



UNIVERSITI
TEKNOLOGI
MARA



People & Stories VOL.2

Celebrating Creativity Towards Tomorrow



PREAMBLE

The stories of people which involve the members of the faculty and the community are documented through this publication entitled 'People and Stories'- vol.2.

The book encompasses a visual and textual information of the university and faculty especially on the academic programs, enrollment, campuses, and many more.

It is hoped that 'People and Stories'- vol.2 will significantly portrays the faculty's aspiration towards becoming the regional development center for the Malay arts and design. Insyallah.

Title | MENGAPA BERBALAH DI BUMI INDAH
year | 1989
size | 128 x 128 cm
media | ARYCLIC ON CANVAS

Vice Chancellor
Tan Sri Dato' Sri Prof. Ir. Dr. Sahol Hamid Abu Bakar, FASc



Dean

Prof. Dr. D'zul Haimi Md. Zain (A.I.S.)



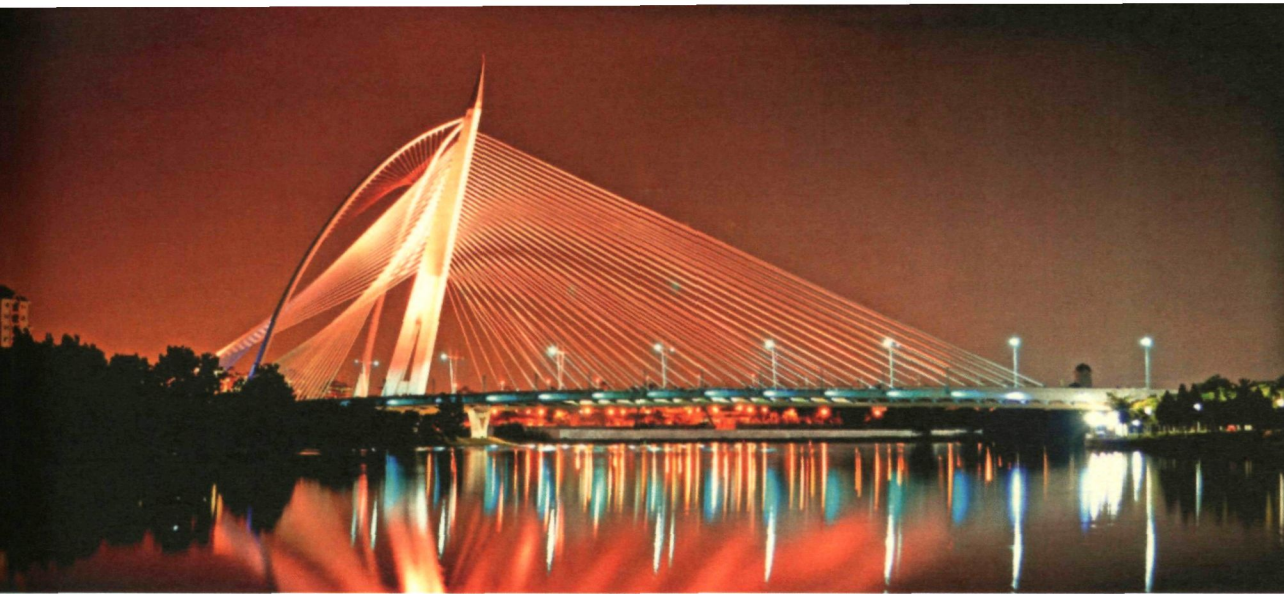
Deputy Dean (Academic)
Dr. Arba'iyah Ab Aziz

