



The 2nd International Conference on
Design Industries & Creative Culture

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Cawangan Kedah
Kampus Sungai Petani

24 & 25 August 2021 Art & Design Conference

Parallel Sessions



Virtual Rooms

SURREALISM **MODERNISM** **BAUHAUS** **MEMPHIS**

Guidelines

- + Find your presentation slot in the online program as scheduled.
- + Online platform Cisco Webex will be used for this conference.
- + Test your Internet speed, we recommend you to have good Internet coverage and speed.
- + A microphone is recommended as well as a quiet place cut off from ambient noise for better interactions. Moreover, a USB connected headset will offer a better sound quality.
- + A technical staff will be assigned to each virtual session to ensure smooth transitions between presentations and promote speakers when needed (e.g. question period).
- + A moderator will also be assigned to each session to facilitate and oversee time and question period.

Ready for the presentation?

- + Please make sure to join the virtual session 10 minutes prior to the start.
- + When entering the session, make sure to identify yourself with your Paper ID follow by Your Name. (DD00001 AMALI-NA) You can use the Raise your hand tool to inform the moderator of your presence in the virtual room.
- + The Chat Tool will be used by registered attendees to ask questions. The moderator will choose the most relevant ones to read for presenter to answer during question period.
- + Please be noted that the presenter needs to present for the Q & A session. Certificate of presenter will not be awarded for absence.

Tips - Test your audio and video as you join; Mute your microphone when not speaking; Position your webcam at eye level and make contact as much as possible.



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Virtual Room
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Parallel Session I / Aug 24 / Tuesday / 11:00 a.m - 12:30 p.m (MYT)

Moderator
Ts. Normaziana Hassan

Time Keeper
Mr. Muhamad Aiman Afiq

No.	Time	Paper ID	Presenter	Title
1	11:00am - 11:10am	DD0002	Ernesto Carlos Pujazon Patron	Is the Ability to Represent Visual Image Through Drawing (Manual or Digital), Necessary in Today's Academic Institutions?
2	11:10am - 11:20am	DD0012	Sarah Binti Rahman	Contribution of Films in Interior Design Interdisciplinary Approach
3	11:20am - 11:30am	DD0017	Ts. Dr. Saiful Hasley Ramli	Iceberg© Online: Applying Physical Creativity Integration Tool into Online Class
4	11:30am - 11:40am	DD0048	Muhammad Shafiq Bin Muda	Electronic Jewellery: The Coalescing of Electronic Devices and Contemporary Jewellery
5	11:40am - 11:50am	DD0063	Aisha Saddiqa	An Analytical Study of Design Configurations in Pakistani Paintings
6	11:50am - 12:00pm	DD0082	Zuo Shuangxi	Design Thinking in Sustainability of Slow Fashion: A Example of Fashion Design Students
.....				
	12:00pm - 12:25pm	Q & A Session		
	12:25pm - 12:30pm	Photography Session. End of Parallel Session.		

* Design Thinking, Education in Design Creativity & Innovation, Interior Design



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Parallel Session I / Aug 24 / Tuesday / 11:00 a.m - 12:30 p.m (MYT)

Moderator
Dr. Faryna Mohd Khalis

Time Keeper
Mr. Syafiq Abdul Samat

No.	Time	Paper ID	Presenter	Title
1	11:00am - 11:10am	DD0047	Nur Syazana Osman	The 'Action Process' for Strategic Design Approach among Bumiputera SME Furniture Manufacturers
2	11:10am - 11:20am	DD0009	Adiba Amanina Shahrudin	Lifelong Learning (LLL): Terminology in Art & LLL Blueprint in Malaysian Context
3	11:20am - 11:30am	DD0011	Marina Abdullah	Exploring Children Preferred Outdoor Element for Education
4	11:30am - 11:40am	DD0023	Roslaili binti Anuar	Online Distance Learning (ODL) in Improving Learning Strategies among Art and Design Education Students during Covid-19
5	11:40am - 11:50am	DD0037	Yip Jinchi	Mirror, Mirror on My Blog
6	11:50am - 12:00pm	DD0050	Siti Nurannisaa P.B.	Visual Diary: The Self-discovery for Future Designer in Design Learning

.....
12:00pm - 12:25pm Q & A Session

12:25pm - 12:30pm Photography Session. End of Parallel Session.

