



VOL.



REGASENI XV

REGASENI XV



ODYSSEY

LOCAL DESIGN CULTIVATION

INTERACTIVE ONLINE ART EXHIBITION



ODYSSEY BY REQASENI XV 2021 ART AND DESIGN DIPLOMA EXHIBITION

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PROFESSOR DATO DR JAMIL BIN HAJI HAMALI
RECTOR OF UiTM SARAWAK CAMPUS



RECTOR'S

FOREWORD

I would like to congratulate the organizing team of students from Faculty of Art & Design, UiTM Sarawak Branch, for their success in publishing the 15th ReQaSeni e-catalogue with the theme, "ODYSSEY". I acknowledge the efforts of the students who invested more than their time and sweat, working through days and nights to complete their art & design work. Their commitment in ensuring the success of this exhibition is also commendable.

This is the first time that our final year students produce their art & design work through virtual class using ODL methods. This shift was necessary because of the COVID-19 pandemic that has plagued the world and we are not spared. However, the success of producing their art & design work proves that the students from the Faculty of Art and Design are resilient and they can overcome any potential stumbling blocks that come their way. UiTM Sarawak has always been very supportive of the arts and creative industry. At the same time, we are also truly concerned about the development of arts in Sarawak. The students' creative works will further strengthen the testament of our united stand in support of the faculty and arts in general.

There are many constraints brought about by COVID-19, but we will not let it stop us. The current situation is affecting many art and creative activists. However, it must not be an obstacle that stops them. Instead, it should be taken as a challenge for them to face this new norm. I am confident and optimistic because art activists such as our students are always exploring creative work in various ways and finding new perspectives to look at it. I also believe that these art activists and students have long been exposed to technology and they know how to use that technology as a method to develop and empower art activities. Let us not forget that with the rapid development of technology, it can become an intermediary to create a great relationship between art and the human soul. By fully utilising the potentials of digital platforms & social medias, various information is also available at our fingertips. Therefore, it is appropriate for this exhibition theme to be "ODYSSEY" for this is a new experience and a new journey towards a new norm in creative arts.

Furthermore, the situation that we are all experiencing now is changing the way we think and work. It is challenging our creativity as well as our perspective. It is indispensable to try new methods or mediums in doing and overcoming something to fit the new norm. The virtual ReQaSeni exhibition has proven that art is unlimited and is not confined and it can follow the flow of today's technology. It is an advantage and may be a profitable avenue for artists to expand and develop their arts.

Our students have produced magnificent showcased of their artwork through many digital platforms. This is a good marketing technique which would benefit the artists and designers. It is a great effort for them to market their work throughout Malaysia and the rest of the world. This is one of UiTM's initiatives to produce graduates who excel in entrepreneurship who are fit, not only for the government sector but also the private sector. What the students demonstrated in this exhibition are in line with the purpose of UiTM's establishment in helping local students to be independent and ultimately becoming a dynamic, progressive, and responsive society.

I am proud of Faculty of Art and Design, UiTM Sarawak Branch, for publishing this 15th issue of ReQaSeni e-catalogue successfully even though it had to be done digitally. I hope the Faculty of Art and Design will continue to challenge themselves to be better and better despite the new norms and constraints to highlight students' talents and to boost the students' level of thinking, so they are better prepared to face the world. I hope that all students, especially the students of the Faculty of Art and Design can continue to have the mindset of not easily giving up and being open to changes in producing artworks and designs.

To all our readers, once again, let me extend my grateful to you, as I sincerely hope you find the experience rewarding. I would like to congratulate the faculty members, both lecturers, students and all parties involved in making this e-catalogue a success. I hope you will have an enjoyable and insightful experience.

Thank you.



SR DR AHMAD FAIZ ABDUL RASHID
HEAD CENTRE OF STUDY, FACULTY OF ART & DESIGN



HEAD CENTRE OF STUDY'S

FOREWORD

Assalamualikum w.b.t and welcome.

I would like to express the endless gratefulness for His bounty, this ReQaSeni Exhibiton 15th Edition by Faculty of Art and Design final year students successfully run which is called Interactive Online Art Exhibition

Well done and congratulations to the Faculty of art and Deisgn, Universiti Teknologi MARA Cawangan Sarawak for successfully organizing the exhibiton with the theme ODYSSEY. Teamwork among lecturers and students was really give positive impact to the faculty and also it raises the faculty name a step forward. Through this exhibiition, it indirectly gives a deeper understanding of what they have learned throughout the semester more effectively and practically.

the artworks produced by the final year students from the Graphic & Digital Media Department and Fine Art Department are vesy interesting and impressive. Their work has the potential to advance even higher and can be inspired by other artist. In addition, it can be the drive-force for the younger generation out there who are still in the early stage of study to develop their creativity.

