



INTERNATIONAL CONFERENCE ON
CREATIVE MEDIA, DESIGN AND TECHNOLOGY

BOOK OF ABSTRACTS

4TH INTERNATIONAL CONFERENCE
ON CREATIVE MEDIA, DESIGN & TECHNOLOGY (REKA2021)
SCHOOL OF THE ARTS,
UNIVERSITI SAINS MALAYSIA
3rd August 2021





3rd August 2021

WELCOME TO REKA2021

Dear Colleagues and Friends,

It is with great pleasure that we welcome you to our 4th International Conference on Creative Media, Design & Technology (REKA 2021). First, we would like to thank all of you for your participation at the conference. In the current edition of the REKA conference, we are proud to have an outstanding topic in relevant in this conference theme. We do hope that you enjoy your attendance at the REKA2021!

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Assalamualaikum Warahmatullahi Wabarakatuh,

It is a great pleasure and honour for me to welcome you at the opening ceremony of the 4th International Conference on Creative Media, Design & Technology (REKA 2021). REKA conference has come a long way since 2014 and has surpassed the various challenges that our education system has faced over the years and has adapted to the changing technological trends in the creative industry in Malaysia. This international conference organized by the New Media Design & Technology Department, School of The Arts, Universiti Sains Malaysia (USM). This conference via online for the first time as a reactive action and preventive measure to the covid-19 pandemic situation which is currently affecting the whole world.

Every year REKA conference have a theme for this conference ranging from the environment to education to creative industry, design technology, music, arts, and performance. But this year, this conference holds special value because this is the first conference in the history of School of The Arts (SOTA) where the entire conference is taking place on a digital platform. The main theme of REKA 2021 this year, Implementing A New Norm in Creative Media, Design and Technology Towards Current Development. Due to the changing time caused by the COVID-19, this conference encourages the participants to stay safe and maintain social distancing because of which this conference will be the first of many conferences in the future that will be conducted remotely through the use of advanced technologies such as augmented reality and virtual reality. The theme of this conference is the change in education dynamics around the world due to COVID-19 pandemic. We have experts from across the field who will be staying with us for the whole day, sharing their thoughts, knowledge, and opinions with the rest of us.

Like every year, the REKA conference hosts many events such as exhibition, talks, workshops and other such knowledge enhancing activities for all the students and participants who have signed up for the whole event. The only difference in this conference is that the entire conference will be handled digitally, and the participants need to follow to have a hassle-free and smooth event throughout the one whole day conference. I would like to layout the major outcomes of this conference with respect to the theme of the conference which is the changing education dynamics in the country due to COVID-19 pandemic.



The major outcomes that expect from this conference is a national and international framework for the changing education systems around the world and how it can be inclined with the concept of social distancing caused due to COVID-19 pandemic. This provides a platform for the researcher and creative industrial people to discuss on research and development of education and commercialization ideas. We will also be talking about the global media technology arts and best practices in the education field around world with examples of education system of other countries as well. With events such as REKA exhibition, the major outcome of this conference has always been the betterment of our students, like every year, we hope students participate in such activities in a large number and make this conference successful one. This encourages networking among academics, experts, visual artists, and students of knowledge sharing and collaborations.

Last but not the least, I would like to thank all the delegates, the school committees around the country, the department of New Media Design & Technology, School of The Arts, USM, the delegates who have come from US, China, Indonesia, Thailand, Iran, Turkey, and German.

I would like to conclude my speech by encouraging the delegates to participate with an increasing number in all the activities and discussions through the digital platforms for the whole day. I wish everyone a successful, safe, and enlightening conference.

Thank you.

YBHG. PROFESOR DATO' DR. FAISAL RAFIQ MAHAMD ADIKAN, FASc.

Vice Chancellor

Universiti Sains Malaysia



Assalamualaikum Warahmatullahi Wabarakatuh,

Thank you for joining us today on the REKA 2021 conference. This is the first conference in the history of our School of the arts (SOTA) which is completely conducted on digital platforms due to the COVID-19 pandemic. It is our pleasure to welcome you to the esteemed guests in REKA 2021 conference who have come from various walks of life. From US, China, Indonesia, Thailand, Iran, Turkey, and German.

The theme of our conference keeps changing and we would like to cover every aspect of our education, society and creative industries through this REKA conference. REKA 2021 main theme, Implementing A New Norm in Creative Media, Design and Technology Towards Current Development. This conference has a unique theme which is relevant to what is happening to the world in 2021. The concept and the theme of this year's REKA 2021 conference is the changing educational dynamics and creative industries around the world due to COVID-19 pandemic.

On behalf of the organizing committee, it gives me great pleasure to extend a warm welcome to all presenters and participants to the REKA 2021. I would like to thank and acknowledge all the delegates and the support team, School of the Arts (SOTA) who have worked hard to make this conference a truly successful one like it has been in the last 6 years. I request all the delegates and participants to take part in all the activities that we have come up with for the whole day. I wish everyone a successful and fruitful conference.

Thank you.

DR MUMTAZ BEGUM PV ABOO BACKER

Dean, School of the Arts
Universiti Sains Malaysia



Alhamdulillah,

All praises to Allah S.W.T for giving us the opportunity to organizing the International Conference on creative media, design, and technology 2021. We have organised these conferences in Malaysia 2014 and 2016 and Indonesia in 2018, with the aim of strengthening the study of creative media, design, and technology to include a broader reach among various international field of knowledge. for the first time we are also holding a conference in online following the pandemic Covid 19 that is plaguing the world today that prevents us from meeting face to face. Alhamdulillah but it did not stop, the conference which is organized every two years takes place on 3rd August 2021. In term of concept, this conference should have been held in 2020 but it was shifted to this year following the adjustment of appropriate methods to be organized in the current situation. as is known, the theme for this conference is implementing a new norm in creative media, design and technology towards current development that is very close to us as researchers and practitioners in the field at the present time.

