



ON POINT

Issue 1, 2020

Making

Ideas

Happen

eISSN 2716-5914



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Making Ideas Happen

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FOR THE BOLD THINKERS AND REBELLIOUS CREATIVES

Dear Students, Colleagues and Friends,

In compiling of the submissions of this newsletter, I was struck by the range of projects carried out by our institute for the past year, and the diverse areas of visual art and design filled by our undergraduate and current graduate students. All this was a vivid reminder that art is one of the most interdisciplinary fields in the humanities, encompassing all the disciplines in addition to the visual arts per se: history, religion, politics, anthropology, music, economics, literature, science, classics, and almost any field one could name. We are often called upon to delve into, and even master - in order to understand and interpret images and objects.

Even if our students do not continue on in the field as academics or professionals, their training in art will have prepared them for careers in a range of fields that knows no boundaries—as perhaps no other discipline could.

As the grand stature of the UCSI University had gained as top private university in Malaysia for two consecutive years according to the QS World University Ranking, the burden to hold of our shoulders begun to weight heavier for us to carry the and to place ourselves to arrive better than the day before.

Art and design is not something that could be easily quantified and measured at constant expectations. Achievements and impacts are not commonly seen at an immediate standing, but it is always based on the premises of the makers to be the outcast, the outliers. Results are never seen and could be measured immediately, until the desire struck the audiences hard and true... much, much later.

The creative odd ducks are always of the restless and relentless, as they go on the path on the road less travelled. The muse has always been the bane to the enforcers (some may seem to think), as artists always have the power to entice. Napoleon had uttered, “Imagination rules the world”, and even Plato’s view of music (much like the visual counter-part), “Music is a moral law. It gives soul to the universe, wings to the mind, flight to the imagination, and charm and gaiety to life and to everything”. In short, artists never fights the system as all might think... actually, they never cared to be harnessed with a set of blinkers in the first place.

Doing art inter-dependant of aesthetic, cultural expectations, vernacular tradition, craft and representation, geo-political alignment of the maker and audiences. We work differently from one faculty to another, and the results differs based within the talents that lies within and to lead and aspire one another.

This newsletter will serve us as a platform to look back and to progress further. We are standing now from the strength of the past; which oscillating between future and

Editorial Team:



Assistant Professor Shahfida

Shahfida, a dedicated senior lecturer who cares about students’ development. Apart from teaching and supervising mostly final year students for Diploma and Degree level, she is still practising design especially involving projects for the University.



Sean Calvin Yong

Specialised in visual identity, branding and marketing, Sean thrives on identifying possibilities. He believes that everyone is limitlessly creative – that he always reminds students to think creatively, strive to be the best with honesty and be confident in all of their doings.



Muhammad Bathoulullah

Bat’s forte is more into graphic design especially branding, corporate design, packaging and typography. He always believes that every student can grow up with their own brand one day in any type of business.



Alex Goh Wei Lok

Alex is known for his skills as a conceptual artist. He is passionate about design, and he involves himself as character and environment designer in the industry. He guides students to go beyond their limits.

Assistant Professor Dr Azril

Magnificent outfit collections at the “Green Valley” graduation fashion show

11 graduating students from Bachelor of Arts (Hons) Fashion Design with Marketing and 2 students from the Diploma in Fashion Design successfully put their collections onto the runway.



