid Rapporteur: Dr Terry Lukas	Introduction of Presenters
09:15 am - 09:25 am	Nur Shadahtul Samsoll, Saiful Bahari Mohd Yusoff & Zalina Ibrahim	Exploring the Sago Based Product Innovation and Commercialization Values for Sago Based Biscuits in Sarawak
09:25 am - 09:35 am	Fairol Tajuddin Suhaili & Saiful Bahari Mohd Yusoff	Design Exploration of Culvert-Proka Concrete Artificial Reef in Sarawak, Malaysia
09:35 am - 09:45 am	Q & A Session	
<b>10:00 am - 11:00 am</b>	<b>LAUNCH OF ICACA 2021</b>	
11:10 am - 11:20 am	Amir Hassan Mohd Shah, Musdi Hj. Shanat & Muhyiddin Mohammed	Digital Tape Drawing for Automotive Design: Alternative Technique for Proportion Studies Among Industrial Design Students
11:20 am - 11:30 am	Li Ya & Faridah Sahari	The Application of Regional Culture in Urban Public Space Design
11:30 am - 11:40 am	Siti Shukhaila Shaharuddin & Marzie Hatef	Sustainable Childrenswear With Zero-Waste Fashion Design
11:40 am - 11:50 am	Romio Ding & Saiful Bahari Mohd Yusoff	Kajian Rekabentuk Produk Sangkar Ikan UNIMAS Sebagai Produk Pelancongan di Murum, Sarawak
11:50 am - 12:00 pm	Q & A Session	
12:00 pm - 12:10 pm	Moderator: Dr Salmiah Abdul Hamid Rapporteur: Dr Terry Lukas	Introduction of Presenters
12:10 pm - 12:20 pm	Wang Zheng & Louis Ringah Kanyan	Chinese Generation-X Preference for Latin-based Typography Brand Identity in Chinese Domestic Market
12:20 pm - 12:30 pm	Azwan Abidin & Noorhaslina Senin	No-Code Ecosystem Practices- Translating Design Student Views of Crafting Interactive Design
12:30 pm - 12:40 pm	Wang Zheng & Louis Ringah Kanyan	The Revival of Collectivism in Graphic Design: Standardization of Chinese Store Signage
12:40 pm - 12:50 pm	Louis Ringah Kanyan & Mohd Najib Abdullah Sani	Symbolism of the Dayak Motif on Sarawak Banknotes
12:50 am - 01:00 pm	Q & A Session	

17 August 2021

**Parallel Sessions: SUSTAINABILITY OF CULTURAL HERITAGE  
Day 1: Virtual Room E**

<b>TIME</b>	<b>PRESENTER</b>	<b>TITLE OF PAPER</b>
04:00 pm - 04:15 pm	Moderator: Associate Professor Dr Noria Tugang Rapporteur: Mr Abdul Walid Ali	Introduction of Presenters
04:15 pm - 04:25 pm	Aimuni Athirah Latif & Qistina Donna Lee Abdullah	Factor Analysis of Tourism Apps Features by Tourist in Kuching, Sarawak
04:25 am - 04:35 pm	Doris Maying, Awangko' Hamdan Awang Arshad, Yakup Mohd Rafee, Mohd Affendi Azizan & Mohamad Zamhari Abol Hassan	Visual Experiential in Digital Documentation for Rural Tourism Promotion of Ba'Kelalan, Sarawak
04:35 pm - 04:45 pm	Fandi Ahmad Syah Amir Syah & Khairul Aidil Azlin Abd Rahman	Analysis of Grassroots Innovation Practice towards Sustainable Development in Malaysia.
04:45 pm - 04:55 pm	Noria Tugang & Ngalih Tinggi	Challenges of Handicraft Products Marketing and Promotion Amongst Iban Entrepreneurs in Sarawak
04:55 pm - 05:05 pm	Mohd Sharizam Hamzah, Muhammad Nazirul Afiq Mohd Zulkafli & Muhammad Jazlan Ahmad Khiri	Sustainability on Wayang Kulit Kelantan: Issues and Challenges Facing Tok Dalang Napi Komando
05:05 pm - 05:15 pm	Zhang Yun & Musdi Shanat	Tourism Revitalizing Path and Innovative Development Strategies of Traditional Craft Cultural Heritage
05:15 pm - 05:25 pm	Rahah Hj. Hasan, Faridah Sahari & Anissa Abdul Aziz	New Concept and Approach for Art Exhibition in Contemporary Development of Modern Art in 2020
05:25 pm - 05:45 pm	Q & A Session	

