

2ND INTERNATIONAL CONFERENCE
ON ART, CULTURE & HERITAGE

Theme :



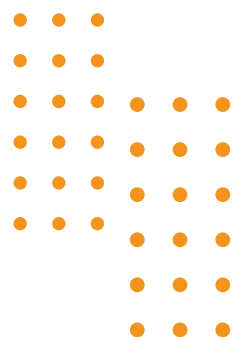
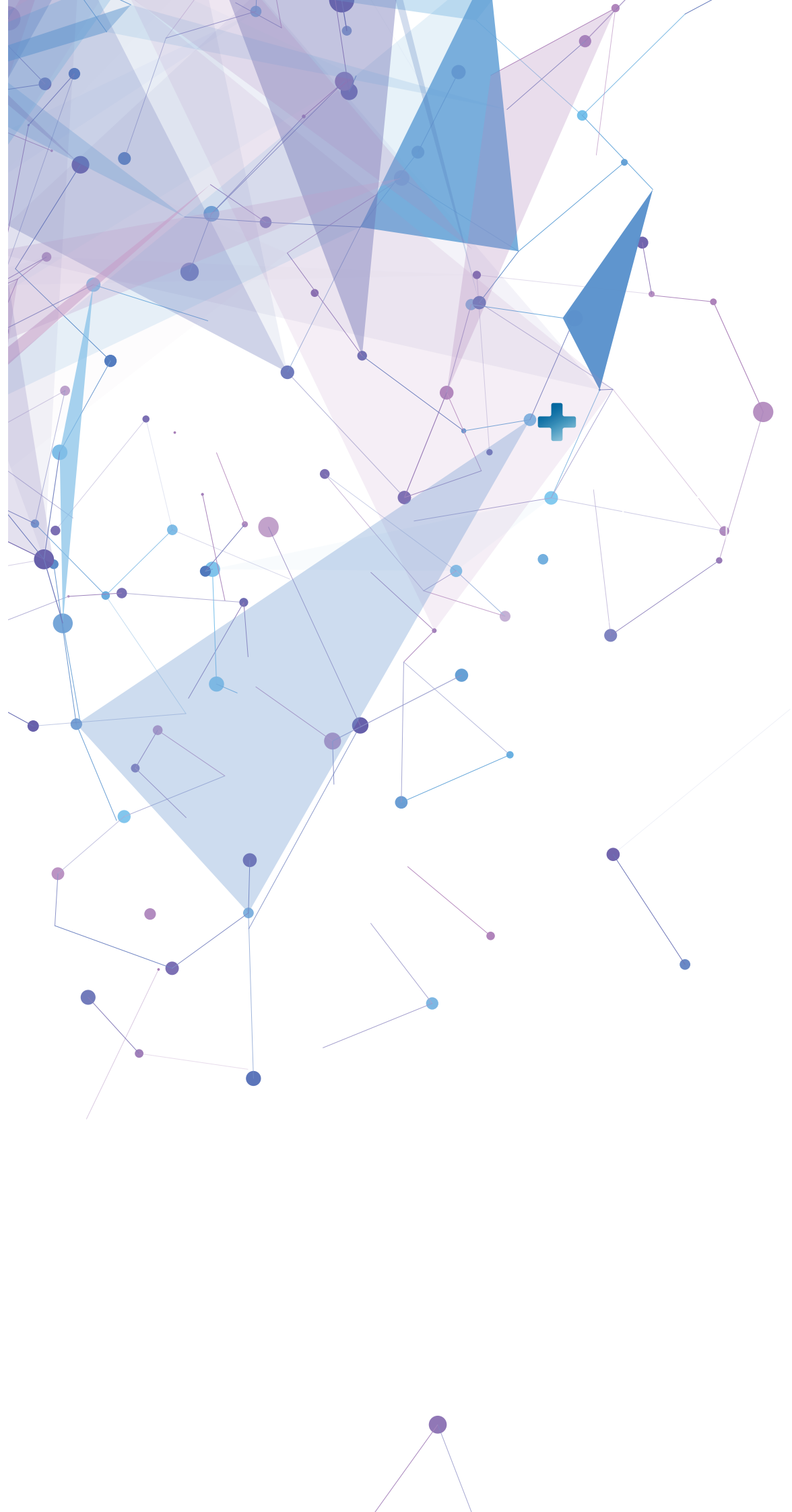
ART & SCIENCE : A COLLABORATIVE INITIATIVE FOR CREATIVE SOLUTIONS

27TH December 2022

Online
Platform



PROGRAM BOOK



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INTRODUCTION

Assalamualaikum and Good Day,

Distinguished Keynote Speakers
Invited Speakers,
Presenters, participants, and committee members.



I am pleased to welcome all presenters and participants to the **2ND INTERNATIONAL CONFERENCE ON ART, CULTURE AND HERITAGE 2022 (ICACH'22)**. Thank you to the keynote and invited speakers from Canada, Indonesia, and Malaysia who are going to share their insights on the trend, issues, challenges, and strategies for the growth of local and global art and science industry.

The theme chosen for ICACH'22 is Art and Science: A Collaborative Initiative for Creative Solution. Apparently, this year's conference is set as an educational digital platform for all participants worldwide to share and unleash their latest findings, views, ideas, and issues on art, culture, and heritage. Interestingly, art and science are seen from an integrated dimension that involves dynamic processes to accelerate professions, practices, and activities among the practitioners, academicians, learners as well as society at large.

To illustrate, digital tools, including software like Inkscape and Adobe Illustrator, have not only become a popular platform for creating and sharing artwork, but they're also driving technological improvements. Similarly, recent developments in semi-automated computing platforms have enabled the creation and dynamic revision of illustrations of natural processes based on new insights. This approach has the potential to accelerate the pace at which society as a whole learns new concepts. More advanced applications of conventional techniques include the use of artificial intelligence (AI)-based robots as tools. Interestingly, this has now led to a debate as to whether such technology could function autonomously without the intervention of the artist himself.

