

Volume 3 (2025)



# RMU e-Bulletin



**Research Management Unit**  
Universiti Teknologi MARA Cawangan Kedah

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# Embracing New Horizons: A Fresh Start for 2025



As we stand at the threshold of a new year, I welcome you to RMU4U Third Edition (January 2025). The start of a new year symbolizes renewal, an opportunity to recalibrate our aspirations and refresh our collective commitment to academic excellence, research endeavours, and impactful scholarly contributions.

The year 2024 saw significant progress within our academic and research community. It was a testament to the passion, perseverance, and creativity of all members of the UiTM Kedah family. As we reflect on those accomplishments, let us also look ahead with determination to elevate our efforts in research, publication, and innovation. Let 2025 be the year we chart new pathways for discovery and collaboration, bringing our work to greater heights.

This year, I encourage all of us to reaffirm our scholarly goals by setting clear, measurable targets for research outputs, impactful writings, and knowledge sharing, aiming to contribute meaningfully to society both locally and globally. Let us strengthen research collaborations by building networks across disciplines, faculties, and institutions to foster cross-disciplinary solutions to real-world challenges. At the same time, we must focus on innovation by exploring new ideas, embracing digital tools, and pioneering creative solutions that align with global trends and local needs. Above all, let us support each other by sharing expertise, mentoring the next generation, and collaborating to overcome challenges, creating a thriving research ecosystem where everyone uplifts one another.

Let this be a year where we balance ambition with reflection, passion with purpose, and innovation with impact. The Research Management Unit (RMU) remains steadfast in supporting your research journey through resources, platforms, and opportunities for growth.

As we embark on this new chapter, I wish each of you the strength to pursue your aspirations and the resilience to overcome any obstacles. Together, let us make 2025 a year of breakthroughs, achievements, and shared successes.

**Here's to a productive and inspiring year ahead.**

Sincerely,

*Prof. Dr. Roshima Said*

**Acting Rector, UiTM Kedah**



# A Message from the Chief Editor

Dear Readers,

I am pleased to announce the return of the RMU4U Bulletin with Volume 3, showcasing a diverse array of academic inquiries and professional perspectives across multiple themes. This edition continues our commitment to facilitating intellectual exchange and presenting research that engages with contemporary issues.

In this volume, the Law & Policy theme stands out with the highest number of contributions, featuring 14 papers that explore significant aspects of governance, justice, and societal well-being. These papers highlight the role of legal frameworks and policies in addressing current challenges and contributing to societal development.

Highlighted works include topics such as "Enhancing Access to Justice: The Role, Challenges, and Future of Small Claims Courts in Malaysia" and "Environmental Public Interest Litigation: Broadening Locus Standi to Safeguard Collective Interests," which examine the evolving landscape of legal rights and public interest. Additional discussions, such as "Alternative Dispute Resolution (ADR) in Islamic Banking and Finance in Malaysia" and "Balancing Nature and Faith: Protection and Conservation of Water Resources from the Perspective of Islamic Law," shed light on the interplay between ethics, faith, and law in addressing societal challenges.

In addition to the focus on Law & Policy, this issue covers a range of topics that contribute to understanding innovation and societal change. Articles such as "AI-Driven Recommendations in Mobile Shopping Apps, Podcasts, Animations & Gen Z: Revamping Organizational Behavior Learning, and The Role of Social Media in Shaping Islamic Entrepreneurship" explore the intersections of technology, education, and culture in today's world.

This edition represents the collaborative work of our contributors, whose insights and expertise have shaped the content of this bulletin. We encourage readers to engage with these ideas and consider their implications for further research and practical applications.

I would like to thank the authors, reviewers, and editorial team members who made RMU4U Bulletin Volume 3 possible. We hope this publication serves as a resource for understanding key issues and inspires further exploration.

Thank you for being part of this endeavor. Let us continue to learn and exchange ideas

Warm regards,

Dr Azyyati Anuar  
Chief Editor, RMU4U E-Bulletin



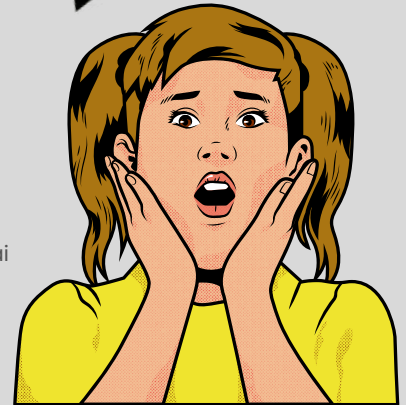


# STRIKING THE PERFECT BALANCE:

## NAVIGATING CREATIVITY AND FUNCTIONALITY IN A COMIC DESIGN

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O'Sullivan (2023) notes that designers widely recognise the challenge of balancing creativity and functionality, particularly in the realm of comics. A comic artist must juggle artistic expression with the need to communicate effectively, capturing the reader's attention and advancing the storyline. Each decision about layout, colour, typography, and character design must be intentional, serving both an aesthetic purpose and the practical goal of storytelling.

At the heart of comic design is the tension between creative freedom and the structured demands of narrative flow. Comics often have specific conventions, such as panelling and speech bubbles, which serve functional roles by guiding readers' eyes across the page in a particular sequence, Gavalier (2022). Breaking these conventions can create dramatic effects, but it risks confusing the reader if overdone. Therefore, a comic artist must find a balance, using creative layout choices that enhance, rather than hinder, the reading experience.

For instance, highly detailed artwork can immerse readers in a visually rich world, showcasing the artist's creativity. However, an overly intricate background or too many visual elements might detract from the central action or dialogue. Cluttered visuals can confuse readers, pulling them away from the narrative. According to Poon (2022), simplifying backgrounds or using strategic focus on characters in critical moments can maintain clarity without sacrificing creativity. A comic artist must decide when to add or subtract detail to serve the story effectively.

### 01 LAYOUT

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### 02 COLOR

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### 03 TYPOGRAPHY

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### 04 CHARACTER



Similarly, colour choices in comics serve both aesthetic and functional purposes. Vivid colours can evoke specific emotions, set the tone, and highlight particular scenes, enhancing storytelling by guiding readers' emotional responses. However, excessive or inconsistent colour usage can confuse readers or dilute the impact of key scenes. By selecting colors that align with the story's mood or switching to black-and-white for specific effects, comic artists strike a balance between creative expression and functional storytelling.

Typography and font choices also play a key role in balancing creativity and functionality. Unique or hand-drawn fonts can convey a character's voice or a particular setting, but they must remain legible. Overly stylised fonts may be artistically pleasing, but they can disrupt the reading flow if readers struggle to interpret the text. Many comic artists opt for custom fonts that retain a unique feel without sacrificing readability, ensuring the story remains accessible to all readers.

Ultimately, a successful comic combines artistic creativity with functional clarity, allowing the story to resonate both visually and emotionally. The designer's dilemma lies in knowing when to push creative boundaries and prioritise readability and clarity. When done effectively, this balance not only tells a compelling story but also leaves a lasting impression on the reader, showcasing the true artistry behind comic design.

## Reference

Gavaler, C. (2022). *The Comics Form: The Art of Sequenced Images*. Bloomsbury Publishing.

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### Biodata of author

Juaini Jamaludin is a dedicated researcher and writer, deeply committed to exploring art and design theory and appreciation. She holds a master's degree in visual art from Universiti Malaya and has a profound interest in art history, visual culture, graphic communication, multimedia, and comic research.





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