



Assoc. Prof. Dr. Azahar Harun

Senior lecturer
Faculty of Art & Design
PhD in Visual Communication & New Media
Dept. of Graphic Design & Digital Media
Faculty of Art & Design
Universiti Teknologi MARA
78000 Alor Gajah, Melaka

azahar581@melaka.uitm.edu.my
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013 7453423 | 06 558 281 | 06 558 2295

QUALIFICATIONS

A1-A6

A6. 2013

Doctor of Philosophy, PhD
(Visual Communication & New Media)
Universiti Teknologi MARA Malaysia
Shah Alam, SelangorMalaysia

A5. 1999

Master Degree, Ms Ed (Education Technology)
Universiti Teknologi Malaysia
Skudai, Johor
Malaysia

A4. 1997

Bachelor Degree (Graphic Design)
Magna Cum Laude
Northeastern University
Boston, Massachusetts
USA

A3. 1991

Diploma (Landscape Architecture)
Institut Teknologi MARA
Shah Alam, Selangor
Malaysia

A2. Expertise

Adobe Illustrator, Photoshop, Adobe InDesign,
Adobe Premiere, After Effects, Flash, & 3D Max.
Open Source program

A1. Interest

2D & 3D Animation, Motion Graphic,
Illustration, Painting & Photography

**WORKING
EXPERIENCES**
B1-B9

B9. 2015-2019
Head of Study
Faculty of Art & Design
Universiti Teknologi MARA (UiTM)
Melaka

B8. 2014-2015
Coordinator of ICAN
Penyelidikan Jaringan Industri & Alumni
Universiti Teknologi MARA (UiTM)
Melaka

B7. 2007-2008
Programme Coordinator
Dept of Graphic Design & Digital Media
Faculty of Art & Design
Universiti Teknologi MARA (UiTM)
Melaka

B6. 2003-2007
Lecturer
Dept of Graphic Design & Digital Media
Faculty of Art & Design
Universiti Teknologi MARA (UiTM)
Melaka

B5. 2000-2003
Lecturer
Dept. of Design
Politeknik Johor Bahru (PJB)
Johor Baharu

B4. 1997
Media Specialist
Hicom Communication Sdn Bhd
Wisma Hicom
Glenmarie Shah Alam
Malaysia

B3. 1997
Graphic Designer (Intern)
Irma S. Mann
Newbury Street, MA
USA

B2. 1996
Graphic Editor (Intern)
The Patriot Ledger
Quincy, MA
USA

B1. 1991-1993
Landscape Designer
Garden & Landscape Center Pte Ltd
Bukit Timah,
Singapore

CONSULTANCY

C1-C27

C27. 2018

Smart Classroom

Interior Design for UiTM Alor Gajah Campus

C26. 2017

Barista Cafe

Interior Design for UiTM City Campus

C25. 2016

“Rekabentuk Batik Johor”

Yayasan Warisan Johor, Johor Bahru

C24. 2016

Practical Shoes Making

PERKESO Rehabilitation Center, Ayer Keroh, Melaka

C23. 2015

Santai Point

Interior Design for UiTM Melaka Library

C22. 2015

3D Museum

Project Manager for 3D art work at Mac Creative Sdn Bhd

C21. 2015

*“Program Melukis Bersama Tuan Yang Terutama
Yang Di-Pertua Negeri Melaka (TYT)”*

Perkampungan Hang Tuah, Duyong, Melaka

C20. 2015

*“Ahli Jawatankuasa (Montaj) Majlis Pelancaran UCTC
Kampus Pagoh”*

31 Mac 2015

Universiti Tun Hussein Onn Malaysia

C19. 2013

Website Design

Developed and designed a website for Lendu International
Art Camp (LIAC 2013) 29 -01 December 2013, UiTM Melaka

C18. 2013

Website Design

Developed and designed a website for RASA 2014 21
November 2013, UiTM Melaka

C17. 2013

Opening Presentation Montage

Developed and designed a montage for Research Innovation,
Invention & Design (RIID 2013) 26 -27 November 2013,
UiTM Melaka

C16. 2012

Opening Presentation Montage

Developed and designed a montage for Tunas Ilham, UiTM
Melaka

C15. 2012

Opening Presentation Montage

Developed and designed a montage for Majlis Anugerah Dekan, UiTM Melaka

C14. 2012

Opening Presentation Montage

Developed and designed a montage for International Conference for Public Policy and Social Sciences (ICOPS 2012), 15-16 December 2012. Avillion Hotel, Melaka