In addition, this conference could also be one of the best platforms to develop art, culture, and heritage as strategies to create unity and diversity out of being creative, innovative, and predictive. The ultimate goal of this conference is to generate both national and international frameworks for art and science that are viewed as collaborative initiatives for creative solutions.

ICACH 2022 is specially designed to reach a general audience because the insights, findings, and views are applicable to their daily lives. All topics for this conference were chosen with practicality and experts' interests in mind. I hope that ICACH'22 will help the presenters, participants, researchers, and practitioners to utilize the outcome of the conference and be an expert in the field.

Last but not least, I hope everyone will enjoy this virtual conference and stay with us until the end.

Thank you and have a fruitful conference.

Prof. Emeritus Dato' Dr. Ahmad Bin Haji Zainuddin
Vice Chancellor
UCYP Malaysia



Greetings from the Faculty of Creative Arts, UCYP Malaysia.

On behalf of the ICACH'22 organizing Committee, I would like to welcome all keynote and invited speakers as well as participants to the 2nd International Conference on Art, Culture and Heritage 2022.

The theme for this year is Art and Science: A Collaborative Initiative for Creative Solutions. Art influences society by changing opinions, instilling values, and translating experiences across space and time. In other words, art in this sense is communication - it allows people from different cultures and different times to communicate with each other via images, sounds, and stories. ICACH'22 is designed with one intention which is to become a vehicle for social change through the exchange of knowledge among academicians, researchers, and students. The results from various types of research are hoped to reveal the importance of creative and innovative solutions that are meant to deal with the many challenges. All participants will have the privilege to gather and exchange knowledge and establish networking across numerous disciplines.

A special thanks to Professor Emeritus Dato' Dr Ahmad bin Hj Zainuddin, the Vice Chancellor, also the backbone of the art and design of UCYP Malaysia. To the keynote and invited speakers, namely, Prof. Yelena Gluzman, from Canada, Prof. Dr. Wegig Murnonugroho, from Indonesia, Associate Professor Dr Nur Hisham Ibrahim from Universiti Teknologi MARA, and Associate Professor Hasnul Jamal Saidon from Universiti Sains Malaysia, we thank you for your presence and valuable sharing.

Our appreciation also goes to all of the participants from various countries including Malaysia, Indonesia, UAE, and China. Not to forget ICACH'22 co-organizers - Universiti Teknologi MARA (UiTM, Perak) and Universitas Trisakti - thank you for the support!

Lastly, I truly believe that the success of a conference depends on the people who are with commitment in planning and realizing. Thus, I would like to express my deepest appreciation to ICACH'22 committee members and all other related parties for the great effort made.

Thank you and Terima Kasih.

Muhammad Helmi Bin Hj Muhammad Khir
Director ICACH'22
Dean, Faculty of Creative Arts (FCA)
UCYP Malaysia

RUNDOWN



RUNDOWN
2nd INTERNATIONAL CONFERENCE ON ART, CULTURE & HERITAGE UPON A THEME ART & SCIENCE: A COLLABORATIVE INITIATIVE FOR CREATIVE SOLUTION
(ICACH 2022)
27th DECEMBER 2022
(Malaysian Time GMT+8)

Tuesday, 27th December 2022
Zoom link: <https://bit.ly/ICACH-27DEC2022>

Time	Agenda
09.00am - 09.30am	Registration Sponsorship Promo
09.30am - 09.40am	Doa Recital: Ustaz Muhammad Hafis Mohd Hussain Opening Remarks <i>Moderator: Mohd Pirdaus Mat Husain</i> Professor Emeritus Dato' Dr. Ahmad Bin Haji Zainuddin <i>Vice Chancellor, University College of Yayasan Pahang (UCYP), Malaysia</i>
09.40am - 10.20am	Keynote Address <i>Moderator: Mohd Pirdaus Mat Husain</i> GREATER THAN THE SUM OF ITS PARTS: COGNITIVE JUSTICE AND ART-SCIENCE COLLABORATION Asst Prof Dr. Yelena Gluzman <i>Department of Art and Design, University of Alberta, Canada</i> Q&A Session
10.20am - 11.00am	CREATIVE DESIGN SUSTAINABILITY PRACTICES DURING THE PANDEMIC ERA Assoc. Prof Dr. Nur Hisham Ibrahim <i>Rector, Universiti Teknologi Mara (UiTM) Perak Branch, Malaysia</i> Q&A Session Photo Session
11.00am - 11.30am	Invited Speaker Presentation: Session I <i>Moderator: Norshuhada Mohd Azhar</i> RE-APPROACHING ISLAMIC COSMOLOGY & VISUAL TRADITION THROUGH THE DESIGN OF USM MEDICAL SCIENCES INTERACTIVE GALLERY Assoc. Prof Hasnul Jamal Saidon <i>Director</i> <i>Muzium & Galeri Tuanku Fauziah, Universiti Sains Malaysia (USM), Malaysia</i> Q&A Session
11.30am - 12.00pm	Invited Speaker Presentation: Session II <i>Moderator: Nor Shuhada Azhar</i> CHALLENGES AND RESPONSE TO THE CHANGING CREATIVE DESIGN ENVIRONMENT TODAY Prof. Dr. Wegig Murnonugroho <i>Professor, Department of Visual Communication,</i> <i>Faculty of Art & Design, Trisakti University, Indonesia</i> Q&A Session

