



**UUM**  
Universiti Utara Malaysia



# PROGRAMME & ABSTRACT

## CREATIVE INDUSTRY INTERNATIONAL CONFERENCE

### 27-28 AUGUST 2024

#### LANGKAWI, MALAYSIA

Organised by:



Collaborators :



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## Foreword by the Vice-Chancellor



It is with great pleasure that I extend a warm welcome to all participants, speakers, and distinguished guests attending the Creative Industry International Conference (CIIC2024), hosted by the School of Creative Industry Management and Performing Arts (SCIMPA), Universiti Utara Malaysia.

The creative industry is a vital component of global economic growth, contributing to cultural richness and providing a platform for innovation, expression, and connectivity across diverse communities. This year's conference theme, "The Emergence of AI in Culture and Creative Industries: Opportunities and Challenges," resonates deeply with the current transformations in our industry. As Artificial Intelligence (AI) continues to advance, its influence on the creative and cultural sectors is both profound and multifaceted. While AI offers unprecedented opportunities for innovation, efficiency, and new forms of expression, it also presents challenges that must be carefully navigated.

CIIC2024 provides a critical forum for these discussions. By bringing together thought leaders from various disciplines, this conference will explore the balance between harnessing AI's potential and safeguarding the essence of human creativity. It will also examine the ethical frameworks and policies needed to guide the responsible integration of AI into our cultural and creative practices.

I am confident that the insights and collaborations forged during CIIC2024 will contribute significantly to advancing the creative economy, not only in Malaysia but also globally. The exchange of ideas and best practices among experts from various disciplines will undoubtedly spark new avenues for innovation and growth. In closing, I wish all participants a fruitful and inspiring conference. May CIIC2024 be a catalyst for new ideas, meaningful partnerships, and enduring contributions to the creative industry.

Thank you.

Prof. Dato' Dr. Mohd. Foad Sakdan  
Vice Chancellor  
Universiti Utara Malaysia

## Foreword by the CIIC2024 Chair



Assalamualaikum warahmatullahi wabarakatuh.

On behalf of the organising committee, it is my distinct honour to welcome you to the Creative Industry International Conference (CIIC2024), hosted by the School of Creative Industry Management and Performing Arts (SCIMPA), Universiti Utara Malaysia. This year's conference promises to be an intellectually stimulating and engaging event, centered around the timely and thought-provoking theme, "The Emergence of AI

in Culture and Creative Industries: Opportunities and Challenges."

The rise of Artificial Intelligence (AI) has introduced transformative possibilities within the creative industries, offering new tools and methods that redefine the boundaries of what is possible. From AI-generated art and music to advanced data-driven cultural insights, the potential of AI to revolutionize our field is immense.

However, with these opportunities come profound challenges. CIIC2024 is designed to facilitate meaningful dialogue on these critical issues. We have brought together a diverse group of experts, including academics, practitioners, industry leaders, and policymakers, to share their insights and experiences. The presentations, panels, and workshops scheduled throughout the conference will provide valuable perspectives on how AI can be harnessed to drive innovation while addressing the potential risks and ethical considerations.

I wish you all a productive and inspiring conference experience.

Thank you.

Associate Prof. Dr. Juliana Aida Abu Bakar  
Conference Chair  
CIIC2024  
Universiti Utara Malaysia

## Biography of Keynote Speakers

### *Keynote Speaker 1*

#### **PROF. DR. OSMAN GHAZALI**



Professor Dr. Osman Ghazali is a distinguished academic and researcher currently serving as a Professor at the School of Computing, College of Arts and Sciences, Universiti Utara Malaysia (UUM). He holds a PhD in Information Technology with a specialization in Computer Networks, awarded by UUM in 2008. His academic journey also includes a Master of Science and a Bachelor of Information Technology, both from UUM.

Dr. Osman has a distinguished career spanning over three decades at UUM starting as a lecturer in 1996 and was promoted to full Professor in 2022. His leadership roles include Assistant Vice Chancellor of the College of Arts and Sciences and Dean of the School of Computing in 2023. He also served as Deputy Dean and Head of the Computer Science Department for about 10 years.

Dr. Osman specializes in Blockchain, Computer Networks, Information Security, and Cloud Computing, with extensive research and publications in these areas. His work has advanced practical applications, particularly in blockchain security for academic certificates and cybersecurity. He has led significant projects, including a blockchain framework for academic certificates and an e-participation model for Malaysian e-government.