Hence, a million of my appreciation to the lecturers and instructor at faculty of Art & Design in Universiti Teknologi MARA Cawangan Sarawak who have been worked hard to achieve this. Hopefully, the shed will bring graduates with first-class and intuitive minds in the future.



ISABELLE WILLIAM
PROJECT LEADER



PROJECT LEADER'S

FOREWORD

First and foremost, highest of praise and gratitude to God Almighty for His Blessings and grace upon us throughout our diploma journey. I, Isabelle William, project leader for REQASENI XV and student representative for all Graphic Design students would like to take this opportunity to express our sincere gratitude towards UiTM Sarawak Branch for blessing us with the opportunity to gain not only knowledge but also the gift of life experience. To our lectures whom we adore and admire, thank you for your wisdom and encouragement for without their kindness, direction and proper guidance, we would not have been able to complete this amazing journey of ours. I would also like to thank all my course mates, who have worked so very hard for this event. I really cannot thank everybody enough for their contribution.

Introducing, REQASENI XV is an event which is meant to showcase the artworks and design made by the students from the Faculty of Art and Design. The groups that will be showcasing their artwork includes group Graphic Design and group Fine Art. As a Graphic Design student representative, here are some facts about us: The artworks from group Graphic Design that will be showcased are more towards rebranding, redesigning existing designs and even creating new designs for companies, small business, big business and even for events of all kinds that need our expertise. As Graphic Design students, the experience and knowledge we have gained throughout the years especially during this pandemic were so eye opening and inspirational. We faced a lot of difficulties studying and completing this Diploma in the midst of a Global Pandemic and just like every other student, we thought we would not be able to get to where we are now but here we all are in our final semester and one step closer to graduating.

"ODYSSEY" is the identity that we've created for our REQASENI XV event with a "futuristic" art direction approach and with its original graphic language. The reason why we picked "ODYSSEY" was because we can relate to the meaning behind it which is, "A never ending journey". A never ending journey to gain new and more knowledge about art as we venture more through an unknown yet thrilling path to create or even invent newer forms of art in the future even if we may face an unprecedented global pandemic. Regardless of all the obstacles thrown our way, we still managed to fulfill our duty through the use of technology which not only connect us all but also drives us towards the future.

Last but not least, I hope that with this new norm and new era, Graphic design students are able to expand their view on the world and gain new ideas for their future projects. Future is not only for technology but it is also a way of thinking what we are capable of, what we are able to achieve with all these new and advanced technologies and most importantly, what we are able to offer to this world as future designers.



INTRODUCTION

REQASENI XV is an event that is meant to showcase the artworks and designs made by the students from the Faculty of Art and Design. The groups that are showcasing their artworks are from Graphic Design and Fine Art. The work of Graphic Design students are more towards rebranding, redesigning existing designs, and also creating new designs for companies, businesses, and events by utilising the use of technology. As for Fine Art students, the artworks are more on contemporary arts and studying the media dimensions as the main consideration in producing artwork.

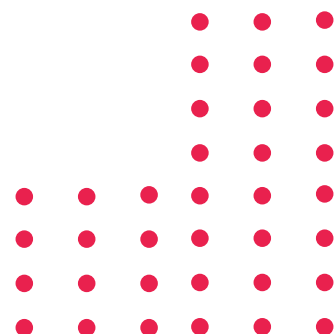
"ODYSSEY" is the identity we have created for our REQASENI XV event with a "FUTURISTIC" art direction approach. "ODYSSEY" means "A Never-Ending Journey". It's a lifelong journey in gaining knowledge as we venture through the unknown yet thrilling path in discovering newer forms of arts in the future despite the trials and errors whilst battling a global pandemic. Regardless of the obstacles we faced, we still managed to fulfill our duty through the use of technology that helps us connect and drives us towards the future.

We are also exploring and utilising the potential use of social media as a platform to create an online Art Exhibition to compromise with the situation we are currently facing. We aim to set an example for any future events that will be doing something similar. The future is not only on technology but also a way of thinking about what we are capable of, what we can achieve, and what we can offer.

A total of 66 students (42 students of Diploma in Graphic Design & Digital Media and 24 students of Diploma in Fine Arts) from the Faculty of Art & Design are involved in this exhibition which has reached its 15th edition. Among the artworks that we will be showcasing are Illustration Design, Multimedia Design, Corporate Design, and Advertising Design. For Diploma in Fine Art, the visitors can witness the production work which includes Paintings, Print Making, Sculptures, and Drawings from the selected themes and subject matters.