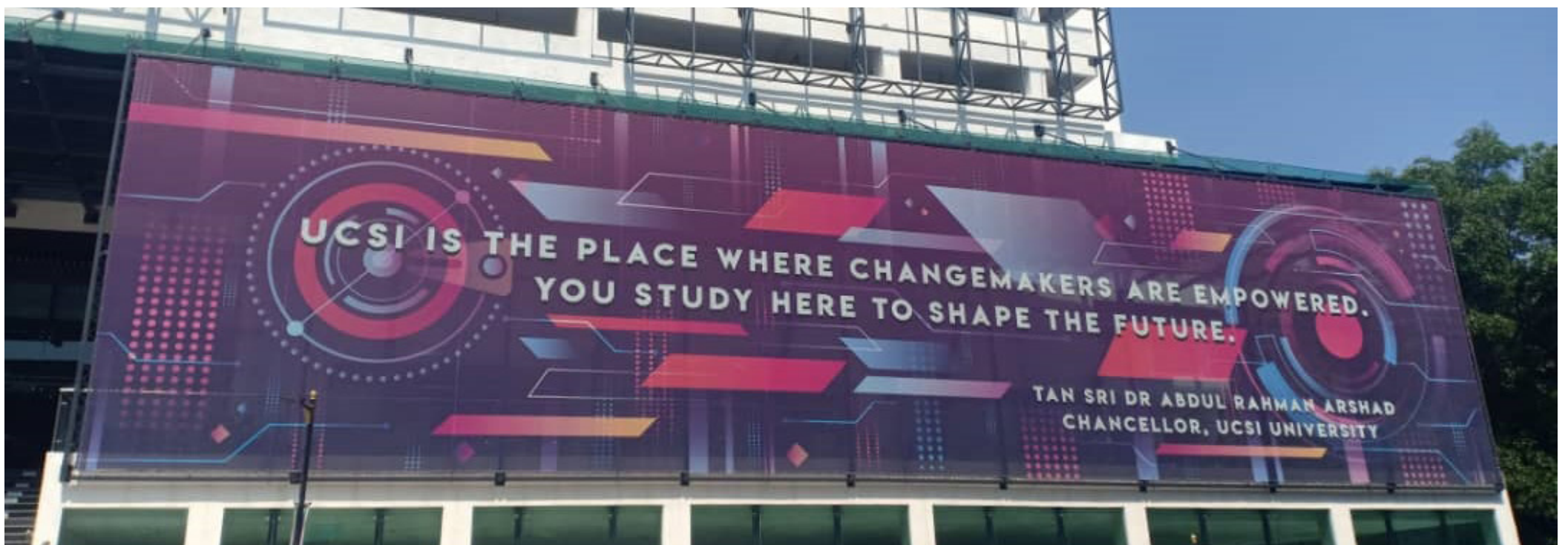
Display Creativity Through “Integration” Portfolio Showcase

“Integration” was conducted by 26 graduating students from different majors in Bachelor’s and Diploma degrees in Graphic Design, Multimedia Design and 3D Animation Design by portraying their creative abundance yet formulated simplicity of contemporary design.

It was more than just hands-on events that encourage students to achieve their fullest potential, this 3-days showcase conducted to help students learn and acquire soft skills, especially teamwork and event organising. “Integration” gave good public awareness needed and it helped connect our students with potential clients and creative industry players. Some of many students secured their work placement opportunity during the showcase.



The Breadth of Creative Talent



Graphic Design students, Xin Tian, Kit Yee and Hongli helped to design the banner for Block G area.

A Painting Competition to encourage creative expression among youth Creative Challenge 2019

Supporting the United Nation’s Sustainable Development Goals (UN SDGs), the mySENI 2019 painting competition encouraged secondary students in express their ideals of going green to ensure a sustainable, prosperous and equitable future.

UCSI had allocated a total of RM735,000 in bursaries and scholarships for the event. A total of 40 finalists were shortlisted in the slightly more than two-month long annual campaign. Jeannie Tew (Hin Hua High School) won the grand prize that came in the form of RM10,000 in UCSI Bursary, RM2,000 in cash, and a certificate of participation. Other prizes were given to a first runner-up, a second runner-up and five others as consolation prize winners. Each winner walked home with bursaries and scholarships from UCSI, as well as cash prizes from event partner, Guocoland.

The Prize Award Ceremony was attended by former director-general of National Art Gallery Malaysia, Dato’ Mohd Yusof Ahmad. He described the event as a meaningful competition that acknowledged the artistic talents of the younger generation, especially in articulating their ideas and ideas of the country.



Graphic Design students won Special Mention Prize for Love My Palm Oil 90

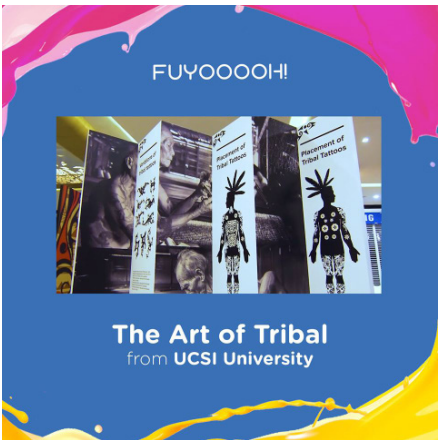
Mark Ryan Kimura and Zhan Hui Lam, rose to the occasion and managed to obtain the Special Mention Prize in the contest. Both graphic design students, also known as “The Last Minute Men” displayed full creativity in producing the desired video on “100 Facts about Palm Oil”, choosing to sing their hearts out through lyrics they wrote themselves.