12.00pm - 12.15pm	Break	
12.15 - 1.00pm	<p align="center">ROOM A</p> <p align="center">Join Zoom Meeting https://bit.ly/ICACH2022-27DEC2022-ROOMA</p>	<p align="center">ROOM B</p> <p align="center">Join Zoom Meeting https://bit.ly/ICACH2022-27DEC2022-ROOMB</p>
	<p>Parellel Session <i>Moderator: Norshuhada Mohd Azhar</i></p>	<p>Parellel Session <i>Moderator: Siti Nor Ilyana Shaharin</i></p>
12.15pm - 12.30pm	<p>GANDALIA ARTS: THE REFLECTION OF CHARACTER EDUCATION VALUE</p> <p>Indra Galih Pamungkas <i>Universitas Negeri Semarang , Indonesia</i> Prof Dr. Muhammad Jazuli <i>Universitas Negeri Semarang , Indonesia</i> Dr. Restu Lanjari <i>Universitas Negeri Semarang , Indonesia</i></p>	<p>AVATAR CREATORS IN MALAYSIA: PRELIMINARY STUDY ON NFT (NON-FUNGIBLE TOKEN)</p> <p>Md Najib Osman <i>Multimedia University (MMU), Malaysia</i> Hanafizan Hussain <i>Multimedia University (MMU), Malaysia</i> Sri Kusumawati Hj Mohd Daud <i>Multimedia University (MMU), Malaysia</i></p>
12.30pm - 12.45pm	<p>BRAND NAMING PROCESS IN MALAYSIA SMALL AND MEDIUM ENTERPRISE: A NEED ASSESSMENT ANALYSES</p> <p>Assoc Prof Dr. Muhammad Abdul Aziz Ab. Gani <i>Universiti Teknologi Mara (UiTM) Perak, Malaysia</i> Dr. Mohd Khairulnizam Bin Ramlie <i>Universiti Teknologi Mara (UiTM) Perak, Malaysia</i> Ishak Ramli <i>Universiti Teknologi Mara (UiTM) Perak, Malaysia</i> Khayril Anwar Khairudin <i>Universiti Teknologi Mara (UiTM) Perak, Malaysia</i> Nur Faizah Mohd Pahme <i>Universiti Teknologi Mara (UiTM) Perak, Malaysia</i></p>	<p>CREATIVITY AND COLLABORATIVE: ART, SCIENCE AND PSYCHOLOGY BEHIND THE LOGO DESIGN</p> <p>Muhammad Helmi Muhammad Khir <i>University College of Yayasan Pahang (UCYP), Malaysia</i> Assoc. Prof Dr. Jamal Rizal <i>Universiti Malaysia Pahang (UMP), Malaysia</i></p>
12.45pm - 1.00pm	<p>SPECIALIZED ATTIRE FOR BUILDINGCONSTRUCTION WORKERS: THE RESEARCH CONDUCTED IN TANAH MERAH HOUSING DEVELOPMENT, MALAYSIA</p> <p>Ros Salsabila Mohd Zaki <i>University College of Yayasan Pahang (UCYP), Malaysia</i> Prinses Saliang <i>Universiti Teknologi Mara (UiTM), Malaysia</i></p>	<p>CORPORATE IDENTITY AND IT'S IMPACT TOWARDS SME IN PAHANG</p> <p>Muhammad Amirul Adli Faizalairi <i>University College of Yayasan Pahang (UCYP), Malaysia</i> Mohd Pirdaus Mat Husain <i>University College of Yayasan Pahang (UCYP), Malaysia</i></p>
1.00 - 2.00pm	Break	

	ROOM A Join Zoom Meeting https://bit.ly/ICACH2022-27DEC2022-ROOMA	ROOM B Join Zoom Meeting https://bit.ly/ICACH2022-27DEC2022-ROOME
	Parallel Session <i>Moderator: Chin Kuo Ren</i>	Parallel Session <i>Moderator: Siti Nor Ilyana Shaharin</i>
2.00pm - 2.15pm	DOCUMENTARY PHOTOGRAPHY: A CONTENT ANALYSIS OF THE BEST ENVIRONMENTAL PHOTOGRAPHY WINNER 2020 Mohd Pirdaus Mat Husain <i>University College of Yayasan Pahang (UCYP), Malaysia</i> Assoc Prof Dr. Mohd Nor Shahizan Ali <i>Universiti Kebangsaan Malaysia (UKM), Malaysia</i> Dr. Ammar Redza Ahmad Rizal <i>Universiti Kebangsaan Malaysia (UKM), Malaysia</i>	MAH MERI MASK DIGITAL PRESERVATION VIA WHITE LIGHT THREE-DIMENSIONAL(3D) SCANNER IN MALAYSIA Muhammad Asyraf Bin Mhd Pauzi <i>Multimedia University (MMU), Malaysia</i> Dr. Khong Chee Weng <i>Multimedia University (MMU), Malaysia</i> Prof. Harold M Thwaites <i>Sunway University, Malaysia</i> Assoc Prof Dr. Faridah Noor Mohd Noor <i>University Malaya, Malaysia</i>
2.15pm - 2.30pm	A CASE OF GEO-POSITION OF THE GRAND MOSQUE OF MELAKA SULTANATE Dr. Fauzan Mustaffa <i>Multimedia University (MMU), Malaysia</i> Dr. Mohamad Izani Zainal Abidin <i>Higher College of Technology, United Arab Emirates (UAE)</i> Dr. Muhammed Fauzi Othman <i>Universiti Teknologi Malaysia (UTM), Malaysia</i>	VISUAL ETNOGRAPHY: DOCUMENTING 'TARIAN PELANDUK' AS MEANS OF PRESERVING THE TRADITIONAL CULTURE IN PAHANG Nurfatin Amira Sudin <i>University College of Yayasan Pahang (UCYP), Malaysia</i> Mohd Pirdaus Mat Husain <i>University College of Yayasan Pahang (UCYP), Malaysia</i> Nor Syahidatul Amira Dzulkepli <i>University College of Yayasan Pahang (UCYP), Malaysia</i> Muhammad Helmi Muhammad Khir <i>University College of Yayasan Pahang (UCYP), Malaysia</i>
2.30pm - 2.45pm	A STUDY OF TOP WATER LURE DESIGN FOR LOCAL FRESHWATER FISH SPECIES 'SEBARAU'-HAMPALA MACROLEPIDOTA): AN IMPLICATION OF RESEARCH KNOWLEDGE SUPPORTED BY DESIGN PROCESS Ku Ahmad Adzam Bin Ku Saud <i>Multimedia University (MMU), Malaysia</i> Muhammad Asyraf Bin Mhd Pauzi <i>Multimedia University (MMU), Malaysia</i>	THE IMPACT OF MISLEADING VISUAL ELEMENTS ON CHILDREN'SFOODPACKAGING DESIGN IN RETAILING PROCESS Guo Junjie <i>Jiangxi Tourism & Commerce Vocational College, China</i> Assoc Prof Dr. Nur Hisham Ibrahim <i>Universiti Teknologi Mara (UiTM) Perak, Malaysia</i> Assoc Prof Dr. Muhammad Abdul Aziz Ab. Gani <i>Universiti Teknologi Mara (UiTM) Perak, Malaysia</i>