Deputy Dean (Student Affairs)
Assoc. Prof. Hamidin Abdullah

Deputy Dean (Research and Network)
Dr. Norfadilah Kamaruddin





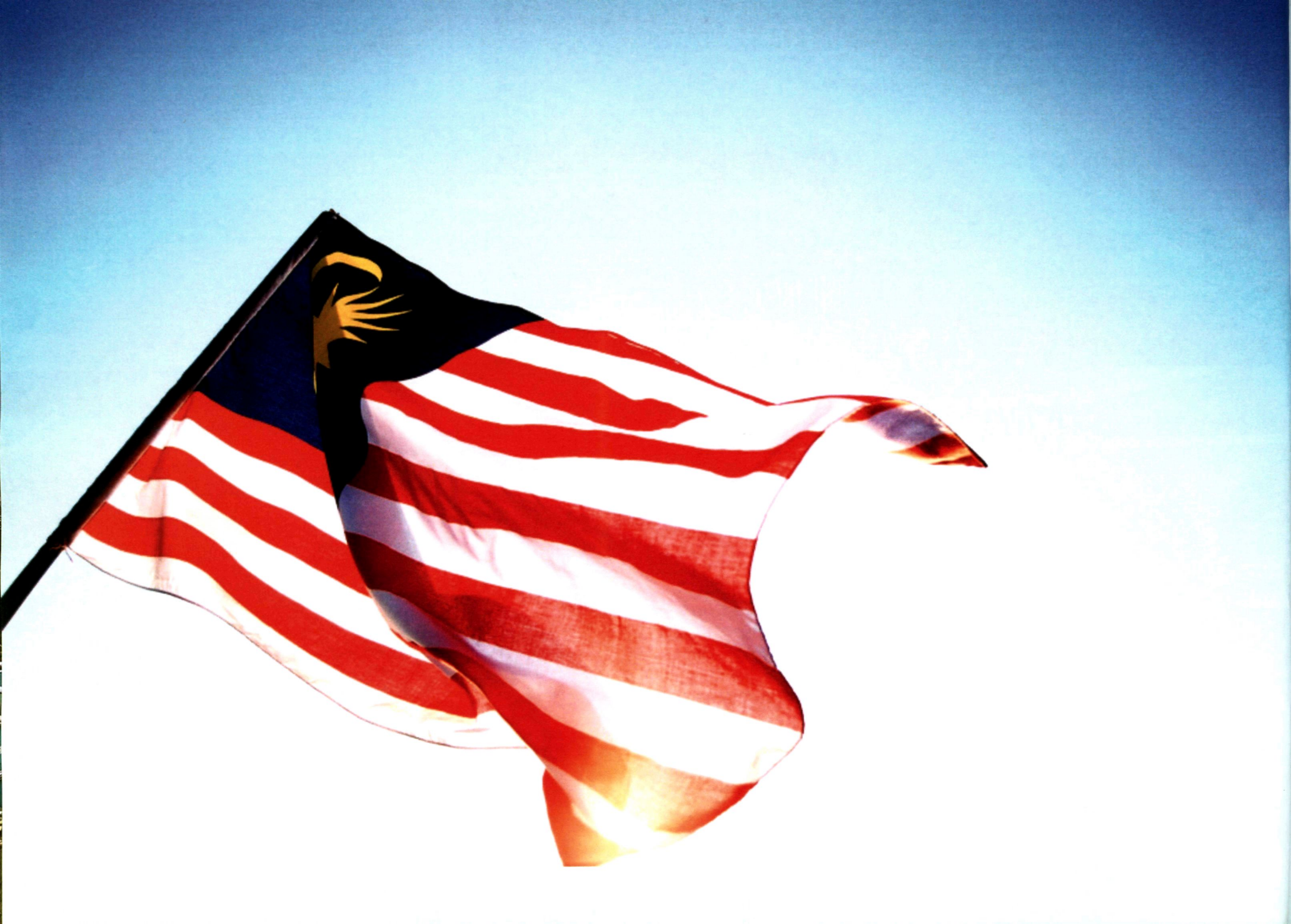


MALAYSIA

To know Malaysia is to love Malaysia – a bubbling, bustling melting-pot of races and religions where Malays, Indians, Chinese and many other ethnic groups live together in peace and harmony. Our multiracial citizens are very relaxed, warm and friendly.

With abundance of wealth in culture and bio-diversity, Malaysia attractions are indeed the perfect welcome for your second home.









UNIVERSITI TEKNOLOGI MARA
MALAYSIA

CAMPUS TUNBU RYD BEALIKEN



UNIVERSITI TEKNOLOGI MARA

UNIVERSITI TEKNOLOGI MARA MALAYSIA



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UiTM at a Glance

Universiti Teknologi MARA (UiTM) has experienced a phenomenal growth since its inception in 1956.

As Malaysia's largest institution of higher learning in terms of size and population, UiTM is surrounded with the vast network and a workforce of 17,770 and it is also home to some 175,200 students.