As a respected academic quality evaluator, Dr. Osman has served on various committees and as a program evaluator for multiple universities. He is also dedicated to teaching and mentoring, having supervised numerous PhD and MSc students and taught a wide range of courses in his fields of expertise.

Professor Dr. Osman Ghazali's contributions to academia and research have earned him recognition and respect in his field. His ongoing commitment to education and research continues to inspire and shape the future of computer science and information technology.

## *Keynote Speaker 2*

### **DR. HERMAN FELANI**



Dr. Herman Felani Tandjung, S.S., M.A. is a permanent lecturer in the Communications Department in Universitas Islam Indonesia. He has been teaching in Chandigarh University India, Nanjing Xiaozhuang University China, Asian Institute of Cambodia, Duy Tan University Vietnam, and Gadjah Mada University. He got his Ph.D, master from Gadjah Mada University and bachelor degree from State University of Yogyakarta. He has published some books such as “Learning English in a Fun Way” (2011), “English for Law” (2014), Book Chapter in “Academic Writing for Publication: Workshop Materials for Trainers Working with University Scholars “ (2016), “English for Communication” (2020), and “Film and Television Studies” (2021), book Chapter in “Departing for Returning: Notes on PhD Journey’ (2022), and “Nationalism in American and Indonesian Films” (2023). His research interests are Popular Culture, international Public Relations, films, intercultural education, political communication, and creative media. He is also active in promoting the internationalization of Higher Education. He is the initiator of P2A International Course of Creative Media (P2A ICE CREAM) and some other mobility programs.

He has produced short films on the issue of disabled people and a documentary on Songket in Minangkabau which won an award from Indonesian Research and Innovation Agency in 2024. Dr. Herman was awarded as the Best Advisor in ASEAN Foundation Model ASEAN Meeting 2018 in National University of Singapore and he also won a scholarship from Oregon University in The US in 2013. Dr. Herman was the official for the Indonesian Team in Interfolk 2016 in Saint Petersburg, Russia which became the World Champion. He can be contacted at [herman.felani@uii.ac.id](mailto:herman.felani@uii.ac.id)

### *Keynote Speaker 3*

#### **DR. WIDA RAHAYUNINGTYAS**



Dr. Wida Rahayuningtyas, M.Pd, is a distinguished academic affiliated with Universitas Negeri Malang in Indonesia. Dr. Rahayuningtyas completed her Bachelor's Degree (S1) in Arts Education with a focus on Seni dan Desain from Fakultas Sastra, Universitas Negeri Malang, graduating in 2003. She continued her academic journey with a Master's Degree (S2) in Educational Arts from Universitas Negeri Semarang (UNNES), where her studies concentrated on the packaging of educational materials for vocational dance education. This was followed by a Doctorate (S3) in Educational Arts from UNNES, where her research centered on cultural inheritance through Wayang Topeng in Kabupaten Malang, which she completed in 2018.

In her professional career, Dr. Rahayuningtyas has been actively involved in education, particularly in the field of Arts Education. She served as a lecturer in Pendidikan Seni Tari at Universitas Negeri Malang from 2000 to 2004. Her leadership role as the Chair of the Department of Arts and Design at Universitas Negeri Malang began in 2022 and will continue until 2027. Her research interests include the cultural preservation of traditional arts and the development of educational resources for dance education. She can be reached via email at [wida.rahayuningtyas.fs@um.ac.id](mailto:wida.rahayuningtyas.fs@um.ac.id).

#### *Keynote Speaker 4*

#### **ASSOCIATE PROF. DR. SYAMSUL BAHRIN ZAIBON**



Dr. Syamsul Bahrin Zaibon currently is an Associate Professor of Multimedia at the School of Creative Industry Management & Performing Arts, Universiti Utara Malaysia (UUM) and teaches various courses in the areas of creative industry and media interactive. Dr Syamsul holds an undergraduate degree in Information Technology from UUM, a MSc Multimedia & Internet

Computing from Loughborough University, and a PhD in Multimedia from UUM. His research focuses on multimedia & mobile applications, web design & development, game-based learning, comics for learning, and edutainment.