<p>2.45pm - 3.00pm</p>	<p>DESIGN THERAPY: A CREATIVE SOLUTION FOR AWARENESS CAMPAIGN ON STRESS MANAGEMENT</p> <p>Vytheswary A/P Muneswaran <i>University College of Yayasan Pahang (UCYP), Malaysia</i></p> <p>Mohd Pirdaus Mat Husain <i>University College of Yayasan Pahang (UCYP), Malaysia</i></p>	<p>DISCOVERING GEO-LOCATION OF THE MELAKA SULTANATE BRIDGE</p> <p>Dr. Fauzan Mustaffa <i>Multimedia University (MMU), Malaysia</i></p> <p>Prof Dr. Peter Woods Charles <i>Multimedia University (MMU), Malaysia</i></p> <p>Prof. Harold Thwaites <i>Sunway University, Malaysia</i></p> <p>Prof Dr. Eugene Ch'ng <i>University of Nottingham, Ningbo, China</i></p> <p>Lim Yan Peng <i>Multimedia University (MMU), Malaysia</i></p>
<p>3.00pm - 3.15pm</p>	<p>DESIGNING AUGMENTATION OF HONGSHAN CULTURE PATTERNS THROUGH CREATIVE PRODUCT DESIGN</p> <p>Lin Lin <i>Universiti Teknologi Mara (UiTM) Perak, Malaysia</i></p> <p>Assoc Prof Dr. Nur Hisham Ibrahim <i>Universiti Teknologi Mara (UiTM) Perak, Malaysia</i></p> <p>Neesa Ameera Mohamed Salim <i>Universiti Teknologi Mara (UiTM) Kedah, Malaysia</i></p>	<p>ISLAMIC ADVERTISEMENT: PROMOTING 'NIQAB' WEARING AMONG MODERN MUSLIM WOMEN IN MALAYSIA</p> <p>Nur Ilya Mysyarra Muhamed Rizal <i>University College of Yayasan Pahang (UCYP), Malaysia</i></p> <p>Mohd Pirdaus Mat Husain <i>University College of Yayasan Pahang (UCYP), Malaysia</i></p> <p>Nor Syahidatul Amira Dzulkepli <i>University College of Yayasan Pahang (UCYP), Malaysia</i></p>
<p>3.15pm - 3.30pm</p>	<p>MAKYUNG IN METAVERSE: ISSUES AND CHALLENGES OF DELIVERING PERFORMING ARTS EDUCATION IN THE VIRTUAL WORLDS</p> <p>Ts. Siti Noraisyah Abd Rahman Jazmi Izwan Jamal Juhara Ayob Husna Adlyna Sidek Mohamad Farhan Mohamad Fariz Azmir Mohd Ghazali Muhammad Rasfan Abu Bakar Marzuki Abdullah Fatimah Abdullah <i>Akademi Seni Warisan dan Kebangsaan Malaysia (ASWARA), Malaysia</i></p>	
<p>Break Pillars Presentation</p>		
<p>3.45pm - 4.30pm</p>	<p>Closing Ceremony <i>Moderator: Chin Kuo Ren</i></p> <p>Closing Remarks by Muhammad Helmi Md Khir <i>Dean Faculty of Creative Art, UCYP Malaysia</i></p> <p>Best Presenter's Award & Photo Session</p>	

ZOOM LINK

2ND INTERNATIONAL
CONFERENCE ON
ART, CULTURE & HERITAGE

Theme :

**ART & SCIENCE:
A COLLABORATIVE
INITIATIVE FOR
CREATIVE SOLUTIONS**

27TH December 2022 | Tuesday

Online
Platform



Join Zoom Meeting
<https://bit.ly/ICACH-27DEC2022>

Room A

Join Zoom Meeting
<https://bit.ly/ICACH2022-27DEC2022-ROOMA>

Room B

Join Zoom Meeting
<https://bit.ly/ICACH2022-27DEC2022-ROOMB>

ABSTRACT

KEYNOTE AND INVITED SPEAKERS' ABSTRACTS

No	Title, Name & Affiliation	Abstract
1	<p>Greater Than the Sum of Its Parts: Cognitive Justice and Art-Science Collaboration</p> <p><i>Asst Prof Dr. Yelena Gluzman</i> <i>University of Alberta, Canada</i></p>	<p>Abstract: This paper discusses on how Islamic cosmology and visual tradition can be adapted through the development of gallery design concept for medical sciences. Using a project called 'Spices: Interactive Gallery for Medical Sciences USM' as an example, this paper explores the relationship between traditional cosmology and science through shared principles in the design process.</p> <p>Keywords: Islamic cosmology, design, medical science, design process.</p>
2	<p>Creative Design for Sustainable Unity</p> <p><i>Assoc. Prof Dr. Nur Hisham Ibrahim</i> <i>Rector, Universiti Teknologi Mara (UiTM), Perak Branch</i></p>	
3	<p>Re-Approaching Islamic Cosmology & Visual Tradition Through the Design of USM Medical Sciences Interactive Gallery</p> <p><i>Assoc. Prof Hasnul Jamal Saidon</i> <i>Director, Muzium & Galeri Tuanku Fauziah, Universiti Sains Malaysia (USM), Malaysia</i></p>	<p>Abstract: This paper discusses on how Islamic cosmology and visual tradition can be adapted through the development of gallery design concept for medical sciences. Using a project called 'Spices: Interactive Gallery for Medical Sciences USM' as an example, this paper explores the relationship between traditional cosmology and science through shared principles in the design process.</p> <p>Keywords: Islamic cosmology, design, medical science, design process.</p>
4	<p>Challenges And Response to The Changing Creative Design Environment Today</p> <p><i>Prof. Dr. Wegig Murnonugroho</i> <i>Faculty of Art & Design, Trisakti University, Indonesia</i></p>	