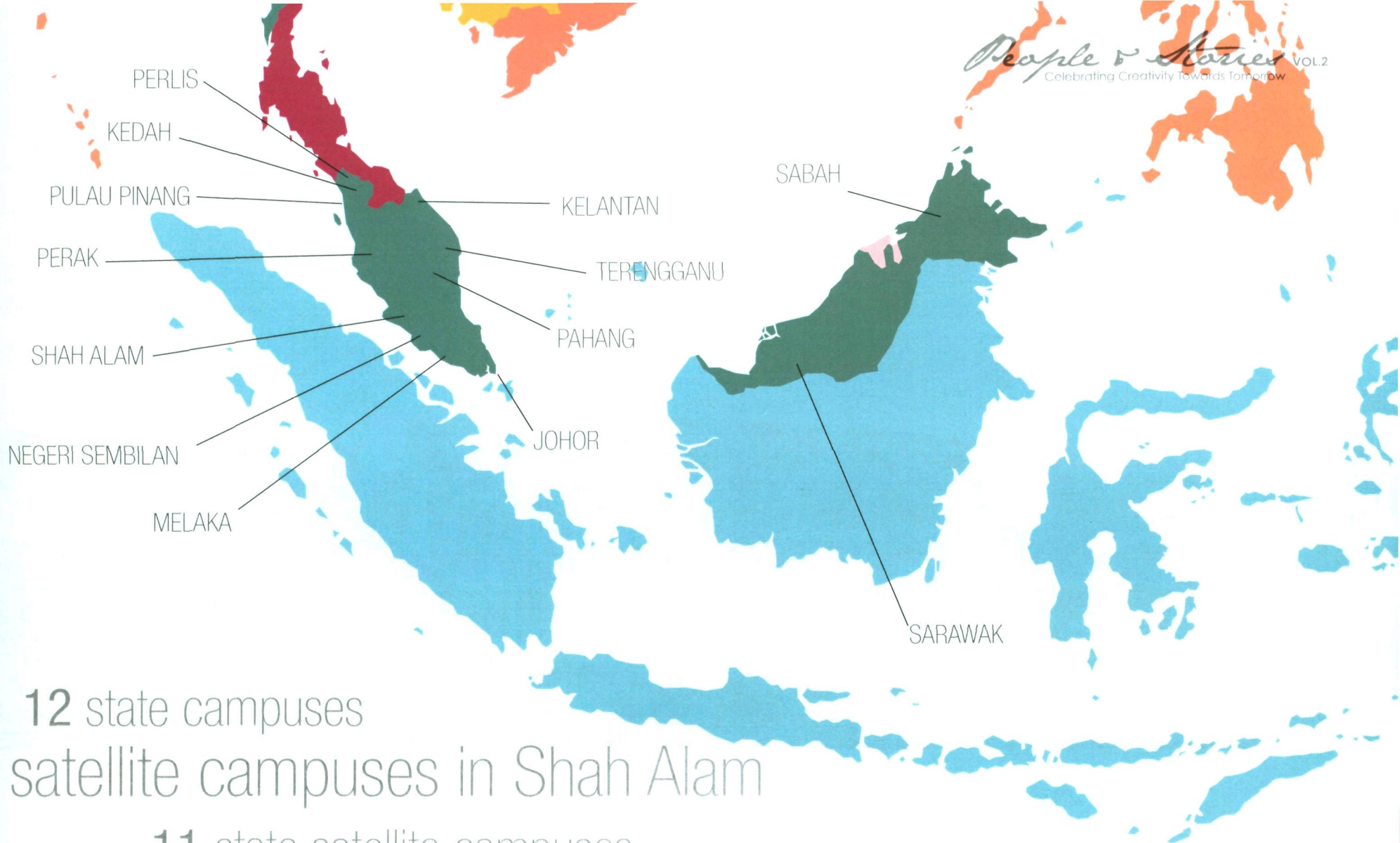
Besides the main campus in Shah Alam, the university has expanded nationwide with 12 state campuses, 6 satellite campuses in Shah Alam, 11 state satellite campuses and 21 affiliated colleges.

The university offers more than 500 academic programs in a conducive and vibrant environment including the Faculty of Art & Design which located in the main campus of Shah Alam, the satellite campus in Puncak Alam and other state campuses.

UiTM furthermore is committed in making education accessible and ready to serve a broad spectrum of industries and public agencies.