He has numerous research outputs and publications in these areas and presented papers at national and international conferences. He is affiliated with several professional societies (i.e. Internet Society Malaysia, IEEE) and has been a recipient of various awards in his fields of expertise, including the Geneva Exhibition & Invention, Seoul International Invention Fair, PECIPTA, Malaysian Technology Expo, and Innovation & Technology Expo. In addition, one of his journal articles was awarded as the best article for the Malaysian Journal of Learning and Instruction.



## Conference Schedule

| 27 August 2024 (Tuesday - Conference Day 1) |   |                            |                                 |
|---|---|----------------------------|---------------------------------|
| 7.30 am - 9.00 am                           | Registration<br>In front of the conference room (Platinum)  |                            |                                 |
| 8.00 am – 9.00 am                           | Workshop Part 1<br><br>Room: Bronze   |                            |                                 |
| 9.00 am – 10.00 am                          | Keynote Speaker 1<br><b>Prof. Dr. Osman Ghazali</b><br>Assistant Vice Chancellor<br>UUM College of Arts & Sciences<br>Universiti Utara Malaysia<br><br>Room: Platinum |                            |                                 |
| 10.00 am - 10.30 am                         | Coffee Break<br>Level 3 Foyer   |                            |                                 |
| 10.30 am - 11.30 am                         | Keynote Speaker 2<br><b>Dr. Herman Felani</b><br>Universitas Islam Indonesia<br><br>Room: Platinum  |                            |                                 |
| 11.30 am – 12.30 pm                         | Keynote Speaker 3<br><b>Dr. Wida Rahayuningtyas</b><br>Universitas Negeri Malang<br><br>Room: Platinum  |                            |                                 |
| 12.30 pm – 2.00pm                           | Lunch<br>Lobby  |                            |                                 |
| 2.00 pm – 3.30 pm                           | Paper Presentation/Workshop<br><b>Parallel Session A</b>  |                            |                                 |
|   | Session A1<br>Room: Platinum  | Session A2<br>Room: Copper | Workshop Part 2<br>Room: Bronze |
| 3.30 pm - 5.00 pm                           | Paper Presentation/Workshop<br><b>Parallel Sessions B</b>   |                            |                                 |
|   | Session B1<br>Room: Platinum  | Session B2<br>Room: Copper | Workshop Part 3<br>Room: Bronze |
| 5.00 pm - 5.30 pm                           | Tea Break<br>Level 3 Foyer  |                            |                                 |
| 8.00 pm – 11.00 pm                          | Cultural Dinner<br>Theme: Neon Cultural Heritage Night<br><br>Room: Platinum  |                            |                                 |

| 28 August 2024 (Wednesday - Conference Day 2) |  |                            |                            |
|---|--|----------------------------|----------------------------|
| 8.30 am - 9.00 am                             | Registration<br>In front of the conference room (Platinum)   |                            |                            |
| 9.00 am - 10.00 am                            | Keynote Speaker 4<br><br><b>Assoc. Prof. Dr. Syamsul Bahrin Zaibon</b><br>Deputy Dean (Research and Innovation)<br>School of Creative Industry and Performing Arts (SCIMPA)<br>Universiti Utara Malaysia<br><br>Room: Platinum |                            |                            |
| 10.00 am - 10.30 am                           | Coffee Break<br>Level 3 Foyer  |                            |                            |
| 10.30 am - 11.30 am                           | Tips and Tricks for Scopus Journal Publication<br><br><b>Prof. Dr. Kamarul Kabilan Abdullah</b><br>Chief Editor<br>Asia Pacific Journal of Educators and Education (APJEE)<br><br>Room: Bronze                                 |                            |                            |
| 11.30 am – 12.30 pm                           | Paper Presentation<br><b>Parallel Sessions C</b>   |                            |                            |
|   | Session C1<br>Room: Platinum   | Session C2<br>Room: Copper | Session C3<br>Room: Bronze |
| 12.30 pm - 2.00 pm                            | Lunch<br>Lobby   |                            |                            |
| 2.00 pm                                       | Adjournment  |                            |                            |