ABSTRACT

SELECTED ABSTRACTS

No	Title, Name & Affiliation	Abstract
1	<p>Gandalia Arts: The Reflection of Character Education Value</p> <p>Indra Galih Pamungkas <i>Universitas Negeri Semarang , Indonesia</i></p> <p>Prof Dr. Muhammad Jazuli <i>Universitas Negeri Semarang , Indonesia</i></p> <p>Dr. Restu Lanjari <i>Universitas Negeri Semarang , Indonesia</i></p>	<p>Abstract: Gandalia Arts: The Reflection of Character Education Value in Tambaknegara Village Communities, Rawalo District, Banyumas Regency examines two aspects, including: The Existence of Gandalia Arts and the main aspect is The Reflection of Character Education Value in Gandalia Arts. These two aspects were studied in the Analytical Qualitative Research Design, with a Case Study Approach based on the Center for Curriculum Research and Development of the Ministry of National Education (2010: 9-10). The process of searching for data in this article used observational studies, interviews, documentation studies also literature studies. In testing the validity of the data, this study used the triangulation method through the following processes: data reduction, data display, data analysis, and data conclusion. The result of the study shows that Gandalia Arts still exist until this decade. There is a change in the form of Gandalia Arts, since born at 1925, The Gandalia Arts growth from the individual instruments that also functional for repelling "hama" (javanese language for pests, such as monkey and wild boar) at field, to the Performanse of Musical-Dance Drama called Gandalia. In another aspect, the character education value in Gandalia Arts was in line with the Curriculum of the Ministry of National Education's Research and Development Center (2010: 9-10) as follows, (1) Patience, (2) Hard Work, (3) Independent, (4) Care for the Environment, (5) Positive Character Values, (6) Social Values, (7) Responsibility, (8) Religious Values, (9) Love the motherland, (10) The value of tolerance, (11) The value of appreciating achievement, and (12) Curiosity.</p> <p><i>Keywords: Gandalia Arts, Existence, Reflectionon Character Education Values.</i></p>
2	<p>Makyung in Metaverse: Issues and Challenges of Delivering Performing Arts Education in the Virtual Worlds</p> <p>Ts. Siti Noraisyah Abd Rahman Jazmi Izwan Jamal Juhara Ayob Husna Adlyna Sidek Mohamad Farhan Mohamad Fariz Azmir Mohd Ghazali Muhammad Rasfan Abu Bakar Marzuki Abdullah Fatimah Abdullah</p> <p><i>Akademi Seni Warisan dan Kebangsaan Malaysia (ASWARA), Malaysia</i></p>	<p>Abstract: Metaverse potentially provides a translation of physical face-to-face (f2f) education into the virtual environment. Current research indicates that the technology is already employed in social and gaming activities, yet is still in its infancy in the realm of education, particularly in the teaching of Makyung (noun: [ma/yung] alternative spelling: Mak Yong/Makyong) performing arts. This study aims to examine the potentials, issues and challenges associated with tutoring performing arts in the metaverse through observing an <i>adiguru</i> (master) tutoring Makyung class in a virtual world (metaverse) platform that is accessible through Virtual Reality (VR) and web. A cross-sectional study is conducted involving Malaysian educators and cultural experts using a semi structured interview. A thematic analysis is carried out based on the focus group interview, and open-ended questionnaires are then transcribed verbatim. Findings showed that despite tutors are challenged by movement limitation, self-regulation, sense of presence, technological competency, and e-learning system support, such platform provided potential domain for aspiring practitioners. Considering the challenges, the metaverse could be a beneficial instrument for delivering cultural performing arts education. Therefore, future research will focus on designing a metaverse-based performing arts teaching and learning assessment tool.</p> <p><i>Keywords: Metaverse, Virtual Education, Cultural Heritage, Makyung.</i></p>
3	<p>Brand Naming Process in Malaysia Small and Medium Enterprise: A Need Assessment Analyses</p> <p>Assoc Prof Dr. Muhammad Abdul Aziz Ab. Gani <i>Universiti Teknologi Mara (UiTM) Perak, Malaysia</i></p> <p>Dr. Mohd Khairulnizam Bin Ramlie <i>Universiti Teknologi Mara (UiTM) Perak, Malaysia</i></p> <p>Ishak Ramli <i>Universiti Teknologi Mara (UiTM) Perak, Malaysia</i></p> <p>Khayril Anwar Khairudin <i>Universiti Teknologi Mara (UiTM) Perak, Malaysia</i></p> <p>Nur Faizah Mohd Pahme <i>Universiti Teknologi Mara (UiTM) Perak, Malaysia</i></p>	<p>Abstract: A name is among the most important identity for a brand, apart from its logo and symbol. Previous researchers proven that a good and properly chosen naming process will indeed give impact to a brand. Through literature reviews, the naming process by Kohli and LaBahn (1997) is a detailed and systematic model that is produced to look into the naming process for a certain brand in the United States. What has been done by the local companies especially in the SME category in producing a suitable name has become one of the questions. Therefore, in determining the most accurate way to apply the Kohli and LaBahn (1997) model as well as the need of modifying the model, a specialist assessment was made to see the research needs for this problem. This working paper, reports and discusses the findings from interviews with five (5) experts who are the lecturers from several fields; marketing, organization founder, and directors of organizations. Results had shown that there are needs to carry out research in addressing the issue. Recommendations for future researchers are also discussed in order to ensure the quality of local brands at international level.</p> <p><i>Keywords: Brand Identity, Brand Name, Naming Process, Small and Medium Enterprise.</i></p>

4 **Creativity And Collaborative: Art, Science and Psychology Behind the Logo Design**