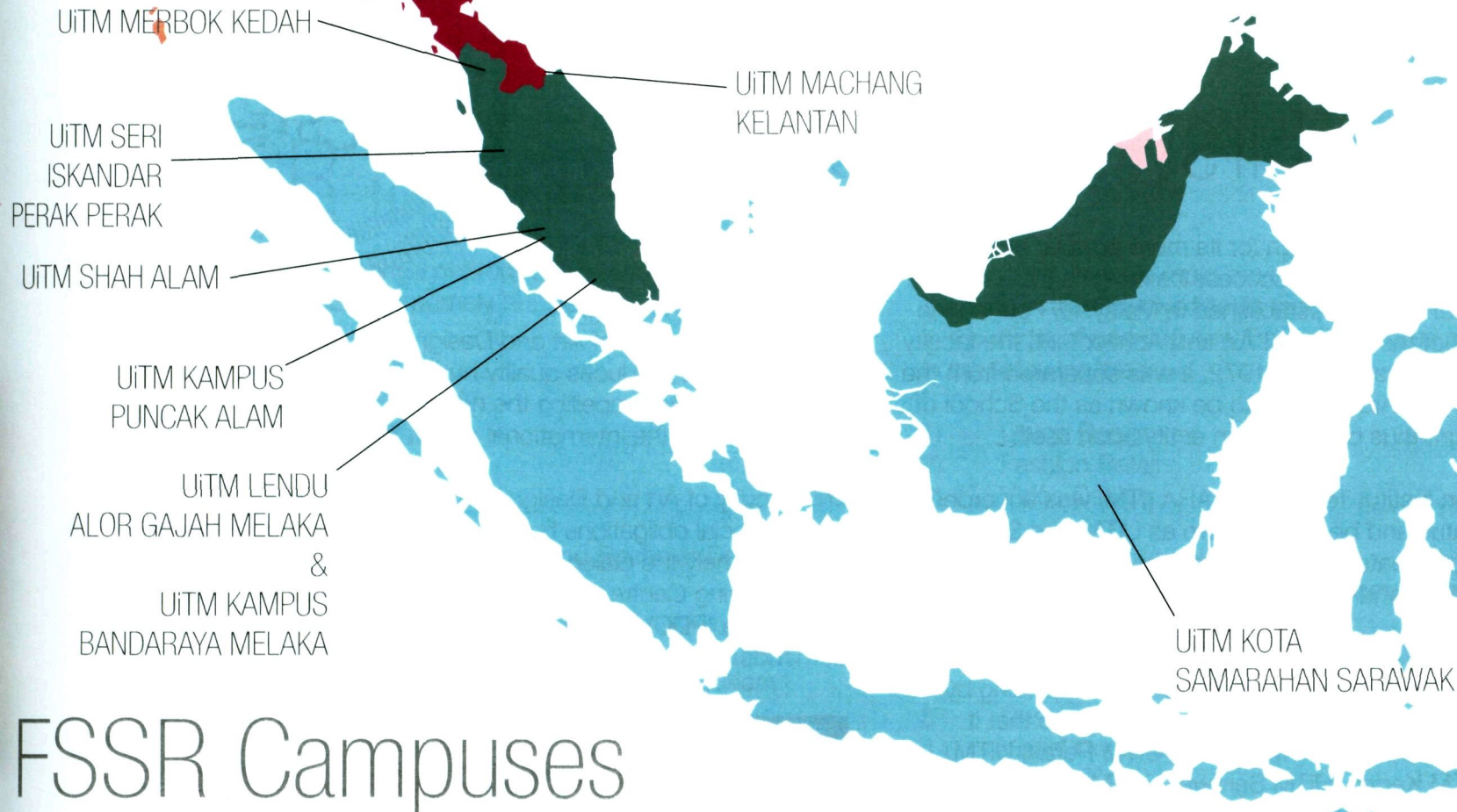
Being one of Malaysia's innovative and entrepreneurial education institutions, this university's relationships with the industries have enriched its research and innovation as well as its entrepreneurial culture.

Today, UiTM draws strength from the initiatives of its founding fathers, exploring and mastering various frontiers of knowledge as it works towards reaching greater heights and celebrating more accomplishments at home and abroad. The ultimate goal is to put UiTM on the world map.



12 state campuses
6 satellite campuses in Shah Alam
11 state satellite campuses
21 affiliated colleges





FSSR Campuses

1 Central Region (Shah Alam)

1 satellite campus

5 state campuses

Historic First : The FSSR

The Faculty of Art and Design (or its more popular acronym, FSSR) has a long history of success befitting its status as the first arts institution to be established in Malaysia. Founded in 1967, as part of the School of Art and Architecture, the faculty has come a long way and by 1972, it was separated from the School of Art and Architecture to be known as the School of Art and Design, thus becoming an entity upon itself.

In 1999, when Institut Teknologi MARA (ITM) was accorded University status and became known as UiTM, the School of Art and Design created its own history by becoming known as the Faculty of Art and Design.

Starting with a two shop-houses in Petaling Jaya during its inception, the faculty came to possess its own building by 1983 and as of now, the faculty can proudly state that it has its own branches in UiTM Melaka, UiTM Perak, UiTM Kelantan, UiTM Kedah, UiTM Sarawak, UiTM Puncak Alam and not forgetting, its parent body, UiTM Shah Alam. This is a testament to the faculty's desire to further itself in every way possible.



The rapid development and successes have seen to it that the Faculty of Art and Design is becoming a centre of experts that produces quality human capital for the nation, at the same time propelling the nation in the field of art and design to meet the international standards.

The Faculty of Art and Design continues to excel and proceeds with its social obligations by founding various centre under its wings, namely the Galeri Seni Tuanku Nur Zahirah (GESTURZ), UiTM Printing Centre, UiTM Photo Centre (UPC), and Pusat Daya Cipta (PDC) offering a full-fledge services for the creative demands.



FSSR in Brief

FSSR offers a wide range of programs in Art and Design in 5 main academic clusters namely :-

- 1) Fine Art Technology
- 2) Visual Communication
- 3) Design Technology
- 4) Fashion Technology
- 5) Visual Culture Studies

All programs are offered at Diploma and Bachelor Degree (hons) in the following campuses.

