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GALERI SENI MERBOK UITM KEDAH



GUNA-GUNA:  
**NYALAKE BUMI  
MATAHARI TERBIT**

Cetusan Kreativiti:  
**EKSPERIMENTASI SENI  
2D & 3D "BAHAN-BAHAN  
KITAR SEMULA"**



Program Lawan  
**Seni Kanvas Keselamatan  
Negara Tahun 2025, Kedah**

Menelusuri Inovasi Lestari:  
**LAWATAN ILMIAH SENI  
ORGANIK NAVETTA DESIGN  
STUDIO, INDONESIA**

EDISI  
EXPRESSING  
CREATIVE  
THOUGHTS

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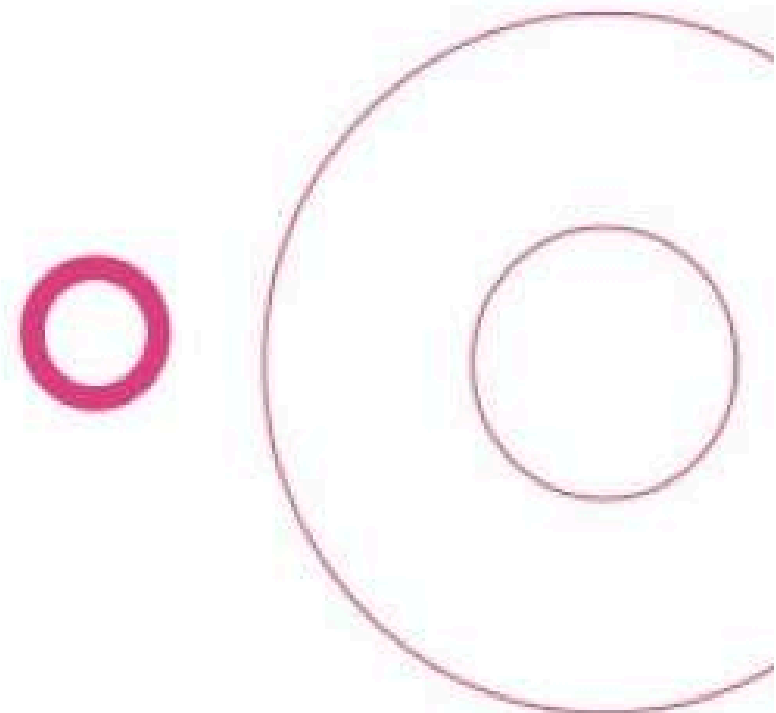
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# Galeri Seni Merbok

## EDISI EXPRESSING CREATIVE THOUGHTS

Alhamdulillah Buletin Galeri Seni Merbok kembali dengan Edisi "Expressing Creative Thoughts" bagi bulan Jun hingga Disember 2025. Pembelajaran secara bersemuka telah dijalankan semula. Sesi hibrid juga telah dikelolakan oleh Universiti Teknologi MARA bagi memenuhi keperluan universiti seiring dengan keperluan semasa. Oleh yang demikian, Galeri Seni Merbok, Fakulti Seni Lukis dan Seni Reka, UiTM Cawangan Kedah telah menerima banyak jemputan bagi mempergiatkan lagi pendedahan program-program di dalam Fakulti Seni Lukis dan Seni Reka di UiTM Cawangan Kedah serta Batik Merbok.

Sehubungan dengan itu, Fakulti Seni Lukis dan Seni Reka, UiTM Cawangan Kedah turut serta dalam program-program terutama berbentuk ilmiah, penglibatan akademik yang mendapat anugerah di dalam pertandingan bertaraf antarabangsa dan terus maju dalam mencari ruang bagi memperkasakan Fakulti Seni Lukis dan Seni Reka.

Diharap agar fakulti ini beroleh kejayaan yang berterusan di masa-masa akan datang dan semoga bahan penerbitan ini mampu dimanfaatkan oleh seluruh warga kampus UiTM Cawangan Kedah.