C13. 2010

Multimedia Course

Multimedia Trainer for Royal Malaysian Custom, Akademi Kastam Diraja Malaysia, AyerKeroh Melaka (13 – 24 December, 2010)

C12. 2008

Module Design

Developed and designed module for short courses to be conducted at Akademi Kastam Diraja Malaysia (AKMAL Melaka)

C11. 2008

Mascot Design

Developed and designed main mascot with 27 characters for Malaysia Games (SUKMA XIII)

C10. 2008

Poster Design

Developed and designed a poster for Art & Design Conference

C9. 2007

Corporate Video

Developed and designed corporate video for UiTM Melaka (IID 2008)

C8. 2007

Landscape Design

Developed and designed a courtyard and landscape for UiTM Melaka

C7. 2007

Street Lighting & Ornaments Design

Developed and designed street light and ironworks for Mekarcipta Sdn Bhd

C6. 2007

Corporate Identity

Developed and designed corporate logo and stationaries for Gemalai Sari Sdn Bhd

C5. 2007

Corporate Identity

Developed and designed corporate logo for Ramunia Holdings Subsidiary Company O&G Works Sdn Bhd

C4. 2007

3D Montage

Developed and designed a montage for opening ceremony of the excellency

Governor of Melaka visit to UiTM Melaka

C3. 2007

Mascot Design for SUKMA

Developed and designed mascot for Sukan Malaysia (SUKMA)

C2. 2007

“Asas Tipografi & RekaletakTaip”

Developed and published a text book for UiTM Presss (formely UPENA)

C1. 2007

Programme Booklet

Developed and designed a program booklet for George Baselitz International exhibition PERZIM Melaka, Institut für Auslandsbeziehungen (IFA) and Goethe Insitut

**ACADEMIC PANEL
& JURY**
D1-D8

D9. 2015

Academic Panel

Politeknik Ibrahim Sultan (PIS) Johor Baharu

D8. 2015

Academic Panel

International College of Yayasan Melaka (ICYM)

D7. 2015

Academic Panel

SME-University Internship Championship Peringkat Kebangsaan
MASMED, UiTM Melaka

D6. 2015

Mini IID: Era of Evolution: Inginiting Innovation

Jury for Mini IID, Faculty of Accountancy, UiTM Melaka, ^
Nov 2015

D5. 2013

Curriculum Development Consultant

Bengkel Semak Semula Kurikulum Program Pengajian Diploma Sedia Ada –CQI (Digital Animasi)
Jabatan Pengajian Politeknik, Kementerian Pendidikan Malaysia1-5 Julai 2013, Hotel Grand Continental Langkawi, Pulau Langkawi, Kedah

D4. 2013

Academic Consultant

Fakulti Pengajian Pendidikan, Universiti Putra Malaysia
(UPM)
1 April 2013

D3. 2013

Curriculum Development

Consultant Diploma Rekabentuk Grafik, Fesyen dan Pakaian,
Seni Digital, Pengajian Video & Filem Dan Teknologi Media
Cetak bagi Jabatan Pengajian Politeknik, Kementerian
Pendidikan Malaysia, Galeria PJH, Aras 4, Jalan P4W,
Persiaran Perdana, 62100 Putrajaya, 7 Mac 2013

D2. 2013

Technical Consultant

Perlantikan sebagai Penasihat Teknikal Komputer
Macintosh, Fakulti Seni Lukis & Seni Reka, UiTM Melaka, 1
January – 31 December 2013

D1. 2013

Forum: Critical Thinking in Design

Panelist

ARTified Week, Kolej Kemahiran Tinggi MARA, Rembau,
Negeri Sembilan, 10 Sept, 2013

**RESEARCH
ACTIVITIES**

E1-E47

E47. 2019

*Designing Motivator Static Forms To Prevent Risk
Disease*

Co Researcher

INTERNATIONAL CONFERENCE ON DESIGN
INDUSTRIES & CREATIVE CULTURE 2019 (DESIGN
DECODED 2019)

UiTM Cawangan Kedah

E46. 2017

Perceiving Anthropomorphism In Brand Design

Main Researcher

THE 6TH INTERNATIONAL CONFERENCE ON
MARKETING AND RETAILING (INCOMAR 2017).

Boat Lagoon Resort, Phuket, Thailand. 22 – 24 November
2017

E45. 2017

*The Impact between Place and UNESCO World
Heritage Site in a Sociocultural Context: A' Famosa,
Melaka*

Co- Researcher

2ND ADVANCED RESEARCH ON BUSINESS,
MANAGEMENT AND HUMANITIES (ARBUHUM'2017).