## CIIC 2024 Parallel Session Schedule

| 27 AUGUST 2024 (TUESDAY - CONFERENCE DAY 1)  |           |
|--|-----------|
| <b>2.00 pm – 3.30 pm</b><br><b>Parallel Session A1 (Room: Platinum)</b><br><b>Session Chair: Assoc. Prof. Dr. Nur Kareelawati</b><br><b>Abd Karim</b>  | <b>A1</b> |
| <p><b>PID3: Singing Characteristics of Ancient Chinese Poetry Choral Works</b><br/> <i>Cao Wenjie, Adzrool Idzwan Ismail</i></p> <p><b>PID57: Traditional Papermaking in Jiangxi Province, China: Material and Methods</b><br/> <i>Tian Li, Hushinaidi Abdul Hamid</i></p> <p><b>PID44: The Influence of Graphics Chinese Characters in Product Advertising Posters Toward Young Consumers: A Review of Literature and Interview based Study</b><br/> <i>Mengchen Zhang, Siti Salmi Jamali, Adzira Husain</i></p> <p><b>PID60: Artificial Intelligence as a Bridge between the Creative Industries and Robotics: A Critical Discourse</b><br/> <i>Nur Kareelawati Abd Karim, Sami Salama Hussen Hajjaj</i></p> <p><b>PID61: Endangered Marine Life (Mammals) Encyclopedia with Augmented Reality (AR) Technology</b><br/> <i>Asmidah Alwi, Chan Shimin, Syamsul Bahrin Zaibon</i></p> <p><b>PID16: The Importance and Evolution of Character Design in Chinese Animation</b><br/> <i>Luo Yuye, Juliana Aida Abu Bakar, Mohd Fitri Yusoff</i></p> |           |
| 27 AUGUST 2024 (TUESDAY - CONFERENCE DAY 1)  |           |
| <b>2.00 pm – 3.30 pm</b><br><b>Parallel Session A2 (Room: Copper)</b><br><b>Session Chair: Dr. Valarmathie Gopalan</b>   | <b>A2</b> |
| <p><b>PID2: A Review of the Learning Theories in VR Teaching</b><br/> <i>Wang Zheng, Asmidah Alwi, Li Chen Chen</i></p> <p><b>PID96: Expert Review of Adaptive Interaction Design Model for Location-Based Augmented Reality in Cultural Heritage Sites</b><br/> <i>Eidlan Hadi Mazlan Hanafi, Juliana Aida Abu Bakar, Ruzinoor Che Mat, Siti Salmi Jamali, Azizi Ab. Aziz, Haslina Arshad</i></p> <p><b>PID49: Traditional Pottery Handicrafts Sustainable Development Guidelines of Rongchang District, China</b><br/> <i>Shihan Shen, Siti Salmi Jamali, Adzira Husain</i></p>  |           |

**PID80: ANTI-DA: Gamified Mobile Therapy for Depression and Anxiety among University Students**

*Valarmathie Gopalan, Juliana Aida Abu Bakar, Zhao Youran*

**PID82: An Ethnomusicological Analysis of Barzanji: The Role in Shaping Cultural Identity among Malay Communities**

*Mohamad Fitri Mohamad Haris*

**PID55: An Iconological Study of “The Night Banquet of Han Xizai”**

*He Jinsong, Syamsul Bahrin Zaibon*

**27 AUGUST 2024 (TUESDAY - CONFERENCE DAY 1)**

**3.30 pm – 5.00 pm**  
**Parallel Session B1 (Room: Platinum)**  
**Session Chair: Dr. Siti Salmi Jamali**

**B1**

**PID52: Song Dynasty Tea Culture: Intangible Heritage Innovation Opportunities based on Cultural Consciousness and Confidence**

*Qiuyuan Lin, Asmidah Alwi*

**PID37: The Role of E-WOM in Mediating the Relationship Between User Engagement and Young Consumers Online Purchase Intention in Social Media Based Virtual Art Exhibition**

*Jiang Qinying, Mohd Noor Abdul Hamid*

**PID83: Visual Design Development Model of “Guochao” Style in Hand-painted Illustrations**

*Yu Miaomiao, Siti Salmi Jamali, Adzira Husain*

**PID89: A Study of the Importance and Relevance of Exercise and Nutrients for Singers**

*Mohd Azhar Abu Bakar @ Azmeer*

**PID29: Pathways to Reforming News Gathering and Editorial Planning in Media Convergence - Experience from China**

*Liu Yuling, Juliana Aida Abu Bakar, Asmidah Alwi*

**PID18: Comparing Cognitive Load in Learning Spatial Ability: Immersive Learning Environment vs. Digital Learning Media**