“It was a last minute decision for us to join this competition. One-month duration is definitely short period of time to write the lyrics or even producing a music video. But we believe that anything can happen and our lecturer, Miss Athirah also has helped us from the very beginning, thus, it somehow makes us feel secure,” Mark shared his experience.



Young artists converge creativity in Fuyoooooh! Creative Challenge 2019

Three teams of our students successfully participated and displayed their artistic artworks in Atria Shopping Gallery in Damansara Jaya. Organised by KB Colour Image Sdn. Bhd., this Fuyooooh! Creative Challenge seized opportunity for all arts students to design and develop conceptual ideas of a utopia.



An initial step to empathise and raise the awareness of people about dyslexia

Dyslexia are still being misunderstood, and being ignored or treated as a problem in misdiagnosed behaviour problem, lack of motivation, vision, or auditory problem.

Article by: Fonita Theresia Yoliando (ICAD's Postgraduate candidate, 2019), edited by Dr Khairul Azril Ismail (AP)
BOOX : AN AUGMENTED REALITY CAMPAIGN FOR DYSLEXIA

Even the greatest minds like Albert Einstein, Pablo Picasso, John Lennon, Steven Spielberg, Walt Disney, Leonardo Da Vinci, John F. Kennedy, Tom Cruise, or Percy Jackson, Muhammad Ali; are all dyslexic in various levels. Note the common list here tends to be much more artists in their own rights. In more common, yet unfortunate cases, an afflicted child will always get an earful to study harder, even to some extreme, being left out and bullied by peers, educators, even their own parents into submissive and depressive state.

Believe it or not, it was noted rather modest of 5% people are dyslexic and the lack of informed decision making by the educators and parents had not grasp the real meaning of the affected child's problem it until they grow as an adult. It is caused by the level of awareness of dyslexia that is still in alarming condition. However, current indicator had noted with at least 30% are dyslexic from our neighbouring country, Indonesia... this, hypothetically, could mean that we might be sharing the similar numbers here in Malaysia.

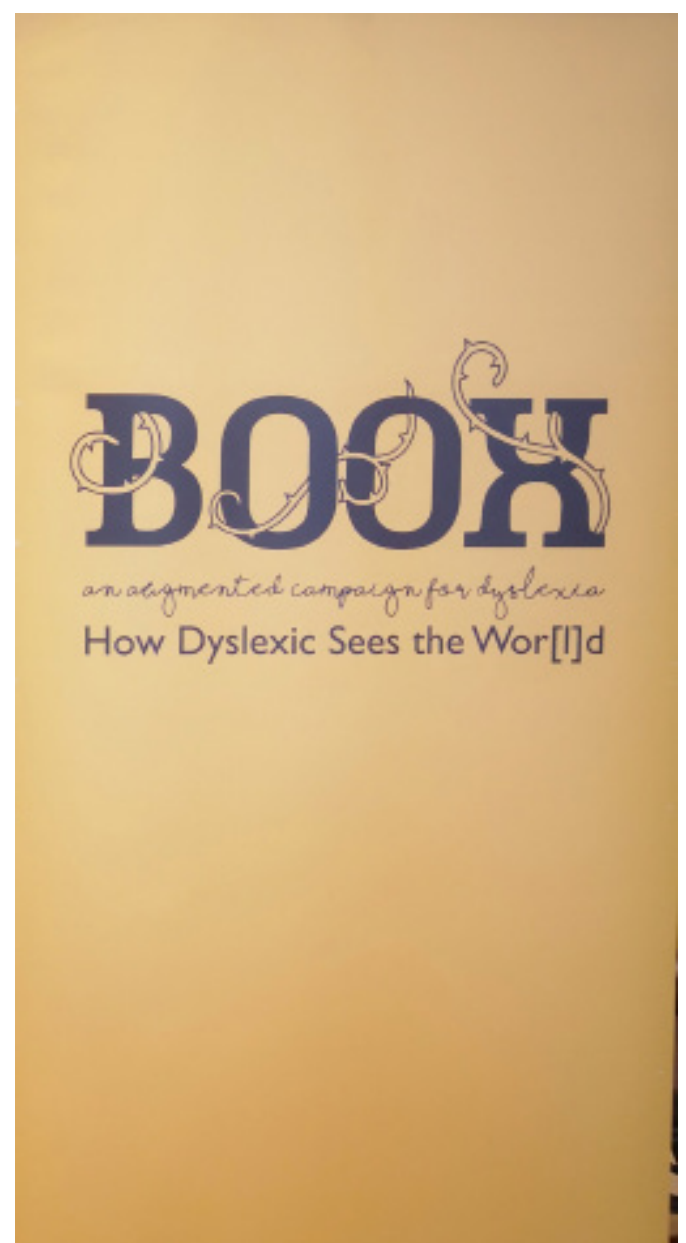
Dyslexia is still being misunderstood, and being ignored or treated as a problem in misdiagnosed behaviour problem, lack of motivation, vision, or auditory problem. In fact, dyslexia is a complex information processing problem issue in the brain which can be happened to anyone from any background which is categorised as one of the most common learning disabilities. Visual perceptual distortion is the most unique symptom of dyslexia which caused the person sees letters to run, jump, dance, rotate, multiply, fade, or others.