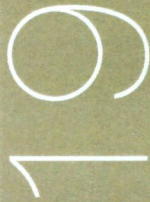
- 1) Main Campus in Central Region (Shah Alam)
- 2) Satellite Campus in Central Region (PuncakAlam)
- 3) State Campuses as follows :-
 - 3.1) North Region in Kedah and Perak
 - 3.2) South Region in Malacca
 - 3.3) East Coast in Kelantan
 - 3.4) East Malaysia in Sarawak

Through the nation's rapid development and great demand in the Creative Media Industry, we are currently in the midst of opening new Bachelor Degree programs in the following areas:-

- 1) Game Design
- 2) Fashion Retail
- 3) Video Design

Meanwhile FSSR post-graduate programs offers :-

- 1) Art History and Cultural Management
- 2) Fine Art Technology
- 3) Design Technology
- 4) Visual Communication & New Media





Tilte | UNTITLED
Artist | Wan Ramli
Year | 1982
Size | 145cm x 157cm

Enrolment

In 2013, the Prime Minister of Malaysia, The Honourable Dato' Sri Mohd Najib bin Tun Abdul Razak announced the student intake at UiTM to be increased to 250,000 by 2020 instead of the current 180,000.

Therefore, UiTM's 200,000 Enrolment Project has been launched to accommodate the high needs of young bumiputeras who seek placements in the higher learning institutions by year 2020

Currently, the Faculty of Art & Design (FSSR) is now accommodating 7,948 students in all FSSR campuses. The population are as below :-

- a. 224 students of diploma in main campus,
- b. 4,070 students of diploma students in state campuses,
- c. 2,625 students of bachelor degree (hons) in main campus and satellite campus.
- d. while 596 students in state campuses,
- e. and 433 of post-graduate students in main campus.



Academic Programs

At FSSR, emphasis is given to the approaches of the study in Creative Media Technology fields ranging from art, design and entrepreneurship, be it theory, research, management or practical methods that is in line with the Malay Culture and Islam.

FSSR aspires to be the center for regional development in Malay Arts and Design. Through the accentuation in the values, traditions, aesthetics and philosophical, FSSR harmonically balances these elements with contemporary needs but with appropriate respect to the Islamic guidelines and modesty.

Graduates from FSSR, UiTM have the opportunities to seek careers in various fields of Creative Media Technology such as animator, visual artist, sculptor, curator, designer, graphic designer, multimedia designer, entrepreneur, conservator, writer, editor, creative consultant, educator, producer and publisher so on and so forth.

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Coordinator (Foundation)
Khairul Zikri Abdullah

Coordinator (Visual Culture Studies)
Md. Sabri Mohammad

Coordinator (Fine Art)
Mohd Suhaimi Tohid





Fine Art Technology

The Center for Fine Art Technology offers both Diploma and Bachelor Degree (hons) programs which conducted in full-time mode over the duration of 5 semesters for diploma and 6 semesters for bachelor degree. The programs include a wide range of disciplines such as painting, new media, sculpture, public art, printmaking and illustration.





Visual Culture Studies

The Centre for Visual Culture Studies offers a Bachelor Degree (hons) program which conducted in full-time mode over the duration of 6 semesters. The program includes a wide range of disciplines such art management, curatorial studies, museum studies, history of art and design, Islamic art studies, research and methodology and so on.



A photograph of three individuals in traditional Malay clothing. On the left, a man in a light blue long-sleeved shirt and matching trousers, wearing a black songkok, sits on a white rectangular block. In the center, a woman in a purple hijab and a patterned kebaya stands behind him. On the right, a man in a pink long-sleeved shirt and matching trousers, also wearing a black songkok, sits on a metal folding stool. The background is a vibrant, colorful batik pattern with floral and geometric motifs in shades of pink, purple, blue, and yellow.

Coordinator (Contemporary Metal Design)
Hema Zulaika Hashim

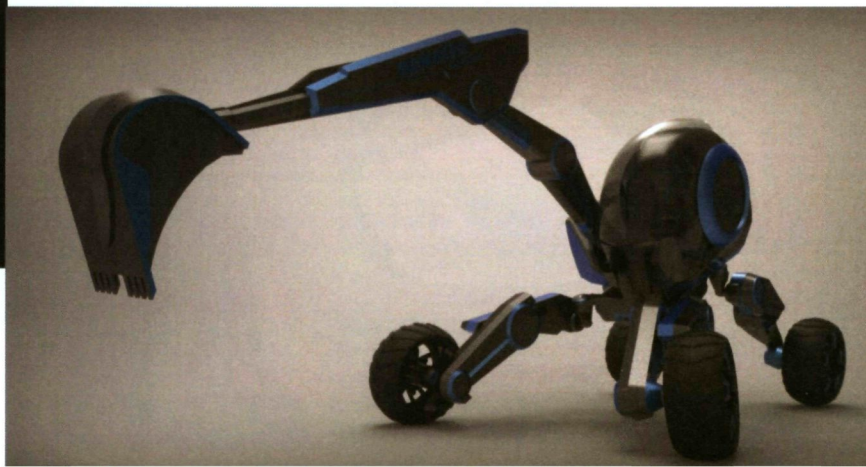
Coordinator (Industrial Design)
Dr. Mohammad Azroll Ahmad

Coordinator (Industrial Ceramic)
Zuraidy Abd Rahim



Design Technology

The Center for Design Technology offers both Diploma and Bachelor Degree (hons) programs which conducted in full-time mode over the duration of 5 semesters for diploma and 6 semesters for bachelor degree. The programs include a wide range of disciplines such as product design, automotive design, furniture design, jewelry design, enviro-design as well as industrial ceramics.