17 August 2021

**Parallel Sessions: FINE ARTS  
Day 1: Virtual Room F**

TIME	PRESENTER	TITLE OF PAPER
04:00 pm - 04:15 pm	Moderator: Mr Awangko Hamdan Awang Arshad Rapporteur: Mr Anuar Ayob	Introduction of Presenters
04:15 pm - 04:25 pm	Hishamuddin Siri, Mohd Zahuri Khairani & Hakimi Halim	Digital photography and the future of photography culture
04:25 am - 04:35 pm	Sunyoung Park	Breaking New Boundaries
04:35 pm - 04:45 pm	Anuar Ayob & Aslina Mohd Jainal	Pemetaan Visual Aplikasi Realiti Maya 360° Secara Interaktif Menerusi Peranti Pintar
04:45 pm - 05:00 pm	Q & A Session	
05:00 pm - 05:10 pm	Adi Bunyamin Zamzamin	Poptastic Factors Influencing the Purchase of Funko Pops among Malaysian Toy Collectors
05:10 pm - 05:20 pm	Sylvester Wielding Jussem, Yakup Mohd Rafee, Awangko' Hamdan Awang Arshad, Hishamuddin Siri & Mohamad Zamhari Abol Hassan	Traditional Bario Salt Making Based on Visual Experiences
05:20 pm - 05:30 pm	Anissa Abdul Aziz, Rahah Hj. Hasan, Mohd Shahrizam Hamzah & Yakup Mohd Rafee	Outdoors in the Sense of Place and Identity of Local Community: The Setting for Public Art
05:10 pm - 05:25 pm	Q & A Session	

17 August 2021

**Parallel Sessions: PERFORMING ARTS - MUSIC (PART 1)**  
**Day 1: Virtual Room G**

TIME	PRESENTER	TITLE OF PAPER
04:00 pm - 04:15 pm	Moderator: Dr Connie Lim Keh Nie Rapporteur: Mr Aliffazraie Jali	Introduction of Presenters
04:15 pm - 04:25 pm	Hasnizam Abdul Wahid, Hellenda Harmon, Tarmiji Masron, Ramlah Zainuddin & Taha Wahab	Sustaining Local Content with Technology A Case Study on Exploring Soundscape and Sound Mapping – The Bako National Park Project
04:25 am - 04:35 pm	Zhang Mingchen & Connie Lim Keh Nie	Expect the Unexpected Power of Memetic Music A case study of #XueHuaPiaoPiao Hashtag as a Viral Phenomenon in Social Media in a Pandemic Time
04:35 pm - 04:50 pm	Q & A Session	
04:50 pm - 05:10 pm	Laura Pranti Tutom & Yoesbar Djaelani	Respons Terhadap Karya <i>Timang XekorY</i>
05:10 pm - 05:20 pm	Ezra Alfandy M Duin & Yoesbar Djaelani	Motif paluan asli 'Magagung' gong kaum Kadazan di Penampang
05:20 pm - 05:30 pm	Yoesbar Djaelani & Laura Pranti Tutom	Aspek <i>Cadenza</i> yang Dimiliki <i>Introduction</i> Keroncong Asli (Vorspiel) di Indonesia
05:10 pm - 05:25 pm	Q & A Session	