I sincerely hope that this conference will further motivate its participants, some of whom have followed our conference to every edition, to continue to expand their study and exploration of the creative media, design, and technology, whilst designing a broader study that can ensure the appropriateness of knowledge that is the axis of global needs. I am writing on behalf of the School of the Arts, Universiti Sains Malaysia who are organizing the 4th International Online Conference on Creative Media, Design and Technology (REKA) on 3rd and REKA exhibition on 4th of August 2021. This main aim of this conference is to offer a platform for researchers and industrial key people to discuss research and development in implementing a new norm in creative media, design and technology toward current development and commercialization ideas.



I would like to express my appreciation to all the committees who are always positive and work hard to make this conference a success, USM and the school for trusting the REKA team to continue to organize this international program. Lastly, enjoy the new norm of having a conference, I wish us all a successful conference, and thank everyone who has contributed to the organising of this conference. Stay safe!

Thank you.

DR MOHD ASYIEK MAT DESA

Chairperson, REKA2021

School of the Arts

Universiti Sains Malaysia

Tipografi: Watak Dalam Cerita Rakyat Masyarakat Melayu

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Abstrak

Asas projek ini adalah untuk mereka bentuk muka taip digital huruf besar (A-Z) dengan menggunakan perisian vektor berinspirasi watak Dayang Senandung dalam Filem Klasik Melayu iaitu filem Dayang Senandung yang diarahkan oleh Jamil Sulong pada tahun 1965. Kaedah digunakan untuk mereka bentuk muka taip tersebut berdasarkan kajian ciri-ciri yang terdapat dalam watak tersebut. Pendekatan keseluruhan kami adalah untuk mencipta satu muka taip komersial yang dapat mewakili personaliti watak Dayang Senandung. Proses jalan cerita dalam filem tersebut memberi ilham kepada pereka untuk diabadikan dalam muka taip tersebut. Transaksi berkulit gelap kepada berkulit cerah yang terjadi pada Dayang Senandung ini diambil sebagai asas idea kepada muka taip “Dayang Senandung”. Selepas selesai tugas itu, kami dapati muka taip ini berjaya dari segi estetik menggambarkan kata kunci tersebut. Jadi dengan wujudnya tipografi “Dayang Senandung” ini boleh memberikan para pereka lebih pilihan muka taip untuk mereka sesuatu rekaan.

Kata Kunci: Muka Taip, Tipografi, Tempatan, Dayang Senandung, Pereka

Enhancement of Slow Shutter Technique through a Structured Experimental Creation of Light Tools

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Abstract

This research is to create, modify and combine existing light technology that are available in the market through creative ways in creating tools that can be used in producing artworks and images. Different light tools produce different effect. Each light tool has its own strength and weakness that need to be considered. It means that choosing a right light tool is very crucial. Selecting appropriate light tools must be based on the assignments or concepts. This research is an experimentation work that gives the readers the enthusiasm to watch the produced images based on the creative ideas in producing the tools. This is an added process which the research will be able to contribute in developing an advanced technique in photography in terms of being able to 'see' the unknown elements which are only visible in the world of science. To complete this research, interview, questionnaire, and experimentation have been conducted; a documented experiment on the artificial light in producing light tool is important and key to the finding. As the result, the researcher can identify the differences between tools are based on six (6) categories which are related with each other; brightness, colour, contrast, space, length, and power.

Keywords: Slow Shutter, Bulb Technique, Artificial Light, Light Tool, Light Painting



Analysis of Chinese Museum Experience Design

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Abstract

With the rapid advancement of digital technology, experience design has permeated all stages of design methods; research on experience design in Chinese museums is an interdisciplinary research topic encompassing architecture, interactive design, and experience design theory. This paper primarily analyses and studies how to shift traditional Chinese museums' passive information dissemination mode, as well as shift the main body of museum design from passive objects to active people, with human experience as the endpoint. In the past, researchers in traditional museums focused on the characteristics of the display function in the display space, ignoring the information that museums can receive and whether they have experience with people. The concept of "experience" is integrated into the research of museum architecture in this paper, and an analysis of interactive design of exhibition space is sought. It is hoped that new ideas and methods will emerge from the experience design level, laying the groundwork for the future design and development direction of museum architecture.

Keywords: Chinese Museum, Experience Design, Digital Technology, Architectural Experience, Display Design

Utilising Augmented Reality (AR) Street Art to Revitalise a Deserted Alley in Kota Bharu, Kelantan, Through Creative Placemaking: A Visual Content Analysis

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Abstract

Ann Markusen and Anne Gadwa have argued that street art or public art projects can revitalise urban environments, especially abandoned places and deserted alleys. This method has been adapted in Malaysia as a viable alternative to revitalise abandoned places through creative placemaking. Thus, the purpose of this paper is to discuss street art projects, specifically in Kota Bharu, Kelantan, and their role in urban regeneration and creative placemaking. It highlights the impact of creative placemaking on urban regeneration and explains how creative placemaking projects can be enhanced using technologies such as Augmented Reality (AR). The empirical research consisted of a qualitative literature-based methodology in which data were collected from site observations as case studies, journals, and relevant literature reviews. The results of the observation indicate that creative placemaking projects for urban regeneration are boosting economic growth rates through their impact on local creative industries and tourism.

Keywords: Street Art; Mural Art; Augmented Reality; Creative Placemaking; Urban Regeneration.