* Education in Design Creativity & Innovation/Art & Design Management



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Parallel Session I / Aug 24 / Tuesday / 11:00 a.m - 12:30 p.m (MYT)

Moderator
Assoc. Prof. Ts.Dr. Azhari Md Hashim

Time Keeper
Pn. Siti Fairuz Ibrahim

No.	Time	Paper ID	Presenter	Title
1	11:00am - 11:10am	DD0054	Norulaini binti Mohd Ramly	Validity and Reliability of Using The KPA Domain Conceptual Framework on TVET Fashion Program Curriculum
2	11:10am - 11:20am	DD0055	Ts Dr Ahmad Faiz bin Ghazali	Mobile-based Visual Decision Support System for Hybrid Learning in Post-COVID-19 Pandemic
3	11:20am - 11:30am	DD0056	Siti Nur Dini binti Mahazan	Development of an Instrument to Design an e-Portfolio of Adopting the Principle of Studio-Based Learning (SBL)
4	11:30am - 11:40am	DD0087	Nur Umairaa Omar	Art Appreciation Session In Visual Art Education
5	11:40am - 11:50am	DD0090	Shafilla Subri	The Effectiveness of The Three-Dimensional (3D) Design Animation Programme In The Institutes Of Higher Learning Malaysia
.....				
	12:00pm - 12:25pm	Q & A Session		
	12:25pm - 12:30pm	Photography Session. End of Parallel Session.		

* Education in Design Creativity & Innovation



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Parallel Session I / Aug 24 / Tuesday / 11:00 a.m - 12:30 p.m (MYT)

Moderator
Dr. Wan Noor Faaizah Wan Omar

Time Keeper
Mr. Taufik Zulkefli

No.	Time	Paper ID	Presenter	Title
1	11:00am - 11:10am	DD0008	Hamdan Lias	Bamboo - A batik block alternative in the production of aesthetic batik pattern design.
2	11:10am - 11:20am	DD0064	Zati Hazira Ismail (Video)	Sustainable Materials in Malaysia: A Systematic Review on Academic Articles and Industrial Applications
3	11:20am - 11:30am	DD0066	Valerie Anak Michael	The hybrid knowledge between artist and curator in developing the hybrid art practices
4	11:30am - 11:40am	DD0076	ZOU SHASAH	Green aesthetical framework for upcycling packaging products
5	11:40am - 11:50am	DD0085	Ji Kang	Research on The Persuasive Design Of Healthy Living Products
6	11:50am - 12:00pm	DD0016	Norfadilah Kamaruddin	Exploration Design Patterns and Colours of Rainforest Plants at Keniam, Taman Negara Pahang
.....				
	12:00pm - 12:25pm	Q & A Session		
	12:25pm - 12:30pm	Photography Session. End of Parallel Session.		

* Sustainable Art & Design & Visual Communication



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Parallel Session II / Aug 24 / Tuesday / 3:30 p.m - 5:00 p.m (MYT)

Moderator
Dr. Hasnul Azwan Azizan

Time Keeper
Mr. Ahmad Fazlan

No.	Time	Paper ID	Presenter	Title
1	3:30pm - 3:40pm	DD0010	Mohammad Aaris bin Amirza	Rethinking A National Monetary Identity: Does Malaysia Need A Fitter Ringgit Symbol?
2	3:40pm - 3:50pm	DD0015	Nor Syahidatul Amira Dzulkepli	Developing a Significant Visual Identity to Promote Malaysia Through An E-Books
3	3:50pm - 4:00pm	DD0027	Farihan Zahari	Interpretation on crime scene photography evidence for Syariah Offences
4	4:00pm - 4:10pm	DD0028	Aidah Alias (Video)	An Overview of the Use of Interactive Multimedia Teaching Aid for Deaf Students
5	4:10pm - 4:20pm	DD0030	Agatha Maisie Tjandra	Systematic Review: Interface Design Study in eCommerce for Elder
6	4:20pm - 4:30pm	DD0032	Dona Lowii binti Madon	Social Cohesion Commotion in Malaysia's Public Service Advertisement In 2018-2021
.....				
	4:30 pm - 4:55 pm	Q & A Session		
	5:00 pm	Photography Session. End of Parallel Session.		

**Visual Communication*



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Parallel Session II / Aug 24 / Tuesday / 3:30 p.m - 5:00 p.m (MYT)

Moderator
Mr. Abdullah Kula Ismail

Time Keeper
Dr. Shafilla Subri

No.	Time	Paper ID	Presenter	Title
1	3:30pm - 3:40pm	DD0068	Ellyana Mohd Muslim Tan	Therapeutic Photography: Photograph Preferences in Therapy
2	3:40pm - 3:50pm	DD0078	Deng Ting	Understanding Effects of Interactive Experience in Advertising
3	3:50pm - 4:00pm	DD0088	Zakiyah Hasan	Minimalism Exploration and Integration in The Immaculate Art Exhibition Development
4	4:00pm - 4:10pm	DD0091	Azhari Md Hashim	Adapting Psychological Innovative Method of Product Appearances In Creative Virtual Classroom Learning Environment
5	4:10pm - 4:20pm	DD0093	Faryna Mohd Khalis	Digital Media as An Effective Platform for Zakat Kedah State Information Source
6	4:20pm - 4:30pm	DD0021	Ze Hang Cheng	Soundscape Support for People with Dementia: A Systematic Literature Review
.....				
	4:30 pm - 4:55 pm	Q & A Session		
	5:00 pm	Photography Session. End of Parallel Session.		