# CONFERENCE SCHEDULE

## SUSTAINABILITY AND LEGACY OF CREATIVE ARTS

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### 18 August 2021

08:30 am - 09:00 am	Registration
09:00 am - 10:45 am	Plenary Sessions: Keynote Speaker: Associate Professor Dr. Hasnul Jamal Saidon Keynote Speaker: Mr. Joe Sidek Keynote Speaker: Dr. Geneviève Gamache Invited Speaker: Mr. Muhamad Azri Ali <i>Moderator: Assoc. Prof. Dr. Wan Jamarul Imran Wan Abdullah Thani</i> <i>Rapporteur: Ms Doris Maying</i>
10:45 am - 11:00 am	Q and A Session
11:00 am - 01:00 pm	Parallel Session A (Film Studies) Parallel Session B (Media Technology & Innovation) Parallel Session C (Performing Arts - Music part 2)
01:00 pm - 02:00 pm	Lunch Break
02:00 pm - 04:30 pm	Parallel Session D (Creative Arts Education) Parallel Session E (Design Technology part 2)
04:30 pm - 05:30 pm	RoundTable Discussion & Closing of ICACA 2021 <i>Moderator: Dr Abdul Riezal Dim</i>

18 August 2021

**Parallel Sessions: FILM STUDIES**  
**Day 2: Virtual Room A**

<b>TIME</b>	<b>PRESENTER</b>	<b>TITLE OF PAPER</b>
11:00 am - 11:15 am	Moderator: Mdm Candida Jau Emang Rapporteur: Mr Abdul Walid Ali	Introduction of Presenters
11:15 am - 11:25 am	Nor Mazlina Ghazali, Azzahrah Anuar, Edris Aden, Fatahyah Yahya	Gaining Awareness on Mental Illness Among Society in Malaysia – A Study of Use Film and Drama
11:25 am - 11:35 am	Marzuki Abdullah & Ahmad Azaini Abdul Manaf	Interpretasi Hermeneutik Terhadap Teks Visual Dalam Filem <i>Lapan Belas Puasa</i> Di Kampung Pisang
11:35 am - 11:45 am	Sydney Thomas Sibangan, Teo Miaw Lee & Candida Jau Emang	Representation of the 'Other' in Malaysian Film: Kadazandusun Identity in Sabah Indigenous Telemovie
11:45 am - 12:00 pm	Q & A Session	
12:00 pm - 12:10 pm	Mohd Fakrudin Md Rosli	Pemeliharaan Kandungan Digital Audiovisual
12:10 pm - 12:20 pm	Abdul Riezal Dim, Mohd Fakrudin Md Rosli & Goh Teck Joo	Untold Story about Legendary P. Ramlee Hopes on Colour Film Production: Methodologies Implementation
12:20 pm - 12:30 pm	Aliffazraie Jali, Teo Miaw Lee, Yow Chong Lee & Qistina Donna Lee	Repatriating Malaysian Identity Through Film Archiving
12:30 pm - 12:50 pm	Q & A Session	