Phuket, Thailand. 10 – 12 October 2017

E44. 2017

*Merging Local Art Movement to Industrial Needs
Through Academic Knowledge Development In
Cirebon, Indonesia*

Co- Researcher
2ND ADVANCED RESEARCH ON BUSINESS,
MANAGEMENT AND HUMANITIES (ARBUHUM'2017).
Phuket, Thailand. 10 – 12 October 2017

E43. 2017

*The Emotional Impact of Humanized Brand:
Case Study of Malaysian SME Food Products*

Main Researcher

2ND RECENT RESEARCH IN SOCIAL SCIENCES
INTERNATIONAL CONFERENCE (SOCSIC 2017)
Al Meroz, Bangkok, Thailand. 5 – 7 September, 2017

E42. 2017

*The Importance of Corporate Brand Character:
Case Study of Malaysian Bank Mascots*

Main Researcher

INTERNATIONAL CONFERENCE ON BUSINESS AND
SOCIAL SCIENCE (ICOBBS 2017)
UiTM Kampus Bandaraya. 28 & 1 Mac, 2017

E42. 2016

*Designing Jawi Typeface to Enhance The Quality of Modern
Design*

Co-Researcher

3RD ISME INTERNATIONAL COLLOQUIUM (ISME
2016) UiTM Kampus Bandaraya. 27-28 Dec, 2016

E41. 2016

*Interaction Design in Collaborative Augmented Reality
(AR) Storybook For Children*

Co-Researcher

3RD ISME INTERNATIONAL COLLOQUIUM (ISME
2016) UiTM Kampus Bandaraya. 27-28 Dec, 2016

E40. 2016

*Personification in Marketing Communication: Case Study
of Malaysian Brands*

Main Researcher

3RD ISME INTERNATIONAL COLLOQUIUM (ISME
2016) UiTM Kampus Bandaraya. 27-28 Dec, 2016

E39. 2016

*How Anthropomorphic Elements in Malaysian Food
Packages Educate and Persuade Consumers on Value*

Main Researcher

8TH INTERNATIONAL CONFERENCE ON UNIVERSITY
LEARNING AND TEACHING (INCULT 2016)
Deevana Plaza Hotel, AoNang, Krabi, Thailand. 29th Nov –
01 Dec, 2016

E38. 2016

*Corporate Rebranding Design of Aviation Company in
Malaysia: Case Study of Rayani Air*

Co- researcher

REGIONAL CONFERENCE ON SCIENCE TECHNOLOGY &
SOCIAL SCIENCE (**RCSTSS 2016**)
Cophorne Hotel, Cameron Highland, Pahang, Malaysia. 4-6
December

E37. 2016

Islamic Art Therapy

Main Researcher & Presenter

2ND ART & DESIGN CONFERENCE (**ANDIC 2016**)

Concorde Hotel, Shah Alam, Selangor, Malaysia.

E36. 2016

*Anthropomorphic Stimuli In Brand Design: The Effect Of
Human Face Schema*

Main Researcher & Presenter

2ND INTERNATIONAL CONFERENCE ON CREATIVE
MEDIA, DESIGN & TECHNOLOGY (**REKA2016**) School of
Arts, Universiti Sains Malaysia , Penang, Malaysia. 26-27
September 2016

E35. 2016

*Assessing food intake among Malaysian : Prevent risk
disease through design preferences*

Co-Researcher

Public Health Conference (**PHC 2016**) Kucing, Sarawak,
Malaysia.

E34. 2016

*The Efficacy of Anthropomorphism in Malaysian Brand
Design*

Main Researcher & Presenter

2ND INTERNATIONAL SOCIAL SCIENCE CONFERENCE
(**ISSC2016**)

Equatorial Hotel, Penang, Malaysia. 21-22 April 2016

E33. 2015

*Upscaling Malaysian Aboriginal Handicrafts of the Mah
Meri Through Packaging Design*

Co-Researcher

Tropical Tourism Outlook Conference: Nature, Culture and
Networking for Sustainable Tourism, 8-10 August 2014,
Dambula, Sri Lanka -*Conference Proceeding*

E32. 2015

"Evolusi Visual Pada Seni Reka Wang Kertas Malaysia"

Co-Researcher

INTERNATIONAL SYMPOSIUM ON LANGUAGE AND
ARTS (**ISOLA 2015**), UiTM Shah Alam, Selangor, Malaysia.

E31. 2015

*Creative Art Therapy Program: Case Study on Malay
Muslim Inmates at Sungai Udang Prison in Melaka*

Main Researcher

ISME INTERNATIONAL COLLOQUIUM (**ISME 2015**),
Tanjong Bidara Beach Resort, Melaka.