**Visual Communication & New Media*



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Parallel Session II / Aug 24 / Tuesday / 3:30 p.m - 5:00 p.m (MYT)

Moderator
Mr. Mohd Syazrul Hafizi

Time Keeper
Mr. Mohd Hamidi Adha

No.	Time	Paper ID	Presenter	Title
1	3:30pm - 3:40pm	DD0013	Wan Zamani bin Wan Zakaria	The Value of Digital Portfolio on Placing Graphic Design Graduates from Worker-to-Work Matches in Online Advertisement
2	3:40pm - 3:50pm	DD0020	Minmin Zhou	Designing User Interface for People with Dementia: A Systematic Literature Review
3	3:50pm - 4:00pm	DD0073	Syahrini binti Shawalludin	Screen Addiction: Analysis Review on Game User Interface
4	4:00pm - 4:10pm	DD0081	Ryan P. Hontiveros	The Effects of Social Media Engagement for an Authentic Personal Brand of Students in Far Eastern University, Manila
5	4:10pm - 4:20pm	DD0031	Muhammad Rafiq Ahmad Shuhaimi	An Interactive Three-Dimensional (3-D) Map for Muslim Cemetery: A Case Study of E-Pusara Website
6	4:20pm - 4:30pm	DD0094	Neesa Ameera Mohamed Salim	Digital Literacy as the New Dimension in Measuring Advertising Literacy: Towards a "Super Smart Society"
.....				
	4:30 pm - 4:55 pm	Q & A Session		
	5:00 pm	Photography Session. End of Parallel Session.		

* Graphic and Digital Media & Visual Communication



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Parallel Session II / Aug 24 / Tuesday / 3:30 p.m - 5:00 p.m (MYT)

Moderator
Mdm. Juaini Jamaludin

Time Keeper
Mr. Mohd Zamri Azizan

No.	Time	Paper ID	Presenter	Title
1	3:30pm - 3:40pm	DD0033	Wan Juliana Emeih Wahed	Weavers' Aesthetic Perception on the Visual Complexity of Pua Kumbu Design Motifs: An Exploratory Study
2	3:40pm - 3:50pm	DD0035	Wahyuni Masyidah Md Isa	Visualizing the Aesthetic Movement of Selangkah Guru by Exploring Motion Capture
3	3:50pm - 4:00pm	DD0038	Aufa Nabila Bt Jafri	Reflection on National Cultural Elements in Artworks of Young Contemporary Award
4	4:00pm - 4:10pm	DD0084	Assoc. Prof. Dr Nor Azlin binti Hamidon	Design Structure In Malaysian Islamic Calligraphy Contemporary Paintings
5	4:10pm - 4:20pm	DD0077	Luo Na	The Influence Of Children's Painting Thinking Characteristics And Visual Characteristics On People's Happiness
6	4:20pm - 4:30pm	DD0040	Tun Mohd Irfan Mohd Suria Affandi	Using Structural Equation Modelling (SEM) Methods in Estimating the Contributing Factors of Artworks and Participation Perspective in Malaysia
.....				
	4:30 pm - 4:55 pm	Q & A Session		
	5:00 pm	Photography Session. End of Parallel Session.		

* Visual Culture, Design Practice, Art History, Art / Creative Community & Methodology in Design Creativity & Innovation, Art / Creative Community



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Parallel Session III / Aug 25 / Wednesday / 9:30 p.m - 11:30 p.m (MYT)

Moderator
Mr. Mohamat Najib Mat Noor

Time Keeper
Mr. Mohammad Hazmi Shoroin

No.	Time	Paper ID	Presenter	Title
1	9:30am - 9:40am	DD0034	Fatima Zahra (Video Presentation)	Intrinsic Nature and characteristics of "Arabesque": Foliated Eurasian Architectural Ornament
2	9:40am - 9:50am	DD0036	Nurul Huda Mohd Din	The Conceptual Framework of Islamic Art In The Establishment of Art Illumination In Malay Manuscripts
3	9:50am - 10:00am	DD0039	Shazani binti Shamsuddeen	Batik in Visual Art
4	10:00am - 10:10am	DD0041	Syafriil Amir bin Muhammad	Developing a Conceptual Framework of Street Art in Perspective of Malaysian Identity
5	10:10am - 10:20am	DD0043	Aiqa Afiqah binti Isnin (Q)	A Study on the Development of Cucuk Sanggul Design in the 15th to 16th Century.
6	10:20am - 10:30pm	DD0086	Lixiaoshu	The Research Background of Chinese Buddhist Grotto Statue Art
.....				
	10:30pm - 10:50am	Q & A Session		
	11:00am - 11:30am	Photography Session. End of Parallel Session.		