18 August 2021

**Parallel Sessions: MEDIA TECHNOLOGY / INNOVATION  
Day 2: Virtual Room B**

TIME	PRESENTER	TITLE OF PAPER
11:00 am - 11:15 am	Moderator: Dr Terry Lukas Rapporteur: Ms Puteri Ariana A. Mohd Puat	Introduction of Presenters
11:15 am - 11:25 am	Mohd Affendi Azizan, Yow Chong Lee, Mohamad Zamhari Abol Hassan & Muhammad Azri Ali	Prospektif Pengaplikasian Video "Augmented Reality" Sebagai Kaedah Promosi Ekopelancongan di Sarawak
11:25 am - 11:35 am	Syahrul N. Junaini, Musdi Shanat, Rehman Ullah Khan, Mohamad Faizuan Mat & Zamhar Iswandono Ismail	Design of Augmented Reality Tools for Enhancing Art Gallery and Museum Visitors Experience – A systematic Review
11:35 am - 11:45 am	Lee Dong-Hun & Lee Sung-Pil	Product Service System(PSS) Business Model of Beauty Device
11:45 am - 12:00 pm	Q & A Session	
12:00 pm - 12:10 pm	Mohamad Zamhari Abol Hassan, Yakup Mohd Rafee, Hishamuddin Siri	Dokumentasi Visual bagi Pengenalan Teknologi Multimedia di Pa 'Umor, Bario, Sarawak
12:10 pm - 12:20 pm	Yow Chong Lee, Connie Lim Keh Nie, Chow Ow Wei, Candida Jau Emang, Abdul Riezal Dim, Mohd. Affendi Azizan and Aliffazraie Jali	Post-Pandemic Media Contents Consumption: An Observation through Virtual Ethnography
12:20 pm - 12:40 pm	Q & A Session	

18 August 2021

**Parallel Sessions: PERFORMING ARTS - MUSIC (PART 2)**  
**Day 2: Virtual Room C**

<b>TIME</b>	<b>PRESENTER</b>	<b>TITLE OF PAPER</b>
11:00 am - 11:15 am	Moderator: Ms Ng Sie Ai Rapporteur: Mdm Syarafina Abdullah	Introduction of Presenters
11:15 am - 11:25 am	Wu Tong & Connie Lim Keh Nie	Musicalizing Intangible Cultural Heritage in Ningxia, China : an observation in North Wu Dang Temple Music in Shizuishan City
11:25 am - 11:35 am	Zhuang Qingyang & Connie Lim Keh Nie	Western Influence in Chinese Composition: A Study of Chen Qigang's Musical Works"
11:45 am - 12:00 pm	Q & A Session	
12:00 pm - 12:10 pm	Augustine Aundree Anak Lia, Sie-Ai Ng & Sock-Siang Thia	Case Studies of Two Chinese Opera Troupes of Yi Sing Fukien Dramatic Association and Huang Ling of Kuching, Sarawak: Issues, Challenges and Strategies of Overcoming
12:10 pm - 12:20 pm	Dong Erpeng & Connie Lim Keh Nie	Exploring Chinese Piano Music Composition An Analysis of Zhang Zhao Piano Album
12:20 pm - 12:40 pm	Q & A Session	

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**Parallel Sessions: CREATIVE ARTS EDUCATION  
Day 2: Virtual Room D**

<b>TIME</b>	<b>PRESENTER</b>	<b>TITLE OF PAPER</b>
02:00 pm - 02:15 pm	Moderator: Mr Yow Chong Lee Rapporteur: Ms Doris Maying	Introduction of Presenters
02:15 pm - 02:25 am	Su-Hie Ting, Saiful Bahari Mohamad Yusoff, Nancy Kissam	Positioning of the Research Problem in Creative Arts Thesis
02:35 pm - 02:45 pm	Yakup Mohd Rafee, Anissa Abdul Aziz & Mohamad Zamhari Abol Hassan	Fine Art Studio-Based Learning Experience through Augmented Reality and Virtual Gallery
02:45 pm - 03:00 pm	Q & A Session	
03:00 pm - 03:10 pm	Azzahrah Anuar, Nor Mazlina Ghazali, Nur Qasdina Jeeta Abdullah & Syarafina Abdullah	Perception of Students towards Bully Awareness through Drama in Education
03:10 pm - 03:20 pm	Florene Ejot Masanat & Musdi Hj Shanat	Character Analysis of Ensera Wat Bujang Sugi Through Vladimir Proop and Visual Analysis by Edmund Burke Feldman Theory
03:20 pm - 03:30 pm	Q & A Session	