"ODYSSEY" creates an exclusive and different experience. With the new identity, REQASENI XV is ready to give a whole new experience to the world they have never seen.

In conclusion, this exhibition is a platform that showcases the skill and ability of students to identify, specify, analyse and ultimately solve the problem through the high quality of designs and artworks.





LECTURERS





**GRAPHIC DESIGN & DIGITAL MEDIA
DEPARTMENT**



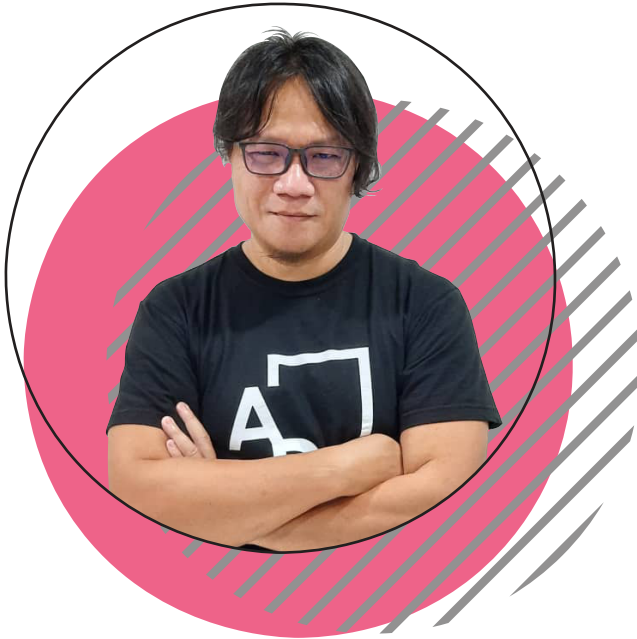
DR MUHAMMAD FAUZAN ABU BAKAR



SAFRINA MUHAMMAD AZMI



NORAZIAH MOHD RAZALI



CLEMENT JIMEL



MADELEINE PERREAU



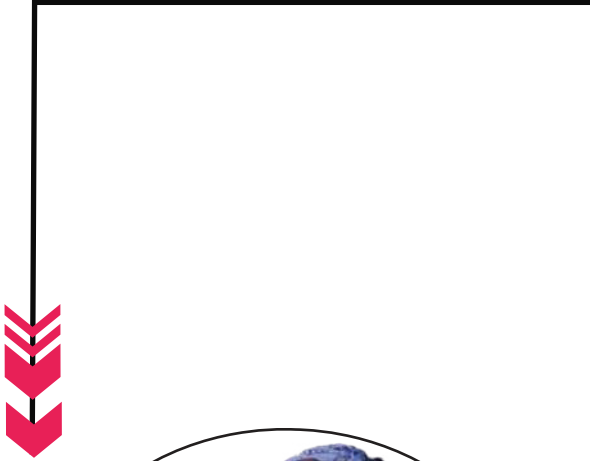
DR VALERIE MICHAEL



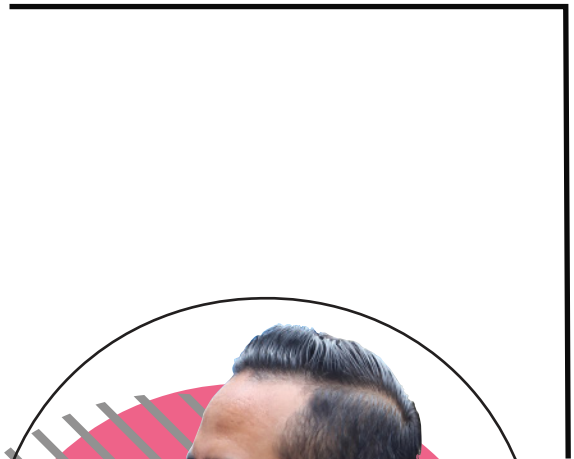


**FINE ART
DEPARTMENT**

DATIN HALINA AMIN



CHRISNA PINDAH



MOHD RAZIF BIN MOHD RATHI





GRAPHIC





— CURATORIAL NOTES —

LOCAL DESIGN CULTIVATION

The chosen theme for this year's Diploma Show is "Odyssey". What makes this year remarkable is their journey to succeed and adapting to the new norm. The importance of completing the final project is met with new standard obstacles, but survival is the key to completing the whole journey until the end of the beginning.

This year, these students have shown that nothing is impossible.

Both educators and students had communication difficulties, and although this resulted in some miscommunication, the stumbling blocks were not the issue. Allowing any errors during the design process is a learning process that helps students grow in the future.