*Yi Jian, Juliana Aida Abu Bakar*

| 27 AUGUST 2024 (TUESDAY - CONFERENCE DAY 1)   |  |    |
|---|--|----|
| 3.30 pm – 5.00 pm<br>Parallel Session B2 (Room: Copper)<br>Session Chair: Dr. Syamsul Hirdi Muhid   |  | B2 |
| <b>PID6: Investigating the Efficacy of Blended Learning Approaches in Chinese Classical Dance Education</b><br><i>Xie Xinfei, Adzira Husain</i>   |  |    |
| <b>PID38: The Role of Social Media in the Dissemination of Virtual Art Exhibition and Purchase Intentions of Users</b><br><i>Jian Qinying, Mohd Noor Abdul Hamid</i>  |  |    |
| <b>PID36: Aesthetic Characteristics of Mongolian Embroidery and Its Application in Cultural Creative Product Designs</b><br><i>Zhang Xiaoyan, Zhang Xiaomeng, Syamsul Bahrin Zaibon</i>   |  |    |
| <b>PID91: Independent Musicians and Social Media: Industry Syllabus Based on Tyler's Curriculum Model</b><br><i>Syamsul Hirdi Muhid, Wadi Khalid Anuar, Haikal Ismail</i>   |  |    |
| <b>PID45: The Role of AI Technology Helps in the Training for the Chinese Selection of the Graphic Design Technology Program for the WorldSkills Competition</b><br><i>Congcong Liu, Adzira Husain</i>                            |  |    |
| <b>PID20: Digital Interactive Museum of Dongba Culture: Promoting Educational Innovation and Learning Experience</b><br><i>Yang Wen, Juliana Aida Abu Bakar</i>   |  |    |
| 28 AUGUST 2024 (WEDNESDAY - CONFERENCE DAY 2)   |  |    |
| 11.30 am – 12.30 pm<br>Parallel Session C1 (Room: Platinum)<br>Session Chair: Assoc. Prof. Dr. Ahmad Hisham Zainal Abidin   |  | C1 |
| <b>PID19: Authenticity in Art: Navigating Personal NFT Sales versus Project-Based Offerings</b><br><i>Siti Irna Mustajap, Adzira Husain, Syamsul Bahrin Zaibon, Mohd Amirul Helmi Ismail, Mohd Noor Abdul Hamid, Asmidah Alwi</i> |  |    |
| <b>PID99: Analysis of Similarities and Differences between Chinese Orchestra and Western Orchestra</b><br><i>Yu Feng Wei, Ruzinoor Che Mat</i>  |  |    |
| <b>PID30: Conceptual Framework of Virtual Heritage for Tang Dynasty Architectural Digital Restoration</b><br><i>Shupeng Liang, Juliana Aida Abu Bakar</i>   |  |    |
| <b>PID93: A Pilot Study: Exergame Through Finger Flexer for Hand Rehabilitation using Leap Motion Controller</b><br><i>Siti Salmi Jamali, Siti Hanisah Mohamad Kasfi, Nuraina Suwindar</i>  |  |    |

|   |  |           |
|---|--|-----------|
| <b>PID50: Enhancing Artistic Creativity of Children Through Digital Technology</b><br><i>He Shi Feng, Adzrool Idzwan Ismail</i>   |  |           |
| <b>PID88: A Study on Graphic Designer's Perspective Towards Food and Beverage Facebook Ads</b><br><i>Mohamad Hazman Mohamad Jamil, Ahmad Hisham Zainal Abidin, Lieyana Teo Mohd Zulkifli Teo</i>                                  |  |           |
| <b>28 AUGUST 2024 (WEDNESDAY - CONFERENCE DAY 2)</b>  |  |           |
| <b>11.30 am – 12.30 pm</b><br><b>Parallel Session C2 (Room: Copper)</b><br><b>Session Chair: Dr. Adzira Husain</b>  |  | <b>C2</b> |
| <b>PID51: A Study on the Design Framework of Chinese Picture Books to Enhance Literacy Skills in Preschool Children</b><br><i>Yu Yuan Yuan, Adzira Husain, Siti Salmi Jamali</i>  |  |           |
| <b>PID13: The Future of Vocal Music Teaching: Possibilities and Challenges of Combining Artificial Intelligence with Traditional Vocal Music Teaching Methods</b><br><i>Wang Hong Dan, Siti Salmi Jamali, Syamsul Hirdi Muhid</i> |  |           |
| <b>PID48: Production of Cultural and Creative Content in China using Crowdsourcing</b><br><i>Man Yue, Syamsul Bahrin Zaibon</i>   |  |           |
| <b>PID97: Preserving Mek Mulung Traditional Theatre: A Study on User Perception of 3D Animation</b><br><i>Adzira Husain, Naimi Liyana Mohamad Yunos, Ann Shadel D Dayao</i>   |  |           |
| <b>PID47: Digital Extraction of Decorative Motifs from Lacquerware Artifacts: A System Review</b><br><i>Zihao Liu, Juliana Aida Abu Bakar</i>   |  |           |
| <b>PID22: AI Innovation Architectural Design: Enhancing Aesthetic Experience with "Midjourney"</b><br><i>Liu Rongrong, Adzrool Idzwan Ismail</i>  |  |           |