18 August 2021

**Parallel Sessions: DESIGN TECHNOLOGY (PART 2)**  
**Day 2: Virtual Room E**

TIME	PRESENTER	TITLE OF PAPER
02:00 pm - 02:15 pm	Moderator: Dr Faridah Shari Rapporteur: Mr Azwan Abidin	Introduction of Presenters
02:15 pm - 02:25 pm	Xie XuanNa & Lee Sung-Pil	Product Service System (PSS) approach in High competitive Sharing Accommodation: A comparative study on AirBnB and Tujia
02:25 pm - 02:35 pm	Zhang Shuhua, Musdi Hj. Shanat & Qistina Donna Lee Abdullah	The Modeling Classification of the Crown of Aristocrat Women of Song Dynasty
02:35 pm - 02:45 pm	Long JiaXing, Long DaiDi, Zhou WenYuan, Wang YiFan & Lee Sung-Pil	Product Service System (PSS) based Smart Sleep Business Model
02:45 pm - 02:55 pm	Bang Songhee & Lee Sung-Pil	Participants Insights on Business Models for Urban Community: A Case Study From Urban Regeneration Projects in Korea
02:55 pm - 03:10 pm	Q & A Session	
03:10 pm - 03:15 pm	Moderator: Dr Faridah Shari Rapporteur: Mr Azwan Abidin	Introduction of Presenters
03:15 pm - 03:25 pm	Asadul Islam & Ahmad Azaini Abdul Manaf	Influence of Interactive Technology in the COVID-19 Pandemic
03:25 pm - 03:35 pm	YangYi Liu, Nazlina Shaari, Noor Azizi Mohd Ali, Velu Perumal	Characteristics of Batik Pattern of Miao Ethnicity in Xiangxi, China
03:35 pm - 03:45 pm	Fauzi Naeim	Digital Human and Mechanical Oppression in Psycho-Pass
03:45 pm - 03:55 pm	Azwan Abdul Karim & Fauzi Naeim	Towards Tactile Transformative Sculpture: Concept and Works
03:55 pm - 04:20 pm	Q & A Session	

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## Classification of Mathematical Transformation Concepts in Pua Kumbu based on Frieze Patterns

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### ABSTRACT

*Pua Kumbu*, the beautiful traditional textile of the Iban in Sarawak, is generally appreciated for its exquisite patterns and designs. This paper aims to explore the examples of mathematical ideas which exist in motifs produced by weavers in Sarawak. Although it is still in the form of preliminary observations, it has been revealed that the principles of geometry such as enlargement, reflection, rotation, and translation are often used in the Pua Kumbu patterns in Sarawak. This woven art by the Ibans indirectly applies the principles of geometry in the form of beautiful and high-value motifs, even if they are not familiar with the concept of transformation taught in school. The observation and interview sessions were conducted with the weavers to identify some of the basic mathematical concepts such as transformations, accuracy and equality, measurement and estimation.

**Keywords:** Pua Kumbu, weaving, mathematical concepts, frieze patterns

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## Chinese Generation-X Preference for Latin-based Typography Brand Identity in Chinese Domestic Market

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### ABSTRACT

This paper discusses the role of Chinese Generation-X as a key consumer force transforming the current domestic market in China. Exposure from Western culture through social platforms and the entry of international companies into China over the decades has propelled Latin-based typography brand identity to become increasingly important for design elements and ubiquitous in Chinese. This research uses a combination of quantitative and qualitative research methods, with a focus on Chinese Gen-X target groups from major cities in China, especially in Shanghai where more and more brand identities are planned either or entirely in dynamic and abstract Latin letters. This study explores the knowledge and understanding of the typefaces preferred by the Chinese Gen-X. The results of this study will serve as a practical guide so that designers in the field can use Latin characters better in the Chinese market. In conclusion, this paper indicates that Latin typographic design features in Western countries influence Chinese Gen-X acceptance to more dynamic and expressive Latin typeface trends in consumer market product design in China.

**Keywords:** Chinese Generation-X, Logotype, Latin Typeface, Typography