Visual Analysis of the Knowledge Map and Trend of Digital Technology and New Media Art Field Based on CiteSpace

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Abstract

Considering that people focusing more on the rapid development of digital technology and the application in new media art field, it becomes worthwhile to have deep research on the future developing trend of digital technology and new media art. In order to analysis current research situation of the combination with digital technology and new media art, research hot issue and predict the future developing trend of combination with digital technology and new media art and provide data reference for the development in the field. This dissertation is based on bibliometric method and CiteSpace visualization software, and have visualization knowledge graph analysis on document of combination with digital technology and new media art in WOS database, to show the current research situation, hot issue, and future developing trend of media art. The research of this dissertation can be helpful to the readers to better understand current research and future trend of the combination with digital technology and new media art, and analyse its research data, find the problem met in the development of combination with digital technology and new media art and give opinion, and provide a clear future developing direction for the combination with digital technology and new media art.

Keywords: Digital Technology, New Media Art, CiteSpace, Knowledge Map, Visual Analysis, Tendency



Revivalism Strategy of Karo Traditional Tapak Gajah Ring by Contemporary Jewellery Development

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Abstract

During 19th-20th century, Karo traditional Tapak Gajah ring had many meanings and caused huge impacts on Karo people's choices in jewellery. But now, the ring becomes a type of artefact that can only be found in museums, from collectors, or personally ordered from workshops. On the other hand, the aesthetic aspects and unique meaning that the ring possesses can heavily influence urban lifestyle by 'nowadays' jewellery. Historical approach can be used to study Karo culture. Cultural approach can be used to know more about Karo culture's background. These approach produces data about the ring that had analysed for reprocessing with SCAMPER as a theory and an instrument to examine a creation from nothing to a development. Therefore, 'contemporary jewellery' can be used as the theoretical basis and approach to communicate the 'nowadays' jewellery, strategically. This development can revive these elements as one of the substances of Karo culture.

Keywords: Karo Traditional Tapak Gajah Ring, Aesthetic Aspects, Development, Contemporary Jewellery Products

Local Consumers' Views on The Sustainability of Paper And Plastic Packaging

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Abstract

Almost every corner of the globe has been affected since the dawn of the sustainable era. The environmental consciousness of the impact of sustainability has increased, and consumers have expressed their power and voice by purchasing products. This study investigates local consumers' perspectives on the sustainability of paper and plastic packaging. Sustainable packaging would have been a brand-new issue for local consumers a decade ago. This is due to the fact that packaging was not widely used in the environment. Since today, there have been numerous campaigns to raise awareness about the sustainability of packaging. The campaign, on the other hand, is primarily concerned with reducing the use of plastic packaging. Contrary to popular belief, paper packaging may also be harmful to the environment. The goal of this study is to address this issue. There was an online survey and a review article used in the study. The findings will provide local consumers and relevant authorities with a new perspective on the issue of packaging sustainability.

Keywords: Consumer's Perspective, Sustainability, Plastic Packaging



A Review on Interactive Multimedia Interventions to Promote Autistic Children's Learning

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Abstract

This article analyses the field of research on the effect of interactive multimedia on learning with children with autism. First, the article presents the retrospective of studies on multimedia implementation into education for children with ASD. This paper summarizes the ways on the use of interactive multimedia had contributed to learning of people with autism spectrum disorder. Summarizing them, it reviews main research findings in five areas: 1) interactive environments 2) the use of computer 3) screens and other innovations 4) handheld devices and 5) avatars and serious games. Lastly, this paper deduces and make suggestions in the educational field. Several search engines, including ERIC, ProQuest Education Journals and Scopus, have been searched. The review was focused only to English-language publications. The publications were not constrained to the year they were published. For the review of publications, the content analysis method was being used. All in all, established study findings promote the use of multimedia as an essential method for enhancing learning of children with ASD disabilities. The study examines the implications and future suggestions.

Keywords: Interactive Multimedia, ASD, Children, Learning, Review



Media and Materials Towards Environmental issues: Artist Perspective

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Abstract

This paper explores the materials and media related to environmental issues in artworks. Environmental issues such like climate change, ocean pollution, Industrial waste pollution are not only causing a great concern of scientists, but also attracting an interest of visual artists. Artists have been regarding these issues as the theme of visual exploration. Through the exploration of media and materials, they construct a visual form representing environmental issues. A few artists will be discussed later to unveil what are those environmental issues through their artistic perspective. This article highlights what roles the artists are playing in environmental issues, and how their artworks influence our understanding about the environmental problems. The contribution of this article is expected to expand the understanding of environmental issues and recognize the importance of the usage of media and materials related to environmental issues in artworks.

Keywords: Environmental Issues, Artists, Artworks, Media, Materials



The Effect of Sound Based Interventions for Improving Health Care Experience in Hospital Setting

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Abstract

This study explores sound-based interventions and its potential to improve health care experience in the hospital setting. The first part of the study discuss the character of positive sound application in the hospital space through the literature; second part of the study is to review the sound-based intervention on the existing data, mainly from the following aspects: pain and anxiety, operating room environment, pressure, Alzheimer's and Dementia, mental health, and stroke; finally, we discussed and summarized the impact of sound and music on health care experience. This study aims to provide a comprehensive systematic literature review for future research in art-based interventions.

Keywords: Art Based Interventions, Health Care, New Media Arts, Music, Sound, Design



A Systematic Design Guideline on Wayfinding-Signage for Older Adults at General Hospital

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Abstract

Wayfinding-signage is used to direct a person to a certain place with the guidance of visual assistance. In which, wayfinding is essential to mobility and stimuli the users especially the older adults to be navigated to the intended destinations. Whereby, their capacity for wayfinding is being affected by age-related decrements. Researcher has found out that lack of functional wayfinding-signage design used at general hospital has become an issue to this research. Hence, it assists the researcher to obtain the research aim by recommending the systematic design guideline on wayfinding-signage for older adults, to be used at the general hospital. Where, the tools of good wayfinding components such as the identity (the visual cues); landmarks, colours, typography, and symbols will be studied in order to give a clear understanding of the pathways and designations aimed among the users that considers the decision-making process and users' knowledge to get to the destinations.