| 28 AUGUST 2024 (WEDNESDAY - CONFERENCE DAY 2)   |  |    |
|---|--|----|
| 11.30 am – 12.30 pm<br>Parallel Session C3 (Room: Bronze)<br>Session Chair: Assoc. Prof. Gs. Dr. Ruzinoor Che Mat   |  | C3 |
| <b>PID40: Artificial Intelligence based Aesthetic Curriculum Development for University Dance/Movement Therapy (DMT)</b><br><i>Liu Shu, Mohamad Fitri Mohamad Haris</i>                 |  |    |
| <b>PID35: Chinese Dragons and Semiotics in Chinese Animated Films</b><br><i>Chen Yang, Siti Salmi Jamali, Adzira Husain</i>   |  |    |
| <b>PID46: A Directional Review of Research on Film Consumption: Perspectives and Interpretations</b><br><i>Gong Ke, Asmidah Alwi</i>  |  |    |
| <b>PID58: Potential of Learning History Through Projection Mapping</b><br><i>Ruzinoor Che Mat, Wilinda A Wan</i>  |  |    |
| <b>PID101: A Brief Analysis of the Musical Characteristics and Performance Technique of the Chinese Piano Work “Embroidered Gold Plaque”</b><br><i>Adzrool Idzwan Ismail, Simeng Ma</i> |  |    |

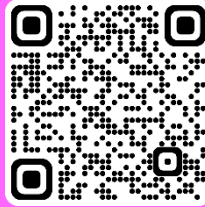
## Recorded Video Presentation Session

Video link is available on our CIIC 2024 website >>

<https://mycreativeindustry.com/conference-schedule-tentative/>

or

scan here



| Paper ID/Title  |
|---|
| <b>PID5: The Coexistence of AI and Traditional Arts: A Case Study of Dai Peacock Dance</b><br><i>Xu Daniel, Asmidah Alwi</i>  |
| <b>PID15: The Effects of Colour Installation Art on the Viewer's Visual Perception</b><br><i>Li Chen Chen, Asmidah Alwi, Wang Zheng</i>   |
| <b>PID8: Superstitious, Feudality, and Adapting Digital Platforms in Bereavement: A Qualitative Study of Tomb - Sweeping in China (Mianyang)</b><br><i>Huo Yunzhu, Adzira Husain, Siti Salmi Jamali</i> |
| <b>PID31: Conceptual Paper: Development of Creative Mobile Augmented Reality (AR) Model for Cultural Heritage Tourism</b><br><i>Guo Wenjing, Adzira Husain, Siti Salmi Jamali</i>                       |
| <b>PID34: Development of Ancient Style Music Communication in the New Media Era from Miman Culture Media</b><br><i>Chen Yao, Ahmad Hisham Zainal Abidin, Syamsul Hirdi Muhid</i>                        |
| <b>PID39: AI Technology in Art and Design Education: Application of Interactive Media for Teachers</b><br><i>Wangrongjun, Juliana Aida Abu Bakar</i>  |
| <b>PID105: A Conceptual Model of Immersive Design for Mobile AR Advertising</b><br><i>Shanshan Li, Juliana Aida Abu Bakar</i>   |



**PID11: Innovation and Challenges of Digitization in Museum Exhibition Design**

*Ruiyi Dong, Siti Salmi Jamali*

**PID25: An Aesthetic Exploration of Visual Characteristics and Cultural Continuity of Naxi Architecture in Perspective**

