



**4th INTERNATIONAL CONFERENCE ON
CREATIVE MEDIA, DESIGN & TECHNOLOGY (REKA2021)**
3rd August 2021 - Online Conference

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930AM-9.45AM Opening Ceremony

10AM Keynote: MAKE YOUR OWN PATH(s) by TOM ESLINGER (Worldwide Director of Digital and Social at Saatchi & Saatchi)

Link: <https://bit.ly/REKAOPENING>

Live on **Arts USM** Facebook

SESSION	MODERATOR	PARTICIPANT
10.30AM PARALLEL SESSION 1	Moderator: Dr. Lim Jing Yi Technical: Dr Zuriawati Ahmad Zahari Link: https://bit.ly/PARALLELO1 Live on REKA USM Facebook	1 Tengku Fauzan Tengku Anuar, Hani Izzaty Mohd Jamil, Siti Aisyah Muhammad2, Nur Athmar Hashim, & Yuhanis Bin Ibrahim Utilising Augmented Reality (AR) Street Art to Revitalise a Deserted Alley in Kota Bharu, Kelantan, Through Creative Placemaking: A Visual Content Analysis
		2 Wen Jun Cao, Julina Ismail@Kamal & Chu Hiang Goh The Development of Motion Graphic as Chinese Characters Stroke Order Learning Tool Based on Cognitive Loaded Theory
		3 Arya Harditya Rusmadi Hybrid Learning in Photography Class Amidst Pandemics
		4 Yayan Suherlan, Andrik Purwasito, Wardo & Waktu Abdullah Strengthening Banyumasan Cultural Identity through Tourism Sector in Cilacap Regency
		5 Armeet Kaur Chal & Jasni Dolah A Review on Interactive Multimedia Interventions to Promote Autistic Children's Learning
		6 Bin Zainal & Mohd Asyiek Bin Mat Desa Analyzing Elements of Emotion in the Process of Story Development: Agent Ali the Movie
		Q&A Session

10.30AM PARALLEL SESSION 2	Moderator: Dr Tetriana Ahmed Fauzi Technical: Dr Julina Ismail@Kamal	1	Nur Shazleen Md Yusof & Jasni Dolah Peranan Wartawan Foto Di Akhbar Tempatan: Perubahan Dan Pendekatan Era Digital
	Link: https://bit.ly/PARALLELO2 Live on Arts USM Facebook	2	Desy Nurcahyanti, Agus Sachari, Achmad Haldani Destiarmand & Yan Yan Sunarya Festival Batik Girilayu: Social Regeneration of Batik Artisans in Dynamic Situation of Pandemic
		3	Mohd Firdaus Mohd Herrow & Shahirman Sahalan Enhancement of Slow Shutter Technique through a Structured Experimental Creation of Light Tools
		4	Pang Sainan & Jasni Dolah Analysis of Chinese Museum Experience Design
		5	Mujahidah Mohd Misbahul Munir, Shaliza Mohd Shariff & Muhammad Shukery Ishak Interchangeable Black School Shoes Among Primary Students in Selangor
		6	Santo Tjhin & Rina Angraeni Personal Identification in The Design of Augmented Reality Illustration Book
			Q&A Session
2.00PM PARALLEL SESSION 3	Moderator: Dr Ahmad Zuhairi Abdul Majid Technical: Dr Nur Zaidi Azraai	1	Nur Faizah Mohd Pahme, Muhamad Abdul Aziz Abd Gani, Nur Hisham Ibrahim & Haryati bt Mohd Isa A Systematic Design Guideline on Wayfinding-Signage for Older Adults at General Hospital
	Link: https://bit.ly/PARALLELO3 Live at School of The Arts USM YouTube channel	2	Fahmi Bin Samsudin & Rosita Binti Mohd Tajuddin Identifying Public Health Awareness by Using Cinemagraph Technique as New Approach
		3	Deny Tri Ardianto, Sayid Mataram, Anugrah Irfan Ismail, & Arif Ranu Wicaksono Onomatopoeia: When Sound Is Seen
		4	Muhamad Zharin Hariz bin Mat Mazelan & Prinses Saliang Sustainable Adaptive Activewear for The Mobility Impaired
		5	Zhu Xiao Ming, & Mohammad Khizal Mohamed Saat Media and Materials Towards Environmental issues: Artist Perspective
		6	Nur Shahizani Binti Zambri & Siti Rohaya Yahaya Hijab Urban Sportswear: Enhancing the Suitability of Materials and Designs
			Q&A Session
2.00PM PARALLEL SESSION 4	Moderator: Dr Mohd Asyiek Desa Technical: Ts Dr Jasni Dolah	1	Rohaida Binti Razi & Muhammad Roslee Bin Ismail Observation on the Divergent Thinking of Graphic Design Student: Generating Ideas
		2	Wardatul Hayat Adnan, Mohd Farizi Jamaluddin2 & Mahathir Yahaya Innovation on 360o Video Application as a New Norm in Promoting Tourism Product and its Acceptance among Viewers: The Case of Malaysia National Museum
		3	Zhang Fan, Tetriana Ahmed Fauzi & Muhammad Khizal Saat The Isolation of Urban Society in Painting

	Link: https://bit.ly/PARALLELO4	4	Lyu Zhaoyu & Jasni Dolah Visual Analysis of the Knowledge Map and Trend of Digital Technology and New Media Art Field Based on CiteSpace
	Live on REKA USM Facebook	5	Muhamad Zharin Hariz bin Mat Mazelan & Prinses Saliang Sustainable Adaptive Activewear for The Mobility Impaired
		6	Mohd Alif Ikrami bin Mutti Konsep Reka Bentuk Perabot Untuk Era Norma Baharu
			Q&A Session
2.00PM PARALLEL SESSION 5	Moderator: Dr Muhammad Khizal Saat	1	Rangga Firmansyah, Nazlina Shaari, Sumarni Ismail, & Nangkula Utaberta Observation of Santri Room Privacy in Asrama Building of Islamic Boarding School in West Java
	Technical: Dr Norfarizah Mohd Bakhir	2	Minmin Zhou, Zehang Cheng & Kamal Sabran The Effect of Sound Based Interventions for Improving Health Care Experience in Hospital Setting
	Link: https://bit.ly/PARALLELO5	3	Iqbal Jaapar, & Mohd Ali Azraie Bebit Tipografi: Watak Dalam Cerita Rakyat Masyarakat Melayu
	Live on Arts USM Facebook	4	Elvira Yesica Ginting Revivalism Strategy of Karo Traditional Tapak Gajah Ring by Contemporary Jewellery Development
		5	Chang Zhiyu & Jasni Dolah New Media and COVID-19 Era: Research on The Power of New Media
		6	Rahmanu Widayat & Deny Tri Ardianto Vernacular Art and Design to Supports Environmental Sustainability
			Q&A Session

16.00PM CLOSING CEREMONY, REKA EXHIBITION and the distribution of DIGITAL CERTIFICATE

Link: <https://bit.ly/REKACLOSING>

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