In general, there are seven observable visual distortion of dyslexia: halo, blurry, rivers, wash out, shaky, swirl, and seesaw. Even though dyslexia is a lifetime matter that could not be cured but it can be treated through a proper assessment and education method. That is why an early diagnosis is considered beneficial for dyslexic's future. In order to do that, raising awareness and giving sufficient information to parents and teachers are the first step that we can take now.

Triggered by that perspective, the 'BOOX' project from De Institute of Creative Arts & Design (ICAD) comes as an initial step to empathise and raise the awareness of people about dyslexia. The programme consisted of an exhibition in the form of an augmented giant book that visualises visual distortions experienced by dyslexics. The exhibition by the arts and design students include seminars and sharing sessions and relay games with prizes.

The first exhibition in Indonesia was held on 21 September to 6 October 2019 at Gramedia World Bookstore BSD, Tangerang, Banten. The event attracted quite a number of people from several age groups, especially young parents (20-39 years old). The seminar and exhibition have attracted a total of 92 participants and 215 visitors respectively. The three speakers in the opening ceremony were Dr Eng. Sumarsono, SE., MT., OCP, CEO and founder of Dyslexia Center Indonesia, Asih Nur Imda, M.Psi., a consultant psychologist of Pantara Special School, and Elia Adawiyah, S.Pd., a specialist teacher of Pantara Special School (Topic : Smart with Different Ways of Learning). This research paper initiative has been selected to be original and widely considered among the top universities in Indonesia.

The BOOX project has received many suggestions to reach out schools in sharing this information and awareness. We believe that having parents and teachers to understand about dyslexia is the most crucial as-



pect to create a better environment and provide a better education for dyslexic people.

For local initiatives, the BOOX project collaborated with Idrissi International School (a 5-star in Quality Standards for Private Education Institution (SKIPS) for their practice as an Eco-Islamic International School, over in Setia Alam, Selangor for their Open Day's exhibition; and in part of their "Golden Wonders Of The World" at the Movenpick Convention Centre in KLIA in collaboration with the said school partner. In this event, ICAD students' artworks (interactive posters, infographic, documentary video, motion graphic, 2D animation video), experience the augmented reality book about dyslexia.

In conclusion, we know that dyslexia is not a matter that can be solved single-handedly, not by government, not by schools, not by parents, but by US. ALL. TOGETHER. It is not the condition that matters but the decision to take the first step to change. Because everything begins with a single small step and this can be 'that' step as long as you are with us.





Learning outside of the classroom is obviously a better and most effective way to inspire students. Students usually benefit from being involved into different activities. Combining experience-based learning into our syllabus, our lecturers are committed to help students feel the industry better and become more concerned about industrial practices.



Arts appreciation is also developed from field trips. Students learn to get inspiration for their assignments and projects.

There are a huge range of educational opportunities that lie outside the conventional classroom. Field trips enable students to view the different departments of an organisation and gain in-depth explanations of their functions and practices. The high quality field trips experience has been a major part of all programmes. Students are exposed to the sharing of the current software and technologies, production workflow, as well as the potential career pathways.