E30. 2015

A Visual Analysis: 3D Computer Graphic with Narrative Structure of Adhan Recitation

Co-Researcher

ISME INTERNATIONAL COLLOQUIUM (**ISME 2015**),
Tanjong Bidara Beach Resort, Melaka.

E29. 2015

Islamic Spirituality As An Element of Art Appreciation

Co-Researcher

ISME INTERNATIONAL COLLOQUIUM (ISME 2015),
Tanjong Bidara Beach Resort, Melaka.

E28. 2015

How Anthropomorphism Facilitate Interaction in Brand Design

Main Researcher

INTERNATIONAL COLLOQUIUM OF ART AND DESIGN
(**I-CADER 2015**), Bayview Hotel, Langkawi, Kedah.

E27. 2014

Anthropomorphism in Political Cartoon: Case study of the 1965 Malaysia-Indonesia Confrontation

Main Researcher & Presenter

INTERNATIONAL CONFERENCE OF ART & DESIGN
RESEARCH (**I-CADER 2014, IEEE**), City Bay View Hotel,
Penang, 7- 9 April , 2014

E26. 2014

Vision 2020 Banknotes Revisited: A Semiotic Analysis of the Third Series Malaysian Banknotes

Co- Researcher

INTERNATIONAL CONFERENCE OF ART & DESIGN
RESEARCH (**I-CADER 2014, IEEE**), City Bay View Hotel,
7- 9 April , 2014

E25. 2014

Exploring Islamic Principles in Teaching and Learning of Graphic Design

Main Researcher & Presenter

ISLAM & MELAYU COLLOQUIUM (**ISME 2014**) organized
by Faculty of Art & Design, 29 Jun 2014 UiTM Melaka.

E24. 2014

Wang Kertas Wawasan 2020: Tinjauan Semula Terhadap Wang Kertas Malaysia Siri Ketiga Melalui Pendekatan Analisa Visual

Co- Researcher

THE 9TH INTERNATIONAL MALAYSIAN STUDIES
CONFERENCE 2012 (**MSC9**) organized by UKM on 18-20
August 2014 Universiti Kebangsaan Malaysia (UKM), Bangi,
Selangor, Malaysia.

E23. 2014

Islamic Principles in Graphic Design

Main Researcher

GADING BUSINESS & MANAGEMENT JOURNAL
Universiti Press, UiTM Pahang.

E22. 2014

*“Wang Kertas Malaysia Siri Pertama” Sebagai Simbol
Sebuah Negara Merdeka*

Co-Researcher

SEMINAR INSTITUT ALAM DAN TAMADUN MELAYU
(**ATMA**) Universiti Kebangsaan Malaysia.

E21. 2014

“Seni Lukis Kreatif di Penjara Sg. Udang Melaka”

Main Researcher

ANUGERAH KECEMERLANGAN PERHUBUNGAN
INDUSTRI DAN MASYARAKAT, (**AKPIM 2014**). DATC,
UiTM Shah Alam.

E20. 2013

*Freytag’s Pyramid: An Approach for Analysing The
Dramatic Elements and Narrative Structure in Film
Negara Malaysia’s First Animated Cartoon*

Main Researcher

SYMPOSIUM ON HUMANITIES, SCIENCE AND
ENGINEERING RESEARCH 2013 (**SHUSER 2013, IEEE**)
Hard Rock Hotel, Pulau Pinang, 23-25 Jun, 2013

E19. 2013

“Cetakan Artifak Budaya Pada Wang Kertas Malaysia”

Co-Researcher

Seminar Antarabangsa Arkeologi, Sejarah & Budaya Di Alam
Melayu, Institut Alam & Tamadun Melayu (**ATMA**), UKM
Bangi Selangor. 26 -27 November , 2013

E18. 2013

*Lendu International Art Camp (**LIAC 2013**)*

Participant

UiTM Melaka, 26 -27 November , 2013

E17. 2013

RASA 2013 (Silver Award)

Co-Researcher

Research Innovation, Invention & Design, (**RIID 2013**),
UiTM Melaka. 26 -27 November , 2013

E16. 2012

*Using Freytag’s Pyramid as a Research Analysis Model for
Analyzing Malaysia’s First Animated Film*

Main Researcher

ART & DESIGN INTERNATIONAL CONFERENCE (**ANDIC
2012**) organized by FSSR, UiTM Shah Alam, Selangor.
18-19 April Hotel Concorde