Muhammad Helmi Muhammad Khir
University College of Yayasan Pahang, (UCYP),
Malaysia
Assoc. Prof Dr. Jamal Rizal
Universiti Malaysia Pahang (UMP), Malaysia

This research discusses the relationship between art, science, and psychology in logo design. It is specifically concerned with interdisciplinary collaboration, interrogating the processes that contribute to the collaborative creation of original ideas and the practices of designing logos. Logo design is a type of delivery symbol with a symbolic meaning that uses a simple image to express its meaning, and helps to develop people's symbol recognition abilities, imagination and other thinking abilities to convey a particular message. A powerful logo may seem simple, but nothing is easy about creating an effective logo. On the other hand, there are some psychological forces behind creating a good logo design. This study was conducted to explore a deeper look at the psychology of logo design and how fonts, shapes, forms, and colors can play a role in the logo design choices design of Bumiputera SME logos. So basically, the psychology behind logo design is the study of interpreting the meaning of a logo - a meaning that goes far beyond the mere naming of the logo. This study employs a mixed method of quantitative (content analysis). This study to see the psychological impact of logo design on an industry can indeed create and have a strong impact on consumers.

Keywords: Creativity, art, science, psychology, logo design.

5 **Specialized Attire for Building construction Workers: The Research Conducted in Tanah Merah Housing Development, Malaysia**

Ros Salsabila Mohd Zaki
University College of Yayasan Pahang (UCYP),
Malaysia
Prinses Saliang
Universiti Teknologi Mara (UiTM), Malaysia

Abstract: Construction sites are known to exhibit hot and harsh environment. Highly physical demanding task done by the construction workers made them one of the highest physical to heat stress related cases globally (Imran, 2017). Besides, jobs as a building construction are very risky and dangerous jobs. A common problem often faced by building construction workers is exposed to the scorching heat of the sun while working need to investigate how to keep building construction workers stay health. The objective is to study the characteristic and type of a construction uniform. And to examine creative and innovative functional ideas for controlling body temperature while working in the hot sun. Currently, there is lacking research for housing construction workers raise awareness of important wearing right uniform while doing work for maintain health and avoid hazard. Result for this study showed that human need to maintain body temperature 37 degrees Celsius and can't work in hot environment for avoid form heat stroke, heat cramps and fainted. Researchers produce functional Hi-vis that can maintain body temperature in hot environment to take care workers health. The concept used is natural ventilation that will be produced through the manipulation of clothing patterns. The result shows that the respondent often sweats on the chest and back, this further strengthens the researcher's study to produce Hi-vis clothing for housing construction workers. This Hi-vis clothing is for comfort and durability when housing construction workers work in a high heat environment.

Keyword: Multi-functional fashion, temperature of body, housing construction workers, hot Environment, healthy, natural ventilation, hi-Vis

6 **Corporate Identity and It's Impact Towards SME in Pahang**

Muhammad Amirul Adli Faizalairi
University College of Yayasan Pahang (UCYP),
Malaysia
Mohd Pirdaus Mat Husain
University College of Yayasan Pahang (UCYP),
Malaysia

Abstract: Corporate identity (CI) is getting an increasingly important factor in business success. It because identification promotes loyalty and competitive advantage, and nowadays, trust and reputation frequently determine profit as well. Corporate identity is defined as a company's strategically planned and operational self-presentation, both internally and externally, based on an agreed philosophy, long term company goals, and a specific desired image, combined with the desire to use all instruments of the company as one unit achieved through behaviour, communication, and symbolism. The importance of corporate identity has been increasingly recognized. This research is attempted to identify the important if corporate identity among local SME and to examine the impact of corporate identity towards SME. This research is embedded the corporate identity model by Melewar & Jenkins (2002). By using a quantitative method which is survey among 83 local SME. Data from questionnaire were collected and the descriptive analysis is employed.

7 **Documentary Photography: A Content Analysis of The Best Environmental Photography Winner 2020**

Mohd Pirdaus Mat Husain

*University College of Yayasan Pahang (UCYP),
Malaysia*

Assoc. Prof Dr. Mohd Nor Shahizan Ali

Universiti Kebangsaan Malaysia (UKM), Malaysia

Dr. Ammar Redza Ahmad Rizal

Universiti Kebangsaan Malaysia (UKM), Malaysia

Abstract: Photography is viewed as a form of communication that entails a visual display that carries several interpretations concerning a certain problem or event. Since the 1960s, photography has played an essential role in raising awareness of environmental issues. Climate change, environmental deterioration, and reliance on nonrenewable energy sources remain major concerns. Among them are environmental issues that clearly endanger humans and the planet. These photographic photographs displaying environmental risks have visually highlighted to the audience that the environment is currently threatened by river pollution, global warming, and other phenomena capable of harming the world. As a result, the primary objective of this research is to examine and analyse the meaning and narrative style of each documentary photographic image from the World Top 20 Environmental Photography Winner 2020 produced by professional photographers that focus in environmental issues. Furthermore, the objective of this study is to determine what the predominant aspects of the production of documentary photographic images, which are communication technology, technical image, and narrative meaning. Independent variables, including communication technology, technological image, and narrative meaning, comprise the conceptual framework. This study employs a mixed method of quantitative (content analysis). The findings of a content analysis of all samples of documentary photographic images revealed that narrative aspects of meaning were more significant than other elements. In conclusion, narrative elements play an important role in the production of documentary photographic images that can communicate with the audience and can foster the awareness of the audience related to environmental issues.

Keywords: Photography, Environmental, Photo Documentary, Content Analysis, Quantitative.

