

# BEYOND SPECTRUM: THE DIGITAL PHOTOGRAPHY BOOK

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## ABSTRACT

BEYOND SPECTRUM: the digital photography book - is a compilation of articles from lecturers and selected best artwork from final year students program Diploma in Photography & Creative Imaging, Faculty of Art & Design, UiTM Cawangan Melaka. There are 12 articles written by the lecturer based on the topic in photography; the content is related to what students have learned throughout their studies at the diploma level. Objective of this book is to make innovation through visualization – from ordinary exhibition artwork into book, to show best artwork from final year students Program Diploma in Photography & Creative Imaging, Faculty of Art & Design, UiTM Cawangan Melaka, and to produce academic book for commercial purpose. This book actually inspired from the final year diploma show exhibition of Art & Design Student, UiTM cawangan Melaka. Each of the students try their best to produce the artwork based on the project given as a part of their task to complete the studies. What makes this book special because beside the student artwork, this book also includes one article from the Head of Faculty and 11 articles from the lecture Department of Photography & Creative Imaging, UiTM cawangan Melaka. All the articles from various topics but all of it relate to the photography field. Hopefully Beyond Spectrum - the digital photography book can be used as guidance for other new final year students Program Diploma Photography & Creative Imaging and new beginner photographers who want to know detail about the photography field.

**Keywords:** beyond spectrum, photography, exhibition, artwork, article

## 1. INTRODUCTION

BEYOND SPECTRUM: the digital photography book - is a compilation of articles from lecturers and selected best artwork from final year students program Diploma in Photography & Creative Imaging, Faculty of Art & Design, UiTM Cawangan Melaka. There are 12 articles written by the lecturer based on the topic in photography; the content is related to what students have learned throughout their studies at the diploma level. Objective of this book is to make innovation through visualization – from ordinary exhibition artwork into book, to show best artwork from final year students Program Diploma in Photography & Creative Imaging, Faculty of Art & Design, UiTM Cawangan Melaka, and to produce academic book for commercial purpose.

Before this all final year students from Diploma in Photography & Creative Imaging, Faculty of Art & Design, UiTM Cawangan Melaka have produced the artwork for final semester but the artwork only exhibit during the diploma show and after that the artwork will be kept by themselves. This situation causes losses to the students because the artwork cannot develop and commercialize because it is only just kept like that.

By making innovation with producing the book (Beyond Spectrum) it will give an opportunity to students to commercialize their artwork to others. Their artwork will no longer be stored just like that and the supporting articles from professional lecturers will make this book more visible and worthy.

## **2. CONTENT OF THE BOOK**

Book – a printed material, easy to bring anywhere. Students also can use this book as a part of their portfolio because their best artwork is published in the book. There are two parts in this book; Part 1 - Articles and Part 2 - Artwork students.

### **2.1 Articles**

There are 12 compilation of articles in the book written by professional lecturer from Faculty of Art & Design, UiTM Cawangan Melaka. The title of the article and names of the lecturer involve in contributing articles as list below:

1. Optical Illusion in Photography by Assoc Prof Dr Azahar Harun
2. It all begins with imagination and inspiration by Aidah Alias
3. Visual Art Photography by Dona Lowii Madon
4. Falsafah Terhadap Konsep Literasi Visual by Dr. Nadzri Hj Mohd Sharif
5. The Power of Image Photography by Farihan Zahari
6. Photo Manipulation in Society by Meor Hasmadi Meor Hamzah
7. As a Journalism Students by Mohd Hanif Mohd Omar
8. Hijab Fashion Photography In Malaysia by Nor Fariza Baharuddin
9. Commercial Photography by Shafirah Shaari
10. Personal inspiration through photography by Shahrin Sulaiman
11. Stock Photography by Raziq Abdul Samat
12. Sejarah Fotografi: Inspirasi Phos & Graphen by Wan Nor Ayuni Wan Mohd Zain

### **2.2 Student artwork**

Meanwhile, spectrum refer to a band of colours (as seen in a rainbow), produced by separation of the components of light by their different degrees of refraction according to wavelength. As we know, photography and color are inseparable even in producing black and white photography. Beyond Spectrum are selected as theme for diploma show to photography student this time with the hope that student can produce the artwork beyond their skill and imagination. All of the student artwork in this book is taken from the subject Major Project - Commercial Photography which is compulsory for final year student Program Diploma in Photography & Creative Imaging. For this subject, student need to produce 12 artwork based on the topic given under commercial photography. But only selected artwork publish in this book.

Total of 33 students from final year student Diploma in Photography & Creative Imaging, Faculty of Art & Design, UiTM Cawangan Melaka (Session September 2018 – January 2019) are involved in this book.

## 2.3 Layout of the book

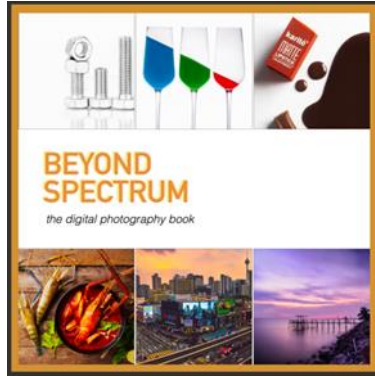


Figure 1. Cover of the book



Figure 2. Copyright page and ISBN Number

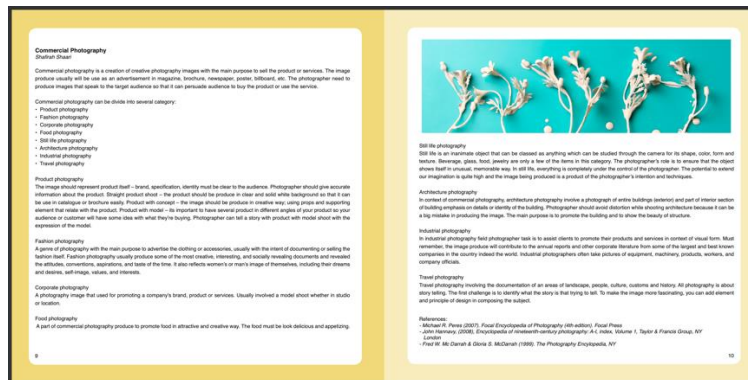


Figure 3. Articles





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Tarikh : 30 Ogos 2022

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2. Pihak Perpustakaan ingin memohon kelulusan YBhg. Profesor untuk membuat imbasan (*digitize*) dan memuat naik semua jenis penerbitan di bawah UiTM Cawangan Perak melalui Repositori Institusi UiTM, PTAR.
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Kelulusan daripada pihak YBhg. Profesor dalam perkara ini amat dihargai.

Sekian, terima kasih.

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Yang benar