E15. 2012

Monotype Corsiva: The Pretty Ugly Font

Main Author

ARTikel magazine

Vol. 1, 2012. ISSN 2232-187X

E14. 2012

Tunas Ilham 9 Montage

Main Author

ARTikel magazine
Vol. 2, 2012. ISSN 2232-187X

E13. 2012

Non-linear and Interactive Storytelling for Children's Book
Co-Researcher
AKEPT 2nd Global Annual Young Researchers Conferences
& Exhibition 2012
Pan Pacific Hotel, Melaka. 29-31 October, 2012

E12. 2012

Ilham Lenjo
Art Exchange 2012 Jogjakarta, Indonesia
Exhibition Participant

E11. 2012

How Science Enhance Animation
Main Author
ARTikel magazine
Vol. 4, 2014. ISSN 2232-187X

E10. 2012

Anthropomorphic Mascot for SUKMA Games (1990-2010)
Main Author
Jurnal INTI
Jan - Dis 2011/2012 Jilid 19 & 20
ISSN 0126-5822

E9. 2012

*The Evolution of Visuals On Malaysian Ringgit: A Study Of
Form, Content & Context*
Co-Researcher
THE 8TH INTERNATIONAL MALAYSIAN STUDIES
CONFERENCE 2012 (MSC8) organized by UKM on 9-11
Julai 2012 Universiti Kebangsaan Malaysia (UKM), Bangi,
Selangor, Malaysia

E8. 2012

*Reviving Malay Identity Through Experimental
Typography*
Co-Researcher
Seminar Penyelidikan Jawi & Manuskrip Melayu 2012
organized by CITU, UiTM pada 21 Mei 2012, UiTM Shah
Alam, Selangor, Malaysia

E7. 2010

*Hikayat Sang Kancil Revisited: A Formalistic Perspective of
the First Made in Malaysia Cartoon Animation (Best Paper
Award)*
Main Researcher & Presenter
INTERNATIONAL CONFERENCE ON ARTS, SOCIAL
SCIENCES & TECHNOLOGY (**ICAST 2010**)
Gurney Hotel, Penang 24-25 February,

E6. 2010

*Anthropomorphic Multi-Sport Mascot: A Case Study of
SUKMA XIII Melaka 2010 Mascot Design*

Main Researcher
INTERNATIONAL CONFERENCE ON ARTS, SOCIAL
SCIENCES & TECHNOLOGY (**ICAST 2010**) Gurney Hotel,
Penang 24-25 February, 2010

E5. 2010

Analyzing the first Malaysian animated film “Hikayat Sang Kancil”

Main Researcher & Presenter
INTERNATIONAL CONFERENCE ON SCIENCE & SOCIAL
SCIENCE RESEARCH 2010 (**CSSR 2010, IEEE**) Seri
Pacific Hotel, Kuala Lumpur, 5-7 December, 2010

E4. 2010

*Disaster for Laughter: Understanding the Violence of
Slapstick Animated Cartoon (SAC)*

Main Author
Jurnal Skrin Malaysia
Vol. 6. 2010. ISSN 1823-1020

E3. 2008

*Emphasizing Visual Appeal in Corporate Video Production:
Case study in UiTM Melaka*

Main Researcher & Presenter
Research Management Institute (RMI), Universiti Teknologi
MARU.

E2. 2008

*“Potensi Media Online Sebagai Medium Pengajaran &
Pembelajaran Bagi Program Diploma Seni Lukis dan Seni
Reka di FSSR UiTM Melaka”*

Main Researcher & Presenter
Research Management Institute (RMI), Universiti Teknologi
MARU.

E1. 2005

*A Visual Analysis of Packaging and Labeling Design For
Snack Foods in Context of Small And Medium
Enterprises(SME) in Melaka*

Main Researcher & Presenter
CONFERENCE ON SCIENTIFIC & SOCIALRESEARCH
(**CSSR 2005**), Primula Beach Resort, Kuala Terengganu.
10-12 June 2005

**DESIGN &
INNOVATION**

*F1-F16
click here
to preview*

F18. 2017

*Batik Stretcher For Art Therapy Session (**SILVER
MEDAL**)*

Co-researcher
Melaka International Intellectual Exposit (MIIEEX 2017)
organized by Bahagian Penyelidikan, Jaringan Industri &
Alumni (PJI& A) UiTM Melaka, 8 November 2017

F17. 2017

*Cakap (**SILVER MEDAL**)*

Co-researcher

Melaka International Intellectual Exposit (MIIEX 2017)
organized by Bahagian Penyelidikan, Jaringan Industri &
Alumni (PJI& A) UiTM Melaka, 8 November 2017

F16. 2016

Permainan Video Sejarah Kesultanan Melayu Melaka
(GOLD MEDAL)

