

DESIGN DECODED 2021 : ART EXHIBITION



*Decrypt your
visual creativity*

DESIGN DECODED 2021 : ART EXHIBITION



Cawangan Kedah
Kampus Sungai Petani



Strategic
Partners :



Lembaga Muzium
Negeri Kedah



Suan Sunandha Rajabhat
University, Thailand



Far Eastern University
Phillipines



Hanseo University
Korea



كليات التقنية العليا
HIGHER COLLEGES OF TECHNOLOGY

United Arab Emirates

DESIGN DECODED 2021 : ART EXHIBITION



Copyright ©2021
by the Faculty of Art and Design,
Universiti Teknologi MARA (UiTM) Kedah Branch

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission from the Rector, Universiti Teknologi MARA (UiTM) Kedah Branch, 08400 Merbok, Kedah, Malaysia.

The views, opinions and technical recommendations expressed by the contributors are entirely their own and do not necessarily reflect the views of the editors, the Faculty or the University.

Cover Design : Neesa Ameera Mohamed Salim
Layout Design : Neesa Ameera Mohamed Salim
 : Syahrini Shawalludin
 : Abdullah Kula Ismail

Chief Editors : Neesa Ameera Mohamed Salim
 Faryna Mohd Khalis

ISBN 978-967-2948-13-1

Editors : Ts. Normarziana Hassan
 Juaini Jamalludin
 Syahrini Shawalludin
 Siti Fairuz ibrahim
 Abdullah Kula Ismail

Printed by

Sinaran Bros. Sdn Bhd (No. 3968-X)
Percetakan-Offset-Digital-Penjilid
5-3-18, The Promenade,
Permaisuri Mahsuri,
11950, Bayan Baru,
Pulau Pinang, Malaysia
sinaranbros.digital@gmail.com

Julia Alissa Jamali Azrul Bahaluddin

Landscape Revisited - Teng Lang Po



The Landscape Revisited brings together the art of paper collage based on local heritage urban context. Through its decrypted visual content, it gives a general overview of the work of art. The viewers interpret the meanings of the work of art based on their cultural background and life experiences. Nevertheless, because the production of this collage art is based on the interpretation of the elements and principles of art and design, this work of art forms a strong connection between theory and perception to the visual scope portrayed. Indirectly this collage art does not limit the thought of interpreting the content without compromising the heart of it, which refers to the character of a heritage urban context.

The process of producing this work of art begins with understanding the content of the visual scope that has been selected. In this work, the visual significance is the heritage and historical value of the Kuala Terengganu Chinatown. Known as Teng Lang Po and located at the mouth of the Terengganu River, Kuala Terengganu's Chinatown has existed for more than 300 years as a formal Chinese settlement. The entrance arch, recognisable by its bold motifs and dragons crowning the top, marks the start of the Jalan Kampung Cina, Kuala Terengganu Chinatown. With the mix of colours and warm atmosphere, it always evokes the charm, traditional feel and is extremely rich in heritage and historical values.

After selecting the visual scope and understanding the content, the next process is to determine the suitability of the collage technique that is able to highlight the essence of the subject matter. This step must be done attentively to avoid the limitation of delivery of the message. However, considerations of the ability to produce the work

of art should also be highlighted because it may affect the impact of the work of art of delivering artistic content and translation. Fundamentally, the work of art uses basic paper collage technique by assembling the pieces of the old magazine paper which has been cut into appropriate shapes. This process also involves layers and repetition that helps the representational collage to have a strong visual statement and eventually enhance the expressiveness of the whole image. However, the process of producing this work of art emphasises the understanding of the basic theory of elements and principles of art and design application in the form of creative expression.

This work of art is always understood in its context and not merely the knowledge about it but the process of its appreciation. The appreciation supported by the knowledge of this subject matter makes this appreciation process more extensive and richer. This is in line with the theme of the exhibition, which leads to limitless and intelligible understanding in the translation of the work of art. At the same time, by making the end product and production process as a visual experience that integrates a memorable learning process, the robust experience will then live on in the *Landscape Revisited - Teng Lang Po*.



**JULIA ALISSA JAMALI
AZRUL BAHALUDDIN**
Landscape Revisited - Teng Lang Po

Old magazine papers & wet adhesives
400 mm x 400 mm
alissa270@gmail.com
azrul009@uitm.edu.my

DESIGN DECODED 2021 : ART EXHIBITION



ISBN 978-967-2948-13-1



Cawangan Kedah
Kampus Sungai Petani

Galeri
seni merbok