*Fan Miyu, Syamsul Bahrin Zaibon*

**PID17: China's Intangible Cultural Heritage Safeguarding Policy - Process, Evolution and Development**

*Jianfeng Wang, Norsiah Abdul Hamid*

**PID42: Deep Learning-based Music Generation Model and Its Application to Rock Music Composition**

*Liu Beini, Syamsul Bahrin Zaibon*

**PID27: A Study of Contemporary Art Created in the Exhibition Case Space of Art Museums**

*Peiwen Liu, Adzrool Idzwan Ismail, Xinchun Chen*

## **Abstract**

### **PID2**

#### **A Review of the Learning Theories in VR Teaching**

*Wang Zheng, Asmidah Alwi and Li Chen Chen*

At present, the use of virtual reality (VR) technology in higher education has recently gained traction due to the ongoing advancements in science and technology. It is impossible to separate the direction of teaching theories from the use of educational technologies. This study highlights a number of learning theories connected to the use of VR technology in the classroom in order to better support teaching. The use of virtual reality (VR) technology in the classroom must be integrated with the curriculum and learning objectives. Students' cognitive abilities should also be taken into consideration. As a result, this study presents a number of learning theories that are connected to the application of VR in education.

### **PID3**

#### **Singing Characteristics of Ancient Chinese Poetry Choral Works**

*Cao WenJie and Adzrool Idzwan Ismail*

Ancient Chinese poems chorus is considered as an important category in Chinese choral art due to obvious special characteristics. With the continuous development of Chinese choral art, more and more types, themes and forms of choral music have appeared. The theme of ancient poems has inevitably become an excellent product in the history of Chinese choral art. Because of the special characteristics of ancient poems, which are expressed in ancient languages, there is a need to use conventional language to understand its connotation and extension. This leads to the composers and conductors to interpret subject of ancient poems perfectly. This paper discusses some of the singing characteristics of choral works based on ancient poems and explores how to better sing and interpret these works from the perspective of a choral conductor. The study can serve as a reference for beginners and provide music teachers, especially choral conductors, with

valuable experience in rehearsing choral works of ancient poems.

## **PID5**

### **The Coexistence of AI and Traditional Arts: A Case Study of Dai Peacock Dance**

*Xu Daniel and Asmidah Alwi*

This study explores the coexistence of Artificial Intelligence (AI) and traditional arts through a case study of Dai peacock dance. It investigates how AI technologies can support the preservation, innovation, and dissemination of this ancient dance form while examining the ethical and cultural implications of AI integration. Employing a qualitative approach, the study combines interviews, participant observation, and document analysis to gather insights from key stakeholders. The findings reveal the potential of AI in digital archiving, choreography generation, and immersive experiences, but also highlight challenges related to cultural authenticity, data ownership, and community participation. The study contributes to the literature on AI and cultural heritage, offering practical recommendations for a collaborative, participatory, and ethical approach to AI integration in traditional arts. It emphasizes the importance of cultural sensitivity, community engagement, and responsible innovation in the development and application of AI technologies. The case study of Dai peacock dance demonstrates the complex interplay between technology and culture, underlining the need for ongoing dialogue and reflection to ensure the harmonious coexistence of AI and traditional arts in the creative industry.

## **PID6**

### **Investigating The Efficacy of Blended Learning Approaches in Chinese Classical Dance Education**

*Xie Xinfei and Adzira Husain*

Chinese classical dance, renowned for its rich historical and cultural significance, has traditionally relied on face-to-face instruction due to the intricate nature of its movements and the nuanced expression of emotions. While this conventional teaching method effectively delivers course content, it also poses challenges, including potential limitations in student engagement and inhibitions in the creative process. Recognizing these challenges, blended learning emerges as a promising approach, seamlessly integrating traditional teaching with online resources and interactive activities. This research aims to investigate the key components of blended learning and its impact on dance students' engagement and performance levels. Employing a mixed-methods approach, this study will delve into the perspectives of both students and teachers. T-tests will be conducted to compare the levels of engagement and performance between students enrolled in blended learning courses and those in traditional face-to-face classes over two semesters. Questionnaires will be used to collect quantitative data of students' perspective on the improvement of dance performance and engagement levels. Additionally, teacher perspectives regarding the efficacy of blended learning will be obtained through interviews. The findings of this research aspire to revolutionize Chinese classical dance education by fostering innovation and personalized pedagogy, thereby enhancing student learning outcomes and enriching their overall educational experience.