Keywords: Design Guideline, Wayfinding-Signage, Older Adults, General Hospitals



Hybrid Learning in Photography Class Amidst Pandemics

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Abstract

Arguably, recreating virtual space has been a slow-developing concept to many skeptical creative media communities and scholars. With the rapid growth of new media technologies, analogue or digital, society must exercise critical thinking in how these realizes the former impossibilities. Contemporarily, technologies are embedded in our everyday life, and yet we were not certain if these strongly transformed us. In the current pandemic situation, we were forced to modify our activities, and it is a fact that many struggles and postponed. It is an entirely diverse challenge experienced by creative media educators. The direct hands-on instructions needed to be converted to live and/or recorded virtual simulation. Countless educational institutions have experimented with a hybrid learning approach to deliver teaching and evaluated their learning outcomes. In this article, I will share my experience in hybrid learning for one of the visual communication design courses, specifically photography.

Keywords: Education, Hybrid Learning, Photography, Digital Media, Design



Observation on the Divergent Thinking of Graphic Design Student: Generating Ideas

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Abstract

Our study aimed to discover whether the techniques of generating ideas via mind mapping and semiotics can improve students' visualization skills and how the actual collaborative industry-based project as a design will influence students' divergent thinking. Divergent thinking is the process of generating many different ideas. It is sometimes called 'creative thinking' or 'brainstorming'. Students use divergent thinking during the design phase to develop numerous creative options to create a different alternative idea to solve visual design problems. Case studies are employed to final year students and continuous evaluation of their project work concerning the entire design process and approval from the company is carried out. This study delves that the techniques of generating ideas present fascinating insight into students' divergent thinking, spatial ability, and skills of computer graphic will generate original ideas and foster learning throughout life.

Keywords: Divergent Thinking, Idea, Design Phase, Graphic Design Process, Creativity



Sustainable Adaptive Activewear for The Mobility Impaired

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Abstract

Physical and mobility impairment limits one's movement and ability, causing daily chores to become a habitual challenge. The current clothing available only caters to able-bodied people, unfortunately it does not adhere to the comfort of those who are confined to sitting or in one position for an extended period. By designing a sustainable adaptive activewear for the mobility impaired, clothing that caters to them can be created through identifying the difficulties in terms of wearability and researching the materials in terms of sustainability that can be integrated into the longevity of adaptive activewear. The feasibility of the study can be determined by collecting literary data and observational data from respondents via interviews, as well as visual research to support up the data. The findings have resulted in the creation of a sustainable adaptive activewear for the physically and mobility disabled that is both fashionable and functional as the respondents are able to independently wear the prototype without assistance.

Keywords: Sustainable; Disability; Adaptive clothing; Activewear



Interchangeable Black School Shoes Among Primary Students in Selangor

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Abstract

Starting 2019, government has announced a change in policy involving school shoes, switching it from white to black and the policy be fully enforced in 2021. However, there are also some problems that cannot be seen among students and parents such as the black colour covers the stain from looking visible. Therefore, this makes the students assume that they do not need to wash it and the occurrence of odour problems occurs due to poor washing and care. However, another problem appeared when it is washed regularly as the colour will slowly fade and over time the canvas gets torn. This study used quantitative method by spreading questionnaires among parents of primary school students, which is a pilot survey was first conducted with 39 respondents. Also, the results of 100 respondents were gathered and analysed using SPSS. It showed that half of the respondents did agree the main problem with current school shoes is the fading material, canvas. Besides, 71% of them seem to worry about the unpleasant odour after 1 to 3 weeks used. Therefore, based on those feedbacks, this study is intended to find solutions for the problems raised by introducing an interchangeable shoe top for its practicality and durability of the shoes.

Keywords: Primary School, Black Shoes, Parents, Students, Interchangeable Shoe



Identifying Public Health Awareness by Using Cinemagraph Technique as New Approach

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Abstract

This paper is focusing on the public behaviour towards the current health campaign awareness, mostly on the effectiveness and acceptance of the public service announcements (PSA) and what will the public react on that matter. Main objective of this research is to identify how the public reaction towards the visual of health campaign and does it affect them. In this paper, the research is focusing on identifying the public's behaviour and how it will be manipulated by the introduction of cinemagraph technique as new media in replacing the current still image in health campaign. From this paper, research would be hoping to get the results to completing the next objective of developing the new health campaign with the cinemagraph technique, and to see whether it works in answering the third objective of the study, which is introducing the new technique based on the theory referred.

Keywords: Cinemagraph, Public Service Announcement, Interactive, Behaviour, Health Awareness



Enhancing Service-Learning Approach in Fashion Education During Pandemic Covid19 Through Socio-Economic Factor

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Abstract

Bantuan Rangsangan Ekonomi FASTO or BREF, is a specially designed initiative for service-learning project at Fashion Design Department, Universiti Teknologi MARA. It provides insight into student's learning, as well as a means of creating future designpreneur and strengthening rapport between academia, community, and industry through socio-economic factor. A conceptual framework namely BREF framework, was designed meant for this project, was conducted in the various constraints during Conditional Movement Control Order (CMCO) due to COVID19 pandemic break. A qualitative analysis on the outcome of this BREF framework support the value of service-learning for career confirmation, the development of professionalism, personal growth, and self-reflection.

