DESIGN DECODED 2021 : ART EXHIBITION



DESIGN DECODED 2021 : ART EXHIBITION





Cawangan Kedah UNIVERSITI TEKNOLOGI MARA

seni **merbok 💵**

Strategic Partners :

200 V Aug. 1





University, Thailand



Far Eastern University Phillipines



Korea



United Arab Emirates

DESIGN DECODED 2021 ; ART EXHIBITION

desien Desien

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

Sharel

MCO 3.0: Reflection of PdPR



The work is a version of the artist's interpretation of tradition and technology infusion, where it combines the essence of the traditional art of 'Wayang Kulit' (shadow puppetry) with modern art. Traditional crafting methods were applied, simulating motives via cutting and pasting cutouts as a tribute to the artist's children's current art of choice.

The piece was inspired by a real-life dilemma of a father, who is concerned about the future and the challenges his three children are facing during the nationwide lockdown, due to the Covid-19 outbreak in Malaysia. While the shift to home-based teaching and learning (PdPR) is inevitable, the lack of physical interaction at school somehow impacts one's social and emotional development which is essential for every healthy growing child. The 'schooling experience' such of having to wake up early, rushing to be in school before the school bell rings, having the gang in class laughing at stupid jokes, and being disciplined by the teacher for making noise; such experience is important in building characters, learning other social values, tradition, and ideas whilst helps in being more open and more functional in society. Unfortunately, this is the big hole in PdPR which the artist hopes that life would return to normalcy as soon as possible before his children are all grown up.

The theme and the technical concept of Wayang Kulit was chosen based on its objective and function as an interesting and entertaining medium in delivering deep philosophical messages through storytelling. The elements and concept of light and shadow projected onto a white screen emphasizes the importance of the message. In the world that we are living in now, a balanced academic performance and social competence is important. Hence during this pandemic, everyone needs to continue the fight, so we can return to life where children can attend school and have healthy psychological and mental growth.



SHAREL MCO 3.0: Reflection of PdPR

Lightbox (Opal acrylic), Construction paper 210 mm x 300 mm mr.sharel@gmail.com

DESIGN DECODED 2021 : ART EXHIBITION







na seni **merbok 💵**