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# Cultivating Creative Solutions for Food Security: An External Examiner's Perspective on Final-Year Industrial Design Projects

Author: Azhari Md Hashim

## 1. Introduction

Appointed and invited as an external examiner for the Final Year IND4949 Bachelor Project assessment at the Department of Industrial Design, Faculty of Design and Architecture, Universiti Putra Malaysia (UPM). The assessment was conducted over two days, on 7th and 8th July 2025 (Monday and Tuesday), from 9.00 am to 5.00 pm, at Studio IND 4, Industrial Design Department. This exercise is part of the academic quality assurance process, aimed at evaluating the level of knowledge, skills, creativity, and professionalism demonstrated by the final-year students of the Industrial Design program.

## 2. Assessment Details

**Dates:** 7–8 July 2025

**Time:** 9.00 am – 5.00 pm

**Venue:** Studio IND 4, Industrial Design Department, Faculty of Design and Architecture, UPM

**Number of students assessed:** 34 students

**Format of assessment:** Oral presentations, question-and-answer sessions, and demonstration of prototypes and models

Each student was allocated approximately 10–15 minutes for presentation, followed by a Q&A session. The time allocation varied depending on the complexity of the project and the nature of the prototype/model presented. Supervisors were present to support and provide clarification regarding the student supervision process, highlighting their role in guiding, mentoring, and monitoring the students' progress throughout the project.

## 3. Observations and Findings

### 3.1 Student Performance

The students demonstrated a commendable level of creativity, technical ability, and design thinking in addressing the selected theme. Their oral presentations reflected a strong understanding of design methodology, problem identification, and user-centered approaches. Prototypes and models presented were generally well-developed, reflecting significant effort in ideation, material exploration, and functional testing. The Q&A sessions allowed examiners to probe further into the students' rationale and decision-making processes, where most students displayed confidence and readiness in defending their ideas. A few students, however, would benefit from strengthening their communication and critical reflection skills to better articulate their design intent and future improvements.



Figure 1: Assessment process

### 3.2 Theme: Food Security

The overarching theme of Food Security provided a relevant and timely platform for exploration. The topic resonates with current global challenges, making it highly appropriate for academic and professional engagement. Student projects extended beyond basic food availability and security, encompassing dimensions such as:

**i)Education:** Raising awareness of sustainable practices, healthy eating, and resource management.

**ii)Productivity:** Innovative tools, systems, and equipment designed to improve efficiency and reduce waste.

**iii)Marketing & Distribution:** New methods to enhance accessibility, affordability, and equitable distribution of food-related products and services.

This breadth of exploration is commendable, as it demonstrates the students' ability to link industrial design practices with broader socio-economic, cultural, and environmental issues.

### 3.3 Supervisory Support

The role of supervisors was clearly evident during the assessment. Hence, the Supervisors provided academic support and clarification when necessary. Helped contextualize the students' projects within the wider scope of industrial design practice.

Acted as facilitators of knowledge transfer, guiding students through complex stages of research, ideation, and prototyping. This active supervisory involvement contributed positively to the quality of work presented.



Figure 2:  
Before the assessment starts



Figure 3: After the assessment



Figure 4: Photo group of the assessment day

## 4. Strengths Identified

### i.Relevance to Global Issues

Addressing food security showcases students' awareness of sustainability and societal needs.

### ii.Innovation and Creativity

Many projects showed potential for practical application and further refinement.

### iii.Interdisciplinary Potential

Several works demonstrated opportunities for integration with fields such as agriculture, technology, and business.

### iv.Future Potential

Certain projects can be further developed for International innovation competitions, Commercialization opportunities, and Copyright and patent applications.

### v.Extended academic research

Postgraduate study and collaboration with industry.

## 5. Conclusion

The Final Year IND4949 Bachelor Project assessment at UPM successfully showcased the talents, creativity, and design capabilities of 34 final-year Industrial Design students. The theme of Food Security proved highly relevant and inspiring, allowing students to propose impactful and forward-looking design solutions.

Overall, the projects reflected a strong alignment with UPM's mission to cultivate innovative, socially responsible, and globally competitive graduates. With continued support, guidance, and strategic enhancement, many of the students' works have the potential to contribute not only at the national level but also at the international stage of innovation and design.



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