Keywords: Service-Learning, COVID19, Student Learning, Personal Protective Equipment, Fashion, Socio-Economic

Innovation on 360° Video Application as a New Norm in Promoting Tourism Product and its Acceptance among Viewers: The Case of Malaysia National Museum

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Abstract

Lack of maximising the technology in today's tourism ways of doing things is the main concern of one development and success of tourism sectors. Previous studies have proven the success rate of using the current innovation and trends in tourism sector help to increase in terms of the visibility of the tourist attractions and numbers of visitors in one tourist location. Hence, in the present study, it focuses on National Museum is as one of the must visit places or location of one country that act as a for people to understand better systems, ways of live and culture of its people. Yet, many of local and international visitors tend to neglect the importance of visiting museums. This is due to the portrayal of physical static museum leads towards unattractive environment and not aware of the high potential in understanding historical background of the place that they visited. Recent years, the numbers of people visiting national museum in Malaysia specifically are reducing. It is impacted due to the present movement order control since March 2020. The limitation of physical visitation to a tourist spot such as national museum has worsen the situation. Therefore, the aims of the present study are to explore the use and application of 360° view technology in Malaysia National Museum. The present study collected images and videos 360° view Videos with Insta360 ONE R Twin Edition. Once completed, questionnaire will randomly be distributed to collect 20 viewers use and satisfaction on the onsite national museum videos and images output.

Keywords: 360° Video, Tourism, National Museum, Images



Onomatopoeia: When Sound Is Seen

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Abstract

Phonogram is a visual element in comics that represents the existence of sound. Together with picture elements, they both create a construction that is governed by a narrative. As a manifestation of sound, phonogram's existence also delivers a message in the form of signs. By using a semiotic approach, this study seeks to identify the nature of the phonogram, its function, and the way it is produced and perceived. Symbolic messages are created to dramatize comics. Because of phonogram's nature that imitates stereotypes in the real world, comic artists lead the reader to agree on the false reality presented in comic works. Phonogram's creation requires two step interpretations, namely interpretation of sound and interpretation of visualization. The form of expression on the phonogram is not universal, because it refers to certain cultural stereotypes.

Keywords: Phonograms, Onomatopoeia, Comics, Signs, Meaning Production

Festival Batik Girilayu: Social Regeneration of Batik Artisans in Dynamic Situation Of Pandemic

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Abstract

This study is qualitative descriptive research to find out the details of festival event by being directly involved. Interactive analysis is used to discuss the data collected to identify factors which must be considered and to describe the festival in a pandemic situation. Problems which arise in a community can be resolved by involving all levels of community and dividing roles based on their competencies. Pandemic situation directly puts some pressure on public to adjust the way they interact and do activities in any various sectors. This is related to the sustainability of activities and the cultural potential of making batik as an intangible cultural heritage which requires preservation efforts. This process cannot be stopped since it must be continuously and affirmatively conducted one of which by organizing festival which should be held in pandemic situations. The end of the discussion found that the festival held with health protocols is an effective cultural approach model as a regeneration strategy for batik artisans in pandemic situations, because it is able to accommodate and coordinate the roles of each individual, which leads to changes in interest and the way people think about the sustainability of tradition.

Keywords: Batik, COVID-19, Culture, Festival, Pandemic, Social Regeneration, Sustainability.



Designing Development for Rice Agricultural Community in Delanggu Subdistrict, Surakarta Regency, Indonesia: Enhancements based on Regional Cultural and Natural Potentials Studies

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Abstract

Delanggu district area has many rices cultural potentials that can be developed. Having emerged from a traditional farming culture, some of these agricultural potentials include farming rituals, festivals, and planting methods, as well as the local rice variety of Rojolele Delanggu. Although traditionally present in the everyday life of the community, they are yet to be considered as real regional potentials. Consequently, they have not been utilized as significant elements for community building. Thus, with designers involved as facilitators, several projects have been carried out in collaboration with the farming community to re-recognize and encourage the revival of this particular living culture cantered around traditional farming activity. The main activities include (1) mapping of treasure-and-stakeholders, (2) formulating ideas and making project priority scales, and (3) implementation of local-guest participatory activities. In this project, the main activities relate to re-introducing traditional agriculture, replanting Rojolele rice, and developing straw crafts.

Keywords: Design Culture, Design-Participatory Learning, Village Community-Building, Regional Development, Straw Knowledge

Strengthening Banyumasan Cultural Identity through Tourism Sector in Cilacap Regency

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Abstract

The development of tourism areas has caused social, cultural and environmental problems, such as the decline in local cultural values, ecological deterioration and economic inequality. The general perception only focus on economic and tourism approaches as instruments to make profit by people with power and big capital . This study is a critical analysis of general perception of tourism development on Banyumasan indigenous culture, which is trapped by normative approach on its positive or negative impacts and ignores the concrete impacts. Ethno-tourism approach is considered as the right theory since it's based on ethno-science approach which capable of giving a detail explanation on tourism management based on community perception, away from the definition of culture as phenomenon or material indication. Reconstruction of community culture in the indigenous knowledge of traditional communities will be transcribed into scientific concepts and applied into a new discourse, ethno-tourism as a milestone in cultural development of sustainable tourism, which emerges from and enjoyed by the society. This theory at least has answered the problems of culture and tourism in general, which have marginalized local culture.

Keywords: Ethno-Tourism, Tourism, Ngapak Culture

Vernacular Art and Design to Supports Environmental Sustainability

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Abstract

Vernacular arts and designs are those born out of society without the interference of academic artists and designers. Their existence is proven to be very supportive to environmental sustainability. By applying ethics, emic, and interpretation methods, this research seeks to examine the definition of vernacular arts and designs that supports the environment, the relationship between vernacular arts and designs with environmental sustainability, and ways to apply vernacular arts and designs in the context of environmental sustainability. The findings show that many vernaculars work of art and designs support the concept of sustainable environment. However, the existence of vernacular arts and designs is increasingly marginalized and is starting to be abandoned. The role of academic artists and designers is needed to apply the concept of sustaining vernacular art and design by holding festivals and workshops, adapting their functions such as making them as aesthetic elements of the interior, and including vernacular arts and designs to curriculum development in vernacular product-based art and design colleges. Academicians can help ensure the conservation of vernacular arts and designs that support environmental sustainability by making them subjects in the curriculum in art and design colleges.