Coordinator (Fashion Design)
Dr. Asliza Afis



Coordinator (Textile)
Rahman Rosman





Fashion Technology

The Center for Fashion Technology offers both Diploma and Bachelor Degree (hons) programs which conducted in full-time mode over the duration of 5 semesters for diploma and 6 semesters for bachelor degree. The programs include a wide range of disciplines such as fashion, fashion communication, fashion retail, soft furnishings and interiors, textile products like batik, fiber art, prints and etc.





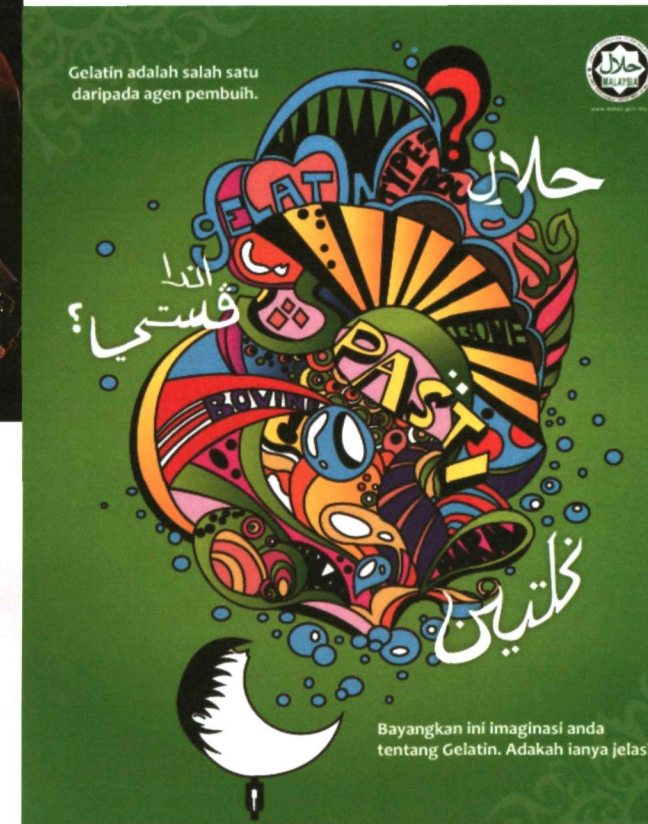
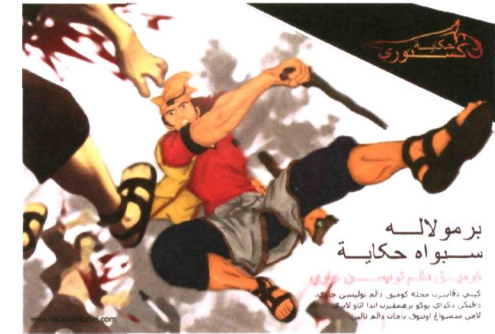




Coordinator (Creative Photomedia)
Nik Ridzuan Nik Yusoff

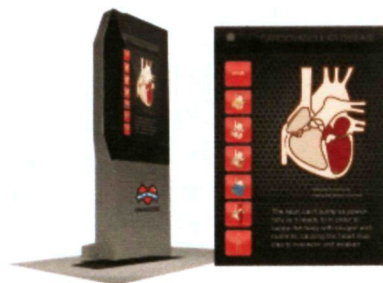
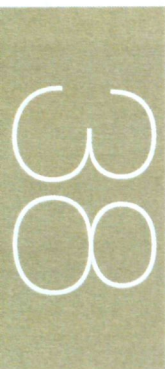
Coordinator (Printing Technology)
Muhammad Yusuf Masod

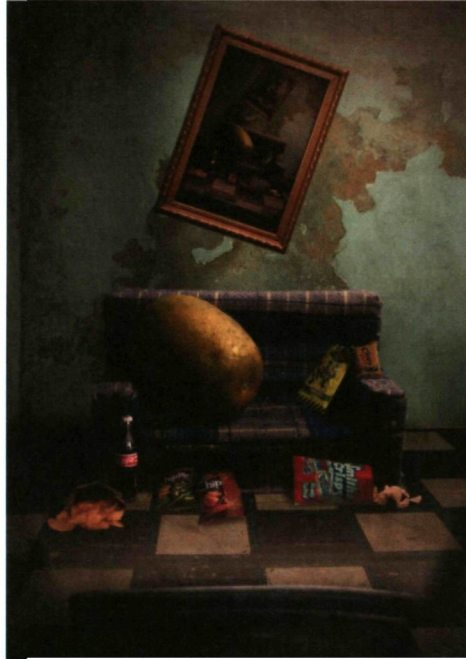
Coordinator (Graphic Design)
Dr. Sharkawi Che Din



Visual Communication

The Center for Visual Communication offers both Diploma and Bachelor Degree (hons) programs which conducted in full-time mode over the duration of 5 semesters for diploma and 6 semesters for bachelor degree. The programs include a wide range of disciplines such as graphics, illustration, enviographix, animation, interactive design, interface design, advertising, branding, photography, videography, packaging design, printing, and etc.