* Art History



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Parallel Session III / Aug 25 / Wednesday / 9:30 p.m - 11:30 p.m (MYT)

Moderator
Mr. Zaidi Yusoff

Time Keeper
Mr. Abu Hanifa Ab Hamid

No.	Time	Paper ID	Presenter	Title
1	9:30am - 9:40am	DD0051	Mhd Sany bin Mhd Hanif	Re-inventing the Pemulas on Rebab Mak Yong using CAD & 3D-Printed Technology
2	9:40am - 9:50am	DD0058	Fatimahwati Hamzah	A Review: The Needs of Assistive Technology for Children with Cerebral Palsy
3	9:50am - 10:00am	DD0059	Nor Amalina binti Mohamed Zaki	Pilot Study: Identifying the Suitable Design of Motorcycle Footboard for Children
4	10:00am - 10:10am	DD0061	Adibah binti Yusuf	Transformation of Mosque Role and Functions in Sarawak. Influence on the Design and Layout Plan of the Mosque.
5	10:10am - 10:20am	DD0065	Zati Hazira Ismail (Video)	Product Categories Affected by Odorous Materials
6	10:20am - 10:30pm	DD0095	Mohd Taufik Zulkefli	Automotive Interior: A Study on the Dashboard Touch Screen Panel and its Impact to the Driver
.....				
	10:30pm - 10:50am	Q & A Session		
	11:00am - 11:30am	Photography Session. End of Parallel Session.		

* Art History



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Parallel Session III / Aug 25 / Wednesday / 9:30 p.m - 11:30 p.m (MYT)

Moderator
Mr. Asrol Hasan

Time Keeper
Mdm Fadila Mohd Yusof

No.	Time	Paper ID	Presenter	Title
1	9:30am - 9:40am	DD0096	Hasnul Azwan bin Azizan	Streamlining Augmented and Virtual Experiential Learning In the Industrial Design Education Process
2	9:40am - 9:50am	DD0097	Wan Noor Faaizah Wan Omar	Appreciative of the Biomimicry Design Process for Revolutionary Furniture Development
3	9:50am - 10:00am	DD0003	Norarifah Binti Ali	A Multi-Sensory Approach for Dyslexia Children
4	10:00am - 10:10am	DD0062	Adibah binti Yusuf	Facilities Management Practice in Shopping Mall : An Overview of the Consumer's Needs
5	10:10am - 10:20am	DD0079	Yajie Luo	Securing Crowd Management over Patients' Behavior\ in Chinese Public Hospitals
6	10:20am - 10:30pm	DD0095	Mohsen Delfani	Spatial Cognition: A Sign of Successful Communication Representation between Professionals on AEC's Design Process
.....				
	10:30pm - 10:50am	Q & A Session		
	11:00am - 11:30am	Photography Session. End of Parallel Session.		

* Industrial Design & Art & Design Management



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Parallel Session III / Aug 25 / Wednesday / 9:30 p.m - 11:30 p.m (MYT)

Moderator
Ms. Syahrini Shawalludin

Time Keeper
Mdm Nurul Atikah Adnan

No.	Time	Paper ID	Presenter	Title
1	9:30am - 9:40am	DD0057	Muhammad Hawari bin Berahim	The Collective Artistic Identity Of Sebiji Padi Art Group Through Its Artworks
2	9:40am - 9:50am	DD0069	Mohd Hanif Mohd Omar	Characterising Ethical Behaviour on Viral Video: Case Study Malaysian SMEs Muslim Products
3	9:50am - 10:00am	DD0074	Setyo Budi	Applied Optical Art in the Parang Motif of Javanese Classical Batik
4	10:00am - 10:10am	DD0029	Syazwani Abdul Kadir	Conducive Learning Space for Design-Based Students in Open and Distance Learning (ODL) Implementation
5	10:10am - 10:20am	DD0049	Normaziana Hassan	A Conceptual Paper: Aptitude Impact On Consumers Apparels Purchase Upon Economic Downturn In Malaysia
6	10:20am - 10:30pm	DD0089	Juaini Jamaludin	A Critical Analysis of Creative Project Made During the Covid-19 Crisis: ASEDAS2020 Virtual Exhibition
.....				
	10:30pm - 10:50am	Q & A Session		
	11:00am - 11:30am	Photography Session. End of Parallel Session.		

** Art / Creative Community / Learning Space / Fashion Marketing / Appreciation*