Keywords: Art, Design, Vernacular, Sustainability, Environment

Peranan Wartawan Foto Di Akhbar Tempatan: Perubahan dan Pendekatan Era Digital

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Abstrak

Fotografi adalah elemen yang amat penting di dalam akhbar sebagai media komunikasi. Ia adalah satu bidang yang mencabar kerana harus mempunyai daya fokus (melalui mata) dan pemikiran yang tinggi. Peranan jurufoto akhbar adalah mendokumenkan apa yang telah berlaku ketika itu. Bahan atau peristiwa yang dirakam itu bukan hanya menjadi sebagai paparan malahan juga akan menjadi satu bahan sejarah dan juga memberi impak kepada masyarakat. Dalam kajian ini, dapat mengetahui tentang perkembangan jurufoto akhbar tentang bagaimana mereka 1) melihat, 2) menangani dan 3) mempraktik dalam era digital kini. Objektif kajian ini adalah untuk 1) menganalisis peranan profesionalisme wartawan foto dalam penerbitan foto sebagai media komunikasi, 2) untuk menjelaskan tentang perubahan dalam segi profesionalisme jurufoto dalam akhbar, 3) Pendekatan yang harus diterapkan oleh wartawan foto dalam era digital. Kaedah kajian kualitatif ini membentangkan hasil dapatan kajian yang diperolehi menerusi teknik pemerhatian, pengalaman (sendiri) yang dijalankan ke atas editor, akademik dan jurufoto berita dan analisis dokumen. Temu bual (*in-depth interview*) dan pemerhatian, untuk mendapatkan sumber serta menganalisis informasi dengan lebih mendalam tentang profesionalisme, dan perkembangan fotografi di dalam akhbar. Hasil kajian ini dapat menganalisis dan menjelaskan tentang jurufoto akhbar tentang aspek profesionalisme di akhbar dalam era digital. Kepentingan kajian ini turut menyumbang kepada pengertian, pemahaman serta tafsiran terhadap bidang fotografi di dalam akhbar. Kesimpulannya, kajian ini menganalisis perkembangan fotografi sebagai media komunikasi di akhbar, dan cabaran bagi jurufoto akhbar pada era digital dan bagaimana ia dapat diperbaiki di masa hadapan.

Kata Kunci: Fotografi, Akhbar, Era Digital, Profesionalisme, Jurufoto, Berita Portal, Kewartawanan Foto, Media Sosial.



Personal Identification in The Design of Augmented Reality Illustration Book

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Abstract

Humans are living beings who always interact with others, that is why humans are called social beings, in interacting there are public expectations that make humans change themselves and forget their true character. Meet expectations to get public recognition. This situation makes humans have the desire to be what society wants, because of the factors of social assessment, recognition, and status. If not then will focus on the fear, anxiety, and insecurity that led them to lose their lives. This results in self-deception, and self-acceptance is difficult. Therefore, the research aims to design book illustrations combined with Augmented Reality Technology based on four personality temperaments and human zodiac traits to help people find strengths, positive sides, and understand and know themselves. This book is designed as a medium for edutainment about self-improvement. Delivery of messages using illustrations and Augmented Reality technology in obtaining personal information. The design of this illustration is in the form of a book that follows the zodiac elements and human personality.

Keywords: Augmented Reality, Book Illustration, Temperaments Personality, Zodiac Elements.

Observation of Santri Room Privacy in Asrama Building of Islamic Boarding School in West Java

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Abstract

In the process of learning activities in Islamic boarding schools, students must study and live in a dormitory. The function of the dorm which replaces the function of a residential home needs to consider the aspect of privacy. This study is intended to observe the privacy aspects that are closely related to the students' bedrooms, covering six aspects examined in five case studies, including the separation of male & female dormitories, the main function of staying, visual privacy on the dimensions & height of the windows, acoustical privacy, and olfactory privacy in terms of the connection between dormitory rooms. It was found that the privacy aspect in the dormitory room was still not being paid attention to due to the addition of space functions and bathroom facilities in it while adding personal facilities such as storage and study areas could increase the privacy aspects of the students.

Keywords: Privacy, Bedrooms, Dormitories, Islamic Boarding Schools, Students

Analysing Elements of Emotion in the Process of Story Development: Agent Ali the Movie

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Abstract

Elements of emotion are very important in an animated film because they can generate an affective impression and emotions of the audience. Computer animation has been used as an influential tool in describing, studying and emotions manipulating. In recent years, Malaysia's animation industry is growing rapidly, and many animation products have been produced by Malaysian animators. However, previous studies were stating that the current situation of local animated films had been seen to have a weak storytelling technique. There is a West scholar who argues that good storytelling can evoke the emotions of the audience. Thus, this study will be identified elements of emotion in the development of storytelling Agent Ali the Movie film. Besides, this study also will analyse elements of emotion in that film based on Freytag's Pyramid model as well as describing the importance of emotional elements in Agent Ali the Movie film. This study will be using a qualitative method such as a secondary source to analyse written materials. 3 acts structure is also being used to analyse the type of emotion that had in Agent Ali the Movie film. The results of the study found that elements of emotion exist in the process of story development Agent Ali the Movie such as happy, sad, and angry on every three acts structure (exposition, conflict dan resolution) in Freytag's Pyramid. The existence of many kinds of emotion had been applied in the film has proved that not all animated films in Malaysia have a weak storytelling technique. Therefore, this study is very important to prove there are still have some stories in animated films in Malaysia that apply emotional elements, so the storytelling technique becomes more organized and well structured.