A photograph of three women, all wearing hijabs, posed in front of a vibrant, multi-colored background featuring stylized floral and leaf patterns in shades of pink, purple, blue, and yellow. One woman stands in the center, flanked by two women who are seated on folding chairs. The woman on the left is wearing a pink floral hijab and a cream-colored dress with pink and yellow floral patterns. The woman in the center is wearing a green hijab and a gold and brown patterned dress. The woman on the right is wearing a grey hijab and a purple dress with a floral pattern. The text is overlaid on the image, identifying each woman by her role and name.

Coordinator (Research)
Dr. Rosita Mohd Tajuddin

Head (Centre for Postgraduate Studies)
Dr. Siti Farhana Zakaria

Coordinator (Coursework)
Dr. Mumtaz Mokhtar

Post-Graduate Studies

The Center for Post Graduate Studies currently offers the followings ;

- 1) Art History and Cultural Management
- 2) Fine Art Technology
- 3) Design Technology
- 4) Visual Communication & New Media

All four (4) programs are offered at Masters and Doctoral in both coursework and research Mode. The master program runs from 3 to 10 semesters in coursework or research mode, while the Phd program runs for 3 to 7 years.

Students of this program are encouraged to participate and organize academic seminars, colloquiums or conferences be it local or abroad. These will allow them to access and expand their knowledge, experience and network.

With its first M.A (Art Education) joint-program between the De-Montfort University, United Kingdom in year 1999, the Center for Post Graduate Studies then embarked its own academic program in year 2002.



Tilte | IMAM MUDA
Artist | Zulkhairi bin Abdul Muin
Year | 2012
Size | 92cm x 122cm

Academic Research on Malay Arts & Culture

Sustainability Of The Malaysia Pelangi Cloth Through The Design And Its Innovation Production Process

Samin, Mohd Azhar (Phd.)

ABSTRACT

The Pelangi cloth were developed and widely used in the ceremony and rituals at the local court since centuries. The textiles were also used extensively among the local Malay community since the 19th century. Unfortunately, the industries of the Pelangi cloth began to experience a decline subsequently of the Batik industry around 1920's and then became obsolete after 1930's.

The study establish that, the local communities today are less familiar and obscure regarding the aspects of the design, production and speciality of the cloth as it became archaic.

This research seeks to investigate on the aspects of the design and specialties focusing on its background and history besides also established from the reproduction and innovation of the cloth affiliated with few other textiles techniques.

This research was also supported by the practitioner feedbacks experienced from



the reproduction of the cloth, as well as survey results concerning of the design aspects and the appropriateness of its sustainability.

The descriptive, practice base research and survey approach has been used as a research methodology. This research

is expected to contribute to the development of knowledge, skills, and production of this heritage cloth among textile communities besides contributed in restoring and expanding its possibility.

Art of Mah Meri Mask of Heritage

Azizah Lutfi, Rosiah Md. Noor, Ponirin Amin

ABSTRACT

Mask is one of the mystical arts that closely attached with religious ceremony or ritual. The function of Masks are also used for medical purposes, worship and also entertainment. This research intent to study about the tradition of Mah Meri heritage. Mah Meri is one of the 18 tribes of indigenous people in Malaysia. The meaning of Mah Meri is referring to 'Mah' is word refers to the people and 'Meri' word mean forest. Besides that, mask is art of wood carving of the local aborigine that displays the heritage in Malaysia. The young generation of Mah Meri already started to forget about their heritage, especially in art of wood carving. Furthermore, the young generations of Mah Meri need to understanding about their heritage. The heritage is symbolize about their identity in a society. This research was conducted to

study the culture and heritage of Mah Meri community to highlight the problem faced by the young generation today. In addition, this study also give awareness to the youth generation of Mah Meri about their heritage so that this heritage is not lost by the time. The process is used to carry out a study on the ideas and issues. A selection of images that fit and associated with the idea and theme to be conveyed. The suitable images can be apply to producing the artwork. The artwork is represented about the culture and heritage that appearing in Mah Meri tribe especially in the art of wood carving.