8 **A Case of Geo-Position of The Grand Mosque of Melaka Sultanate**

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Abstract: Historical records reveal the existence of a remarkable mosque made of stone within the capital city of Melaka Sultanate. After the Portuguese- Malay war in 1511, the mosque was claimed to be destroyed and its stones were repurposed. Despite its importance, it appears that no academic investigation has been done to trace back its specific position in the present geo-environment. The purpose of this study is to provide strategic information for future empirical investigations to examine the mosque's ruins for the first time in more than five centuries. In this investigation, two analysis techniques were employed: Analysing historical documents that offer descriptions of the characteristics, location, and dimensions of the historic mosque is done through narrative analysis. Analysing historical images of colonial-era city design is done through visual anthropology. The goal of this phase was to identify the site Sultanate Melaka Mosque in the Portuguese and Dutch city plans considering the "qiblah test," a geo-mapping media technique to check the alignment of i) structures in municipal plans, (ii) satellite images of the location, and (iii) qiblah direction. A matching construct was found in a rare Dutch Melaka municipal plan. It has two square constructs that are very accurate to the qiblah: a large square site, which gives every appearance of being the mosque's main building, and a smaller square site, which seem to be the minaret. The finding of the study shows that the site of the mosque is situated at the parking lot of the History and Ethnography Museum of Melaka. The study is limited by the use of colonial Melaka municipal plans rather than the one of the Sultanate era. The study also capitalized on English translations of old Chinese and Portuguese historical texts. The study has a competitive case in pointing out the specific location of the historic mosque, subject to further verification and reconstruction research in the idealism of historical tourism and in accordance with SDGs 8.9 and 11.4.

Keywords: Melaka Sultanate, Mosque of Melaka Sultanate, Melaka Sultanate City, Geo-Mapping, Reconstruction Study

9 **Avatar Creators in Malaysia: Preliminary Study on Nft (Non-Fungible Token)**

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Abstract: This study will make an impact for Malaysian artist which nowadays they can sell their art work digital exclusively similar with the physical artwork. This will be a new economic prospectus for Malaysian artist in bringing out their artwork to the world in digital format. Meanwhile the NFT (non-fungible token) for Malaysian section has been established to support various age of artist who love to create avatars and another type of artwork or can be both in format. This will lead to the creation of digital asset for Malaysian artist. Due to the exponent of metaverse, it will give a tremendous impact on art work distribution for creations, minting, selling, buying, exchanging and ownership for artist and avatar creators.

Keywords: Avatar Creators, NFT (non-fungible token), Digital Art Buyer, NFT Art Generators, Digital asset.

10 **Mah Meri Mask Digital Preservation Via White Light Three-Dimensional(3d) Scanner in Malaysia**

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Abstract: In this paper we present a process of capturing a three-dimensional(3d) data using colored 3d scanner of Mah Meri mask for a culture and heritage digital preservation effort. Mah Meri is one of among many indigenous people who reside in the peninsular of Malaysia. The mask of Mah Meri once used in their ritual to cask out the sickness from the patient. Each of this mask have their own name and story inspired by the shaman's dream. Now, mask carving become one of their sources of income. Around the world, artefact of culture and heritage are decaying due to the human activities and mother nature. Mah Meri tribe also is not excluding from this gruesome threat. Being hampered by modernization and deforestation, the number of carvers is declining, and the source of the wood also is disappearing. The effort of preserving the mask was conducted with the collaboration between Digital Capture (Digicap) Research Group of Multimedia University and the Centre for Creative Content and Digital Innovation (3CDI) of University Malaya with the support of Museum of Asian Art is one of many efforts to preserve this tangible culture and heritage artifact of Malaysia.

Keywords: Mah Meri, digital preservation, culture heritage, 3d scanning

11 **Visual Ethnography: Documenting 'Tarian Pelanduk' As Means of Preserving the Traditional Culture in Pahang**

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Abstract: Strong social relations among the people of Malaysia are important for a diverse community to live in harmony. According to Saerani, Chan & Abdullah (2017), universal forms of communication that exist among the Malaysian people include various forms, and one of them is through dance. According to Pink (2006), images are inextricably tied up with our daily life, personal identities, narratives, lifestyles, cultures and societies, as well as with definitions of history, space and truth. Dance is a universal medium of non-verbal communication. It is formed among the people, through which the culture of a race can be appreciated. Traditional dance is a type of movement art that includes body movements and beauty elements. Tarian Pelanduk is a traditional performance art in the state of Pahang. Tarian Pelanduk is a form of dance that has been adapted from the hunting activities of the villagers of Bukit Betong. The methodology of visual ethnography was applied in this research by referring to the images & video related to Tarian Pelanduk. Banks (2007) points out two stands of visual ethnography which contrast to each other: on the one hand the use of image to study society and on the other, the sociological study of images. The objectives of this research are to cover historical, theoretical and methodological overview of visual ethnography (photography and film) as a research tool in studying 'Tarian Pelanduk', to examine visual ethnography as a means of cultural representation in preserving 'Tarian Pelanduk' and to promote 'Tarian Pelanduk' through new informational design as tools of creating the awareness.

Keywords: Tarian Pelanduk, visual ethnography, cultural dance, informational design, historical.

12 **Discovering Geo-Location of The Melaka Sultanate Bridge**

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Abstract: Over five centuries ago, stand a bridge spans the Melaka River connecting the cosmopolitan town of Upeh and the royal compound of Melaka Sultanate. It was erected by the order of Sultan Mansor Syah, Melaka's sixth monarchy. It is without a doubt that the bridge exists and was one of the most remarkable constructs of the Sultanate of Melaka with enormous importance for the city; at functional, sociocultural, economic, and aesthetic levels. However, no critical study has been conducted in tracing the location and orientation of the bridge in reference to the current geo-location. This study is a subset to a larger reconstruction research project of the Melaka Sultanate bridge. The identification of the location and orientation of the bridge in relation to modern geo-surroundings is envisioned to provide better appreciation and measures for its reconstruction. This study employs narrative analysis framework to carefully investigate descriptive clues about the location, and orientation of the bridge in view of ancient texts from China, Melaka and Portugal; all of which were written within or close to the Sultanate period. The results of the narrative analysis were compared to a collection of municipal plans from the Portuguese and Dutch eras in Melaka. This is to find traceable signs that have plausible evidence as vestiges of tradition from Melaka Sultanate municipal structure and to use them as the foundation for making the case for the position and orientation of the bridge. The findings of the narrative and visual anthropological investigation suggest that the Sultanate bridge was originally positioned on the riverbank, parallel to the main street that runs through Bendahara Village. Surprisingly, this alignment accurately reaching the main gate of A'Famosa when Portuguese and Dutch bridges always turn away from this main gate. The study has limitations since it relies on English translation, in dealing with ancient Chinese and Portuguese texts. This Melaka Sultanate reconstruction study has a long-term aim of historical tourism, which is aligned with SDGs 8.9 and 11.4.