Co-researcher

Melaka International Intellectual Exposit (MIIEX 2016)
organized by Bahagian Penyelidikan, Jaringan Industri &
Alumni (PJI& A) UiTM Melaka, 7-8 December 2016

F15. 2016

*Design in Jawi Typeface to Enhance the Quality of Modern
Design (GOLD MEDAL)*

Co-researcher

Invention, Innovation & Design Exposition 2016
(IIDEX2016) organized by Research Innovation Business
Unit (RIBU) UiTM Shah Alam Selangor, 20-23 September
2016

F14. 2015

Ready to Biz (BRONZE MEDAL)

Main Researcher

National Invention, Innovation, Design & Research (FIM
NIIDR 2015) organized by Faculty of Information
Management FIM) UiTM Shah Alam Selangor, 23
November 2015

F13. 2015

The Santai Point (BRONZE MEDAL)

Main Researcher

Melaka International Intellectual Exposit (MIIEX 2015)
organized by Bahagian Penyelidikan, Jaringan Industri &
Alumni (PJI& A) UiTM Melaka, 8-9 December 2015

F12. 2015

Art of Money Activity Book (SILVER MEDAL)

Co Researcher

Invention, Innovation & Design Exposition 2016
(IIDEX2015) organized by Research Innovation Business
Unit (RIBU) UiTM Shah Alam Selangor, April 2015

F11. 2015

Shahabbah App (BRONZE MEDAL)

Main Researcher

Invention, Innovation & Design Exposition 2016
(IIDEX2015) / organized by Research Innovation Business
Unit (RIBU) UiTM Shah Alam Selangor, April 2015

F10. 2015

Typographic Jawi Scripts (BRONZE MEDAL)

Co Researcher

Invention, Innovation & Design Exposition 2016
(IIDEX2015) / organized by Research Innovation Business
Unit (RIBU) UiTM Shah Alam Selangor, April 2015

F9. 2015

Shahabbah App (GOLD MEDAL)

Main Researcher

Invention, Innovation, Art & Design (IIAD2015) organized
by Faculty of Art & Design UiTM Shah Alam Selangor, April
2015

F8. 2015

Typographic Jawi Scripts (GOLD MEDAL)

Co Researcher

Invention, Innovation, Art & Design (IIAD2015) organized
by Faculty of Art & Design UiTM Shah Alam Selangor, April
2015

F7. 2015

Art of Money Activity Book (GOLD MEDAL)

Co Researcher

Invention, Innovation, Art & Design (IIAD2015) organized
by Faculty of Art & Design UiTM Shah Alam Selangor, April
2015

F6. 2014

*E-Self Learning: An Online Games For Self Learning
(SILVER MEDAL)*

Co Researcher

Invention, Innovation, Design on E Learning (IIDEL 2014)
organized MEIPTA & UiTM Shah Alam Convention Center
(SACC)

F5. 2014

*Lendu International Art Camp (LIAC) Satu Projek Seni
Untuk Membina Komuniti*

Co Researcher

Research Innovation, Invention & Design (RIID 2014),
organized by Bahagian Penyelidikan, Jaringan Industri &
Alumni (PJI& A) UiTM Melaka UiTM Melaka

F4. 2014

*Pasar Karat Dondang Sayang (PKDS) sebagai model
Mengubat 'Fobia Seni' di Kalangan Orang Awam*

Co Researcher

Research Innovation, Invention & Design (RIID 2014),
organized by Bahagian Penyelidikan, Jaringan Industri &
Alumni (PJI& A) UiTM Melaka UiTM Melaka

F3. 2013

*"Sahabbah App": Solving Communication Problem for
Malaysian pilgrims performing Hajj or Umrah (SILVER
MEDAL)*

Main Researcher

Invention, Innovation & Design (IID 2013) UiTM Johor, 19
Sept, 2013

F2. 2010

SUKMA XIII Mascot Design (BRONZE MEDAL)

Main Researcher

Invention Innovation & Technology Exhibition ITEX
2010, Kuala Lumpur Convention Center, KLCC, Kuala
Lumpur 14-16 May, 2010

F1. 2009

*Restoring Malay Identity through experimental
Typography*

Co-researcher

Invention Innovation & Technology Exhibition ITEX 2009
Kuala Lumpur Convention Center, KLCC, Kuala Lumpur
15-17 May, 2009

ART EXHIBITIONS

G1-G7

G8. 2019

"Melaka Chiang Rai Art & Culture"

18-23 Feb 2019

Participant

Chiang Rai Rajabhat University, Chiang Rai, Thailand

G7. 2018

"Art Educare"

