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Photovoice in Focus: UiTM Pahang Raub Campus Engages Students in Visual Health Storytelling

**SDG**

20/06/2025 / NOLI MAISHARA NORDIN



**Raub, 27 May 2025** – In an effort to promote healthy living among youth, UiTM Pahang Branch, Raub Campus organised an *Intensive Workshop on Photovoice Techniques for Healthy Lifestyles* involving 20 secondary school students from SMK Mahmud and SMA Al-Falah, Raub.

This half-day interdisciplinary initiative brought together five academic units—the Faculty of Business

Administration (FPP), Faculty of Art and Design (FSSR), Faculty of Computer and Mathematical Sciences (FSKM), Academy of Language Studies (APB), and the Academy of Contemporary Islamic Studies (ACIS)—in collaboration with the two participating schools. The programme reflected UiTM’s commitment to community engagement and holistic learning.

Aligned with the fourth pillar of Sustainable Development Goals— Quality Education, the workshop introduced students to *the photovoice* technique, a participatory method that combines photography and reflection to express personal perspectives and promote social awareness. Participants explored the concept of healthy lifestyles through both images and words.





The day began with Mr Fahmi Bin Samsudin from FSSR, UiTM Melaka, and eleven undergraduate facilitators, who trained students on fundamental photography skills using DSLR and smartphone cameras, to techniques mastering colour, composition, lighting, and the exposure triangle. After the session, a guided photo walk around UiTM Raub's campus allowed students to capture visuals

representing health and wellness.

Later, APB lecturers guided students in using the *SHOWED technique*, a structured method of visual reflection, to help them write descriptive English paragraphs accompanying their photos. This process reinforced both creative expression and language proficiency.

The workshop concluded with a photovoice competition, where students submitted their photographs and written reflections for judging and evaluation. The activity encouraged creativity and critical thinking while deepening students' understanding of healthy living.

The workshop's success highlights UiTM Raub's dedication to innovative, interdisciplinary education and meaningful community outreach. Future programmes are expected to involve more schools and continue empowering youth through engaging learning experiences.



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