Keywords: Melaka Sultanate city, Bridge of Melaka Sultanate, Location and Orientation of Melaka Sultanate Bridge

13 **Designing Augmentation Of Hongshan Culture Patterns Through Creative Product Design**

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Abstract: Nowadays, people's consumption demand is increasing, and the pursuit of cultural and creative products with historical significance and historical continuity is becoming more and more intense. Cultural and creative industries are becoming a new economic growth point in various countries with their own unique development characteristics. Hongshan culture is one of the precious cultural heritages of China. The main body of this culture is distributed in the southeastern part of Inner Mongolia and the western part of Liaoning, China, and its age is 6500 -- 5000 years ago. Hongshan Culture is one of the earliest relics of China's Huaxia civilization, and also one of the most famous Neolithic archaeological cultures in Northeast China. It is the most developed Neolithic culture in Northeast China and even the whole Northeast Asia so far, representing the highest level of prehistoric culture in this region. Compared with the research of Hongshan cultural theory, the research of Hongshan cultural creative product design is relatively weak. The research primarily aim is to discover the aesthetic characteristics of patterns then to concede the very significance characteristics in Hongshan culture. Resulting from that, the researcher will propose new design of Hongshan Culture uniqueness into creative product design. The main points of this study include three parts: 1. To analyze the aesthetic characteristics of patterns on Hongshan culture. 2. To determine the significance characteristics of the visual patterns on Hongshan culture. 3. To propose design of Hongshan culture patterns through creative product design. This study uses the studio research method for qualitative design. The method used is studio research method, which includes two connected parts, the data generations in the first stage and the product design approach in the second stage. First, data are generation through visual research methodology and qualitative approach. Second, through the formation and development of the concept, the decision of the design method is made to make the product design. After the completion of the product design, the overall experience and process to make a summary. Designing Augmentation of Hongshan Culture patterns through creative product design, it has the following significance: 1. To promote the spread and development of Hongshan culture. 2. To enhance the value of cultural and creative products. 3. To boost the development of Hongshan cultural tourism industry.

Keywords: Hongshan culture, creative product design, patterns

14 Islamic Advertisement: Promoting 'Niqab' Wearing Among Modern Muslim Women in Malaysia

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Abstract: The origins of Islamic or Muslim culture and traditions can be traced back to Arabia. There are currently more than 1.7 billion Muslims worldwide (Lipka, 2016). Despite the fact that they speak hundreds of different languages and live in dozens of different countries, they share a few Muslim culture. Islamic/Muslim clothing, food, wedding traditions, and other aspects of Islamic life that Muslims have adopted in their respective countries are examples of Muslim customs and traditions. Traditionally, anthropology and ethnology have focused on "cloth culture," or how Muslims live, what they carry, and how they dress. Traditionally, anthropology and ethnology have focused on "cloth culture," or how Muslims live, what they carry, and how they dress. As a result, this study will concentrate on the niqab as one of the tools used to promote cultural heritage. This research is based on observations gathered from a variety of sources, including digital media. The objectives of this study are divided into three categories: identifying three types of niqabs, promoting niqab wearing, and highlighting the niqab's impact on culture. The findings revealed that different types of niqab is influenced by different situation and different understanding about niqab. Furthermore, findings also revealed that niqab can be used as one of the tools in promoting local culture.

Keywords: Niqab, muslim culture, heritage, traditions

15 A Study of Top Water Lure Design for Local Freshwater Fish Species 'Sebarau'-Hampala Macrolepidota): An Implication of Research Knowledge Supported by Design Process

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Abstract: This paper describes how through its alliances with research knowledge, a study of top water lure design for local freshwater fish species Sebarau (Hampala macrolepidota) has transformed into adding value from the product design process and creating new organizational knowledge. The three design models are proposed, which describe the contribution of fishing knowledge through observation and cognition in this process as a means of stimulating innovation, integrating expertise, learning and designing. The study employed an observation with direct experience method. The observation was codified at the behavioral, cognitive, and emotional levels. Based on the findings and observation receptions, the researcher chose the local fish species Sebarau (Hampala macrolepidota) regarding the feeding pattern and characteristics of the added value for top water lure design. Throughout the progress within observation with direct experience, the design proposed focuses on the form and material approach instead of scientifically designing the dedicated lure. Observation with direct experience helps understand the reflection of usage and the meaning of object design to the user. Thus, the impact of research and design structure on the project is analyzed and evaluated.

Keywords: Research knowledge, design process, direct experience

16 The Impact of Misleading Visual Elements on Children's foodpackaging Design in Retailing Process

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Abstract: In recent years, foods which are mainly consumed by children have sprung up. The cost of children's snacks has become one of the important expenditure items of families, and children's snacks have an increasing proportion of children's meals. The food safety problem has been paid more and more attention by the media and the common people. In an interview with China Press and Publication News, the vice president and secretary-general of the International Food Packaging Association said: "With the deepening of the concept of 'food packaging is equal to food', the safety of food packaging has gradually been paid attention. However, the safety problems of food packaging materials for children are ignored by regulations, standards and the market." In addition to the packaging materials, the graphic design elements on the packaging are also an important part. When assessing health and nutrition characteristics of a product, salient features in the front-of-package, like pictures, can be sometimes more important to define consumer perception than claims or nutritional information that are less salient or in the back-of-package, as only few consumers will flip packs to actively look for information (Machin et al., 2020). Therefore, comprehensive packaging regulations are necessary to protect children's health. The challenge is to get children not to be misled by packaging into choosing healthier foods. We need to find misleading elements on packaging and get a better guideline for children's food packaging design.

Keywords: misleading elements, children's food packaging, children's purchase behaviors

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