7-8 Mac 2018

Participant

Universitas Sebelas Maret, Solo, Indonesia

G6. 2016

"Ikon P Ramlee"

7-8 Dec 2016

Participant

Galeri Seni UiTM Melaka

G5. 2016

"Think Things"

April 2016

Participant

Galeri Seni UiTM Melaka

G4. 2015

"4D"

19 May 2015

Participant

Galeri Seni UiTM Melaka

G3. 2013

"RASA 2013"

Participant

Halia Inc. Quayside Hotel, Banda Hillir Melaka, 2013

G2. 2008

"Belek-Belek"

Exhibition Participant

Art & Design Exhibition at NN Gallery, Kuala Lumpur

G1. 2006

“Otak-Otak Selatan”
Exhibition Participant
Galeri Seni Yayasan Warisan Johor

**REVIEWED
CONFERENCE
PAPER**
H1-H6

H5. 2016
*"Ilustrasi Poster Kempen Alam Sekitar Dalam Simbol
Kebudayaan"*
Reviewer
3rd ISME International Colloquium (**ISME 2016**)
UiTM Kampus Bandaraya 27-28 Dec, 2016

H5. 2016
*"Persona Komunikasi Tipografi Di Dalam Artifak
Kartografi"*
Reviewer
3rd ISME International Colloquium (**ISME 2016**)
UiTM Kampus Bandaraya 27-28 Dec, 2016

H4. 2016
"Malay Bengkung: Traditional to Contemporary Design"
Reviewer
Art and Design International Conference 2016 (AnDIC 2016)
"Cyberology: Transformation of Tradition and New Trends in
Contemporary Art and Design". Concorde Hotel, Shah Alam,
Selangor, Malaysia, 9 - 12 October 2016

H3. 2016
"Plagiarism in Graphic Design"
Reviewer
Art and Design International Conference 2016 (AnDIC 2016)
"Cyberology: Transformation of Tradition and New Trends in
Contemporary Art and Design". Concorde Hotel, Shah Alam,
Selangor, Malaysia, 9 - 12 October 2016

H2. 2014
Preventing Childhood Obesity Through Poster Design
Reviewer
International Conference of Art & Design Research
(I-CADER 2014, IEEE), City Bay View Hotel, 7- 9 April, 2014

H1. 2014
*Traditional House of Negeri Sembilan : Interior Layout
Plan and Relation To Compatibility Islamic Principles and
Matrilineal*
Reviewer
International Conference on Islamic, Business, Art, Culture
& Communication (ICIBACC 2014)
Hotel Equatorial, Melaka, 26- 27 August, 2014

**POST GRADUATE
SUPERVISOR**
I1-I4

I4. 2017
Co-supervisor for PhD's candidate
*The usage of Art Fundamental in Contemporary Landscape
Painting in Malaysia*
Shahariah Bt Mohd Rashidi

AD990, Faculty of Art & Design, UiTM Shah Alam, Selangor,
Malaysia

I3. 2016

Co-supervisor for PhD's candidate
Analisis Semiotik Dalam Kartun Politik Zunar
Noor Hazaleen Bt Saad
AHA 110032
Fakulti Sastera & Sains Sosial, University Malaya, Selangor,
Malaysia

I2. 2016

Co-supervisor for PhD's candidate
*A Study on Patient: Educational Materials Distributed by
Health Education Division*
Muhammad Nur Firdaus B. Nasir
AD990, Faculty of Art & Design, UiTM Shah Alam, Selangor,
Malaysia

I1. 2016

Main supervisor for Master 's candidate
*The Effectiveness of Corporation Rebranding Design: Case
Study of Petronas*
Amina Syafrina Bt Abu Bakar
AD780, Faculty of Art & Design, UiTM Shah Alam, Selangor,
Malaysia

EXAMINER

J1-J4

J4. 2018

Examiner for PhD's candidate (Visual Communication &
New Media)
*Instructional Animation Design: The Influence Of Render
Style At
The Cognitive Stage Of Psychomotor Learning*
Terry Bin Lukas @ Lucas (2013132637)
AD990, Faculty of Art & Design, UiTM Shah Alam, Selangor
Malaysia

J3. 2016

Examiner for PhD's candidate (Visual Communication &
New Media)
*Visual Effectiveness of An Iconic Character: Case Study of
Mat From Lat The Kampung Boy*
Juhanita Binti Jiman (2009170607)
AD990, Faculty of Art & Design, UiTM Shah Alam, Selangor
Malaysia

J2. 2016

Examiner for Master's candidate (Visual Communication &
New Media)