Iconic Transformations from Hinduism to Islamic Art

Khatijah Sanusi, Rafeah Legino

ABSTRACT

The strategic location of the Malay Peninsula at the Straits of Malacca became the key attraction to successful trade route between the East and the West. It became the meeting point for traders who not only brought their trades but also their religious believe system. Since the beginning of Christian era, others religious culture such as Hinduism, Buddhism and Islam had arrived the shores of the Peninsula. The coming of Hinduism in 500 AD has brought an end to animist culture of the Malay people. Gradually Indian belief

system became the embodiment of Malay art and culture not only in the form of literary Sanskrit words but also in carved wood and textiles to fulfill religious devotions and the daily utilitarian needs. Therefore, the objectives for this paper are:

- i) to investigate how Hindu

- worldview influence the form and content of its artistic element in selected field-woodcarving and textiles;
- ii) to postulate the Malay Islamic aesthetic principles derived from the Qur'an and hadith; and iii) to discuss the transformation form Hindu icons to Islamic worldview in art. The appropriate approaches that merged and integrated with the iconic elements of such transformations are determined. In addition, based from the key evolution factors of Hindu characteristics, several samples of iconic images were identified and classified. The samples presented justified when Islam came to the Malay Peninsula in the 15th century, it has brought Hinduism to an end. Indeed, through the whole Islamization process, Islam has transformed the body and soul of the Malay mind. It shaped both religious and spiritual vision of reality specifically in terms of artistic and cultural expressions.



Sustaining Underwater Heritage in Malaysia towards Visual Artwork

Nabilah Ibrahim, Rafeah Legino, Mohd Rizal Salleh, Abdul Rahim Jalil

ABSTRACT

Starfish is a part of marine life, it also being threatened as a result of human actions. This problem occurred due from marine pollution and natural disasters. Marine pollution is caused by a lack of awareness and understanding of the importance of care and caring attitude of the society towards the importance of conservation and preservation of the marine ecosystem in the sea. For example, disposal, coastal pollution and physical alteration of the ecosystem natural. This study aimed to identify the causes of the occurrence of extinction of marine ecosystems, identify the preventive measures, the conservation and preservation. Use appropriate methods such as text analysis methods and analytical

work related to the visual arts. The findings have shown that shallow understanding of public attitudes and low awareness of the importance of conservation and preservation of the marine ecosystem. The proposal states that the authorities should step up efforts to protect, plan and manage to remain. In addition, the authorities also need to step up measures to protect and resources that have been compromised in order to return to its original condition. Therefore, future generations may know the existence of a starfish as one of the heritage of the state. The starfish that used as the subject matter to represent other marine life. Using the medium of ceramics as one of the material to help visualize the artwork in 3D.



Upin and Ipin Character as Culture Representation into Malaysian Society

Mohd Syazwan Nohd Jalil, Ponirin Amin

ABSTRACT

This research will be study the culture represented in Malaysian society found in animation cartoon series titled Upin and Ipin. from the study, this research come out the study in represent the Malaysian culture capture from the animation of Upin and Upn towards the visual art. This research discovers the ethical of culture from the story line which found in cartoon series Upin and Ipin. Animation possess moral values could attract children's interest to watch it based on the nature of childhood. Multiracial in Malaysian requires the important of harmonious relationships from different ethnic group and religion background. Furthermore, Malaysian has respects each other's and knows the sensitivity others religion. Therefore the understanding of other cultures is crucially important and it may help to maintain the stability the harmony in society. Method in this study has observation on Animation cartoon series title Upin and Ipin. In order to identify the Malaysian culture represent in animation, the subject were asked to Prof Mulyadi which the related study. The findings represent the Malaysian culture towards the visual art in printmaking approach.



A man in a dark suit and glasses is leaning over, looking at a large banner. The banner has a vibrant, multi-colored geometric pattern of triangles in shades of pink, purple, blue, and orange. The text 'Celebrating Creativity Towards Tomorrow' is printed in white on the banner. In the background, there are some papers and a hand holding a pen, suggesting a creative or administrative setting.

Celebrating Creativity Towards Tomorrow

Moving forward with tradition and culture

In most instances, students enter art schools to gain diverse educational, cultural and environmental experiences.

Thus, FSSR is proud by the tremendous accomplishments continuously achieved by its staff, students and alumni. With no ending, the success stories of UiTM's Art & Design faculty continue from one generation to another, just like the tradition.

With 270 academicians and administration staff in Shah Alam, the faculty is gearing-up for its new building to be named as the Design and

Architecture Complex which is now in the progress of development in Puncak Alam campus.

On the other pace, the faculty will celebrate its 50th Golden Jubilee in the year 2017. Therefore, FSSR is now planning to host and organize an auspicious event in respect and appreciation to the former leaders and members who shaped FSSR to where it stands now. It is hoped that the celebration will spark high spirit and motivation among the young generation to continue the faculty's legacy. Together as one, we unite! CELEBRATING CREATIVITY TOWARDS TOMORROW.



We graciously
acknowledge
everyone who
has contributed
to making this
publication a
success.

May, 2015

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