" it's through mistakes, that u actually can grow.
You have to get bad, in order to get good

- Paula Scher"

There will be 42 students sharing their ideas in promoting local brands through "Advertising, illustration, corporate, and multimedia. This is the first digital exhibition to effectively promote these students to the public at large.

Lecturers believe that these students will be physically and mentally prepared for the new standard. On behalf of the lecturers in Graphic Design and Digital Media, we are sending our best wishes to the success of the first-ever digital exhibition diploma show in 2021.



NORAZIAH BINTI MOHD RAZALI
SENIOR LECTURER





BRO KING



HALIDDI

ABG. MOHD. HALIDDI BIN SUKRI
abgmohdhaliddi@gmail.com

COMPANY

Bro King sells Malaysian most famous snacks that are “Pisang Goreng” and “Keropok Lekor”. This company is famous for its crispy “Pisang Goreng” with its special sauce. They serve “Ker opok Lekor” as a side serving for the company income. The customer loves their snacks because of the taste and the quality.

The concept that I use to enhance this company design is 'Crunchy'. The whole design approach of this company's main product which is “Pisang Goreng” crunchiness was guaranteed and known by all.

From that, I applied the concept of crunchy in terms of visuals (the meaning of the words extracted from Dictionary) to represent and strengthen this concept.

The color scheme of these designs was mainly yellow and black was because it represents the “Pisang Goreng” and it suits the target group which is students that resides nearby the business premise



What is Crunchy




crunchy /krʌntʃi/ adj: crunchy;
comp adj: crunchier; super adject:
crunchiest


crunchy *krʌntʃi* adj: crunchy; comp adj: crunchier; super adject: crunchiest

3 broking the most the crunchiest company that produce pisang goreng ever existed, stall located at Aiman Mall. "You boring? Let's Broking la! Nang Rangop Boss!"

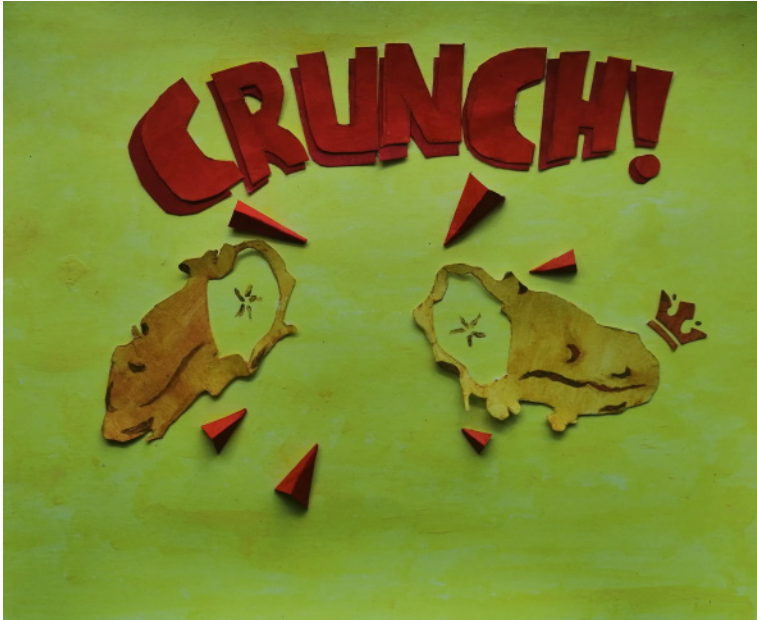
The Broking Dictionary
Remember Crunchy?

visit www.broking.com.my

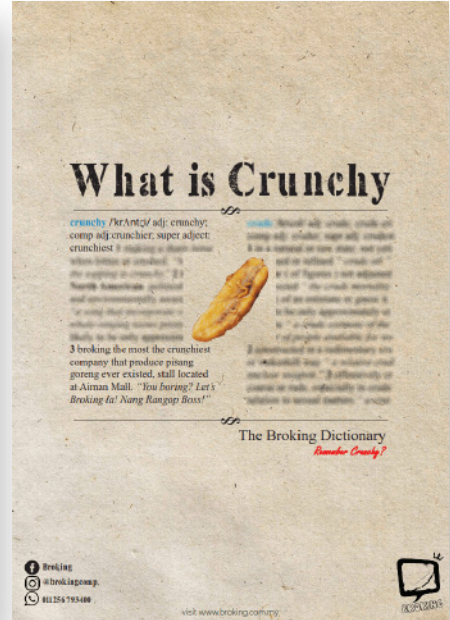
 Broking
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PRINT ADS



MANUAL ILLUSTRATION
(ACRYLIC PAINTING ON CANVAS)



PRINT ADS



SUPPORTING MARKETING TOOLS
(ELEVATOR ADS)