*A Study On The Effectiveness of 3D Visualization Software
in The Context of Architectural Visualization*
Muhammad Aliff Bin Ali Azizan (2013232066)
AD780, Faculty of Art & Design, UiTM Shah Alam, Selangor
Malaysia

J1. 2016

Examiner for Master's (Visual Communication & New
Media)

*Visual Preservation of Malaysian heritage Building
Through High Dynamic Range*

Spherical Panorama: The Cheong Fatt Tze Mansion

Muhammad Jafni Binti Jiman (2009627768)

AD780, Faculty of Art & Design, UiTM Shah Alam, Selangor
Malaysia

RESEARCH GRANT

K1-K6

K6. 2018-2020

*The Identity of Malaysian Banknotes Design: A Study on
Form, Content & Context to the Construction of National
Identities*

Social Science and Humanities

RMI CODE:

SPONSORHIP CODE: (Ref:

FRGS/1/2018/SSI07/UITM/02/5)

K5. 2015-2017

*The Visual Communication Effect Of Anthropomorphism On
Consumers' Perception And Attitude Towards Malaysian
Brand Design*

Social Science and Humanities

RMI CODE: 600-RMI/FRGS 5/3 (16/2015)

SPONSORHIP CODE:

FRGS/1/2015/SS03/UITM/02/7

K4. 2006

Potensi Web Sebagai Medium Pengajaran bagi Program
Diploma Seni Lukis Dan Seni Reka: Kajian Kes Di Kalangan
Pensyarah Dan Pelajar Fssr Di Uitm Melaka

Social Science and Humanities

RMI CODE: 600-IRDC/SSP 5/3/1817

K3. 2006

*Emphasizing Visual Appeal In Corporate Video Production:
Case Study In Uitm Melaka*

Social Science and Humanities

RMI CODE:600-IRDC/SSP/ 5/3/RSP (100/2008)

K2. 2004

*A Visual Analysis Of Packaging And Label Design For Snack
Food In Context Of Small And Medium-Size Enterprises
(Sme) In Melaka*

Social Science and Humanities

RMI CODE: 600-BRC/SSP. 5/3/987

K1. 2004

“Tinjauan Tentang Tahap Kemahiran Penggunaan Perisian-Perisian Grafik Para Pelajar Peringkat Diploma Jabatan Seni Reka Grafik Dan Media Digital Fssr Uitm Kampus Melaka Dan Kampus Perak”

Social Science and Humanities

RMI CODE: 600-IRDC/SSP 5/3/1819

PUBLICATION

L1-L10

L10. 2018

The Potential of Floral Motif in Malay trextille Embriodery: A Formalistic Analysis

Co- Researcher

Journal Pengajian Melayu. Volume 12, Issue 2, June 2018.

Volume 29, No 1, 2018.

<https://ejournal.um.edu.my/index.php/JPM/article/view/15374>

L9. 2018

How Anthropomorphic Elements Food Packages Educate and Persuade Consumers on Value

Journal of Economic and Management Perspective. Volume 12, Issue 2, June 2018.

<http://jemp.org/volume-12-issue-2-june-2018-progress/>

L8. 2017

Proceedings of the Regional Conference on Science, Technology and Social Sciences (RCSTSS 2016) (Proceedings)

Corporate Rebranding Design of Aviation Company in Malaysia: Case Study of Rayani Air

Springer

L7. 2017

Contemporary Issues in Islamic Economic Development, Management and Philantrophy (Chapter in Book)

Halal Vs Non Halal Cosmetic: Positioning in Malaysian Market

Universiti Press, UiTM

L6. 2015

LIAC VS SOLO: Jejak Seni Komuniti (Chapter in Book)

Representasi Imej Kampung dalam Iklan Video Hari Raya 2014 Petronas

Fakulti Seni Lukis & Seni Reka

UiTM, Melaka

L5. 2014

Vision 2020 banknotes revisited: A semiotic analysis of the third series of Malaysian ban)knotes (Chapter in Book

Anthropomorphism in political cartoon: Case study of the 1965 Malaysia-Indonesia confrontation

Springer

L4. 2014

*International Colloquium of Art and Design Education
Research (i-CADER 2014) Chapter in Book
Anthropomorphism in political cartoon: Case study of the
1965 Malaysia-Indonesia confrontation*
Springer

L2. 2014

Basic 3D Modelling (*ebook*)
Fakulti Seni Lukis & Seni Reka
UiTM, Melaka

L1. 2006

Asas & Rekaletak Tipografi (Text Book)
Upena
UiTM, Shah Alam