



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perak

Organised by : Faculty of Art & Design UiTM Perak Branch

AICAD
ASIA INTERNATIONAL COMMUNITY
OF ART & DESIGN



22 NOVEMBER 2021
PARALLEL SESSION

<https://meet.google.com/tua-qtgj-haw>



ROOM
A

SESSION 1

- 09.00am **Welcome Speech by President of AICAD UiTM Perak Branch, Malaysia**
- 09.15am **Research on emotional design for children food packaging** (*Wang Haiying, Universiti Teknologi MARA*)
- 09.30am **Promoting The Forgotten Local tales of Terengganu “Tujuh Puteri” in digital Interactive Comic Book for Teenager.** (*Wan Nurfathiyah Binti Wan Abdul Hamid, Universiti Teknologi MARA*)
- 09.45am **Identifying the Teaching Aid Effect That Parents Use to Enhance reading Skill of Their Children** (*Muhammad Syazwan Bin Mohamad Sharil, Faculty of Art & Design, UiTM Shah Alam*)
- 10.00am **A Study on Children Customary Clothe In Malay Head Shaving – Cukur Jambul Ceremony for The Malay Royal Tradition** (*Nor Idayu Ibrahim, UiTM Perak Branch, Malaysia*)
- 10.15am **BREAK TIME**

SESSION 2

- 10.30am **Designing a Specific Footwear for Male Hajj Pilgrims** (*Mohamad Hasriq Haiqal Bin Mohd Rashid, Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia*)
- 10.45am **The Adaptation of Creative and Innovative Indonesian Modest Fashion Design Preferred by Malaysian Youth** (*Husna Saaidin, Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia*)
- 11.00am **Muslimah Design Trends Through the Role of Fashion Forecastin** (*Suriati Saidan, Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia*)
- 11.15am **Personal Branding On Instagram: Visual Framing Analysis on the West Java Governor Candidates Online Campaign** (*Darfi Rizkavirwan, Universitas Multimedia Nusantara, Indonesia*)
- 11.30am **BREAK TIME**

SESSION 3

- 12.00pm **Visual characters “Stiker Kota” classic text sticker category as inspiration in Indonesian proverb poster** (*Rafael Jonathan, Bina Nusantara University, Indonesia*)
- 12.15pm **Theoretical Development towards the Wayfinding Signage Design at the General Hospital in Malaysia** (*Nur Faizah Mohd Pahme, UiTM Perak Branch, Malaysia*)
- 12.30pm **The Development of Bacterial Cellulose Biomaterials Using the Material Design Driven Approach for Packaging Industry** (*Fadzli Irwan Bahrudin, International Islamic University Malaysia*)
- 12.45pm **Modifying Physical Interaction to Virtual Exhibition** (*Rani Aryani Widjono, Universitas Multimedia Nusantara, Indonesia*)
- 13.00pm **END SESSION**

**** Due to the extention of article submission, AICAD have planed to postpone the publication of the article in 2022. This decision has been made to make sure your published article will be acknowledged for the 2022's KPI**



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UNLIMITED CREATIVITY
TOWARDS THE NEW PARADIGM

22 NOVEMBER 2021
PARALLEL SESSION

<https://meet.google.com/hix-riih-cyp>



ROOM
B

SESSION 1

- 09.00am Welcome Speech by President of AICAD UiTM Perak Branch, Malaysia (**ROOM A:** <https://meet.google.com/tua-qtgj-haw>)
- 09.15am Study of Symbol for the Kasunanan Surakarta Palace Through the Spradley Ethnography Approach
(IF Bambang Sulistyono, Sebelas Maret University Surakarta, Indonesia)
- 09.30am Multi-function Apron Bag for Fashion Students.
(Shahrizad Fitri Mustapha, UiTM Perak Branch, Malaysia)
- 09.45am Paper Art: A Conceptual Learning Process for Children Creative Aptitude
(Siti Ermi Syahira Abdul Jamil, UiTM Perak Branch, Malaysia)
- 10.00am Mediamorfosis Buku Yasin
(Zamzami Almakki, Universitas Multimedia Nusantara, Indonesia)
- 10.35am BREAK TIME

SESSION 2

- 10.45am Pembangunan Pelancongan Lestari untuk pekan-pekan terpencil di Yan & Kuala Muda, Kedah Darul Aman
(Izzamir Bin Ismail, Universiti Teknologi MARA, UiTM Perak Branch, Malaysia)
- 11.00am Designing Development for Rice Agricultural Community in Delanggu Subdistrict, Klaten Regency, Indonesia: Enhancements based on Regional Cultural and Natural Potentials Studies
(Pandu Purwandaru, Universitas Sebelas Maret, Indonesia)
- 11.15am Hingar-Bingar Pasar Pengalaman (2004): Satu Kritikan Dalam Memahami Diri T. Alias Taib
(Nur Nafishah Binti Azmi, Faculty of Film, Theatre and Animation, UiTM)
- 11.30am The Importance of Art Marketing Strategy in Fine Art Program to produce more Art Entrepreneur
(Siti Nurulfaidah Binti Nazeri, Universiti Teknologi MARA Shah Alam Selangor)
- 11.45am BREAK TIME

SESSION 3

- 12.00pm Dari Tampilan Imajiner ke Pandangan Nyata Gaze pada kajian Film
(Clemens Felix Setiyawan, Universitas Multimedia Nusantara, Indonesia)
- 12.15pm The Aesthetics of Contemporary Arabic Calligraphy Painting
(Duaa Mohammed Alashari, Saudi Contemporary Artist)
- 12.30pm Unravelling Discarded Second Hand Winter Knit Wear into Reusable Recycle Material
(Wan Nadhra Ixora Wan Kamarulbaharin, Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia)
- 12.45pm An Investigation Into Safe Printmaking Methods with Etching Without Acid For Art & Design of Higher Institution in Pakistan
(Fazal Ellahi Khan, KMUTT, King Mongkut's University of Technology Thonburi, Bangkok, Thailand.)
- 13.00pm END SESSION

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