Keywords: Animation, Emotion, Storytelling, Freytag's Pyramid, And Story Development



New Media and COVID-19 Era: Research on The Power of New Media

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Abstract

2020 is an unusual year. We live under the dome dominated by the covid-19 virus. Governments of various countries have taken various epidemic prevention measures. Today, the number of people infected with covid-19 in the world has exceeded 100 million. Home office and going out to wear masks has become a daily routine, in order to keep people healthy. Life habits have changed dramatically, based on the background of COVID-19 and the existing research. This paper first discusses the role of new media in COVID-19, and then discusses the impact of new media design. The conclusion of this paper is that the new media technology has a bad effect on the news of epidemic spreading under COVID-19, but online shopping has a good driving effect in home office.

Keywords: New Media Design COVID-19 Status Prognosis



The Isolation of Urban Society in Painting

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Abstract

This paper highlights the outcomes of uses thematic analysis of isolation in painting. A general literature review was conducted to identify the substantive work between art and society to date. Thematic analysis is use as the main research method, together with comparative study, to analyse in detail the expression of isolation in urban society by three contemporary artists in their painting. After discussion, five categories of painting expression of the three artists painting are chosen to compare and found their common ground. Finally, the influence of urban life on artistic creation are discussed and elaborated.

Keyword: Painting, Thematic Analysis, Isolation, Urbanization, Urban Society

Konsep Reka Bentuk Perabot Untuk Era Norma Baharu

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Abstrak

Matlamat utama kajian ini adalah untuk membentangkan konsep reka bentuk perabot yang bersesuaian dengan gaya hidup norma baharu dalam masyarakat akibat kesan pandemik global, Covid-19. Kajian ini melibatkan hasil reka bentuk 10 orang pelajar bidang Reka bentuk Produk, Pusat Pengajian Seni, Universiti Sains Malaysia di dalam subjek Reka bentuk Perabot 2. Setiap pelajar dikehendaki menghasilkan reka bentuk perabot melalui proses reka bentuk perindustrian yang merangkumi aktiviti penyelidikan, lakaran reka bentuk dan penghasilan model berskala. Konsep reka bentuk yang terhasil kemudiannya dinilai secara kualitatif dengan pendekatan interpretif-deskriptif yang menghu- raikan konsep reka bentuk dan penyelesaiannya terhadap isu semasa yang wujud akibat serangan pandemik Covid 19. Secara keseluruhan, kesemua 10 reka bentuk oleh 10 pelajar ini mempunyai ciri-ciri konsep yang bersesuaian untuk dibangunkan bagi keperluan pengguna era norma baharu berdasarkan Standard of Procedure (SOP) yang dibangunkan kerajaan.

Kata Kunci: Reka bentuk perabot, Proses Reka bentuk Perindustrian, Pandemik Covid-19, Norma Baharu, Standard of Procedure (SOP)



The Development of Motion Graphic as Chinese Characters Stroke Order Learning Tool Based on Cognitive Loaded Theory

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Abstract

Chinese characters are a form of logographic that developed thousands of years ago, they evolved from graphics. In this research, we use the motion graphics approach to help students learn the stroke order of the Chinese characters. The authors developed Chinese character stroke order motion graphics as an auxiliary learning tool for Chinese learners as a second language. It was based on the cognitive load theory and aimed to explore the impact of Chinese character stroke order motion graphics on Chinese class students' learning performance and cognitive load. The method is to conduct a comparative experiment on the experimental group (N=20) and the control group (N=20) and use the independent sample T-test to compare the two groups' learning effect and cognitive load. The learner's cognitive load is the subjective evaluation of mental effort and task difficulty. The results show that the learning effects of the two groups are significantly different. Compared with the traditional Chinese character stroke order teaching method, the Chinese character stroke order motion graphics teaching method is more effective. In addition, the subjective evaluation of mental effort and task difficulty shows the difference between the two groups. There are also significant differences in cognitive load, further confirming the effectiveness of Chinese characters' stroke order motion graphics in teaching Chinese as a foreign language.

Keywords: Motion Graphic, Cognitive Load, Chinese Characters Stroke Order, T-test

Enhancing the Ritual Site (SB1B) of the Sungai Batu using Holographic Projection at Sungai Batu Tourist Centre, Bujang Valley, Kedah

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Abstract

Sungai Batu, Bujang Valley, is one of Malaysia's essential sites because it is a part of the Kedah Tua civilisation, the oldest site of human civilisation in Southeast Asia. This archaeological site content so many values, messages and the information given by our ancestor to explore human origin. The destroying of monuments at Sungai Batu, such as the ritual site (SB1B) and less entertainment activity let the people feel that the archaeology site is dull. It causes the archaeotourism at Sungai Batu challenging to develop. Some people think that the archaeological site is best for educational and resource purposes. It is not suitable for the vacation of travel. There are three objectives of this study. One is to identify the main factor that causes the archaeological site at Sungai Batu to fail to attract tourists. Two is to analyse the existing tools and media available to improve audiences' understanding of the archaeological ritual site at Sungai Batu. Moreover, it is to create a new media installation using a hologram to give a different perspective of the ritual site at Sungai Batu. In conclusion, a holographic projection of a ritual site helps attract tourists visiting Sungai Batu, Bujang Valley. It can also help the audience have a good understanding of the ritual site. Finally, tourists will be interested in archaeology, thus knowing the importance of archaeology sites, and learning to protect them.

Keywords: Ritual Site (SB1B), New Media Technology, Holographic Projection

Reka Bentuk Antara Muka Aplikasi Mudah Alih Permainan Tradisional Melayu

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Abstrak

Di Malaysia terdapat pelbagai jenis permainan tradisional seperti permainan gasing, wau congkak, tarik upih, batu seremban dan pelbagai lagi. Namun pada hari ini generasi muda tidak lagi bermain permainan ini. Hal ini demikian kerana perkembangan teknologi moden yang telah memberikan impak besar terhadap kehidupan kanak-kanak (Naquiah et al, 2018). Pendedahan terhadap budaya popular sejak kecil menyebabkan generasi muda tidak dapat memahami dan menghayati tradisi budaya sendiri. Mereka dipupuk dengan nilai-nilai yang dianggap moden dan baru, dan kerana itu mereka kurang memahami nilai-nilai tradisi (Wan Abdul Kadir, 2005). Nilai-nilai tradisi ini boleh diperturunkan melalui kesedaran diri untuk mengetahui warisan permainan tradisional. Kesedaran ini boleh diwujudkan melalui hebahan maklumat melalui medium dan platform terkini iaitu aplikasi mudah alih. Dalam pembangunan aplikasi permainan mudah alih, terdapat proses yang sistematik diperlukan. Antaranya reka bentuk antara muka yang berkesan dan mampu memberi informasi yang baik kepada generasi kini. Reka bentuk antara muka yang baik mempunyai tahap interaksi yang tinggi antara pengguna dengan aplikasi permainan yang dibangunkan. Reka bentuk yang baik membolehkan pengguna mendapat manfaat apabila mereka boleh berinteraksi dengan fungsi aplikasi tersebut. Justeru, reka bentuk antara muka sistem perlu memenuhi keperluan spesifik mengikut sasaran pengguna supaya sistem dapat dimanfaatkan sepenuhnya.

Kata kunci: Permainan Tradisional, Antara Muka, Aplikasi Mudah Alih

The Implementation of Service Innovation and Design for Kedah State Museum

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Abstract

Kedah State Museum is one of the main attractions in the state of Kedah. Service design is an area that is still not emphasized by the parties involved. It aims to provide comfort to visitors and improve the quality of the museum. The purpose of this research is to study the effectiveness of the service framework at the Kedah State Museum. The study also includes the perception and acceptance of visitors on aspects of the service framework and the extent to which guests are comfortable. Convenience, comfort, and safety are aspects that need to be focused on to make the service blueprint more effective. Initially, interviews and questionnaires being conducted to determine the effectiveness of the existing blueprint. Any data obtained from the questionnaire being used to identify the cause of the problem at the Kedah State Museum. This research will also have an impact on the significant products available at the exhibition. With the suggestion of a service-based innovation framework, each room will be effective in terms of delivery information. The whole study will help the parties involved such as museum curator and exhibition designer as future reference material in the implementation of design flow in services to attract visitors' attention covering aspects of comfort and aesthetics.

Keywords: Service design, innovation, Kedah state museum, blueprint.

Assessment of Virtual Technology and its Application to Ritual Sites in Sungai Batu, Ancient Kedah Civilization

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Abstract

Excavations in Sungai Batu show that the Ancient Kedah Civilization period began in the 1st century AD. The Sungai Batu Archaeological Complex located in Lembah Bujang is believed to be the oldest civilization in Southeast Asia and has been recognized as a world heritage site by UNESCO. The discovery of archaeological artifacts and monuments after the excavation of archaeological sites in Sungai Batu has proved the existence of the Ancient Kedah Civilization. Sungai Batu Archaeological Complex is believed to have the potential to be one of the tourist attractions in Malaysia based on the historical values. Visitors are less to be interested in history, media such as information approach may not be able to capture their interest. Throughout the existence of the tourist centre, there was no visualization media, images, or videos for visitors to imagine the situation during the historical time. Therefore, support technological infrastructure is essentially to expand Sungai Batu Complex through virtual reality (VR) applications. The development of the structure of VR media is virtually stimulating based on data acquisition as well as scientific studies that have been conducted by previous historical researchers. This application allows visitors to navigate and obtain the necessary historical information to find the existence of a great civilization at that time. Through this study, the performance and function of the media that was born gave learning to the users and the interest in knowing the history of the existence of the civilization increased. Based on the development of this media, the study showed a high increase in consumer knowledge with a change of interest in the tendency to know the history of advanced civilizations. This proves that this Virtual Reality application as an effective medium to be developed as a tool for the dissemination of historical information.

Keywords: Virtual Reality, VR Technology, Virtual Tour, Sungai Batu Archaeological Complex, Ritual Sites, Ancient Kedah Civilisation



Hijab Urban Sportswear: Enhancing The Suitability Of Materials and Designs

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Abstract

The diversity and inclusion of hijab urban sportswear with comfortable material are opening new doors to encourage more women to be more confident when they are doing outdoor sports activities. It is not just the hijab urban sportswear of the design, but the image it portrays that helps. "Traditional scarves stick out in the sport and are not made from appropriate materials. Muslim women's sportswear (jilbab) is a cloth that covers one from head to toe, except for the face and hand. It is for Muslim women, according to The Holy Al Qur'an Surah Al Ahzab verse 59. This cloth protects Muslim women from men's harassment as well as Muslim women's specific identity. Until now, Muslim women wearing jilbab were having difficulties being able to participate in the competition, moreover, in the international event because of the regulation. The research had produced a design range for the urban Muslim women, focusing on suitable and comfortable hijab of some textures of fabrics hijab sportswear and the design of sportswear.

Keywords: Muslim women, Hijab, Sportswear, Urban, Comfortable, Fabrics, Design of Hijab