## **PID8**

### **Superstitious, Feudality, and Adapting Digital Platforms in Bereavement: A Qualitative Study of Tomb-Sweeping in China (Mianyang)**

*Huo Yunzhu, Adzira Husain, and Siti Salmi Jamali*

Adapting digital platforms from the perspective of the departed is a crucial and continuous component of bereavement, especially in the wake of COVID-19. Family members digitally visit using digital Platform (Heaven Missing) to tribute their loved ones' graves in China every year as well as engage in the discussion as part of the tomb-sweeping custom. An investigation of the relationships between the particular behaviors concerning to the adaption of digital platforms and bereavement has not yet been conducted. Most Chinese do tomb-sweeping as part of their communal religion. It employs a multiple case study approach to investigate the ritualistic practices of Tomb-Sweeping. The existing research involves four ethnographic observations and two in-depth interviews done in the Southwestern areas of China, specifically Chengdu in Sichuan Province, over the period of 2023-2024. The scope of existing research is limited to qualitative data gathered on objects, affect, language, and participant interactions in order to gain a deeper understanding of the activities associated with the ritual. The involvement of users in digital platforms, the responses of victims towards superstitious beliefs, the understanding of feudality, and the act of engaging in conversation with the deceased during the Tomb-sweeping ritual offer family members a consistent set of preferences and platforms through which they can transform their tribute to the deceased. This practice encompasses a blend of familiar gestures, such as the use of application (Heaven Missing). Various ritual behaviors in diverse contexts may have comparable prospects for the ongoing utilization of digital platforms.

## **PID11**

### **Innovation and Challenges of Digitization in Museum Exhibition Design**

*Ruiyi Dong and Siti Salmi Jamali*

Owing to the relentless progress of digital technology and the extensive distribution of digital information, museums have experienced substantial transformations in their content, mission, philosophy, and operational methods. This paper examines the use of digital technology in museum scene display. It conducts thorough research to analyse the central aspects of digital transformation and explores the strong relationship between the digital environment and exhibition context. Additionally, it summarises the challenges faced in museum exhibition design due to the need for contextualisation. The research methods employed include both qualitative and quantitative approaches. Moreover, it seeks to enhance its development trajectory by providing specific reference value and guidance for museum exhibition design, scene construction, and cultural dissemination. This, in turn, will facilitate the digitalisation process in the development of museum scenes in the digital age. The findings suggest that by comprehending the thoughts of visitors in specific narrative settings and customising content and personalised services accordingly, while staying true to the "human-centric" concept, the museum strengthens its position as a leader in storytelling within these settings, thereby enhancing the impact of cultural dissemination.

## **PID13**

### **The Future of Vocal Music Teaching: Possibilities and Challenges of Combining Artificial Intelligence with Traditional Vocal Music Teaching Methods**

*Wang Hong Dan, Siti Salmi Jamali and Syamsul Hirdi Muhid*

The field of vocal music teaching is currently seeing both unprecedented challenges and opportunities due to the acceleration of globalisation and the rapid advancement of digital technology. The conventional vocal music teaching approach is constrained by the requirements of instructors,

teaching materials, and individualised instruction, and is in dire need of innovation and enhancement. This study initially examines the present state of vocal music instruction both domestically and internationally. It highlights the deficiencies of conventional teaching approaches in addressing students' individualised learning requirements, enhancing interactivity, and providing ample practice opportunities. The discussion focused on the potential application of artificial intelligence technology in the sphere of education, particularly its creative role in teaching vocal music. The study presents ideas for integrating artificial intelligence with conventional oral teaching methods, and offers solutions to obstacles in technology, ethics, resources, and acceptance. The research presented in this article offers innovative insights for the advancement of vocal music instruction, while also serving as a valuable resource for other disciplines within the realm of art education.

## **PID15**

### **The Effects of Colour Installation on the Viewer's Visual Perception**

*Li Chen Chen, Asmidah Alwi and Wang Zheng*

Colour plays an important role in creating an artistic atmosphere. It can not only shape the overall style and emotional tone of the work, but also guide the audience's sight and attention, enhancing the visual impact and artistic expression of the work. In digital installation art, colour is often combined with audience participation and interaction, and the performance and effect of colour are changed through the audience's interactive behaviour. This interactivity not only increases the fun and participation of the artwork, but also makes each viewer's experience unique, thereby enriching the connotation and meaning of the artwork. Based on the psychological principles of colour, this article analyzes how colour affects people's emotions and behaviours, and then affects the audience's perception and interpretation of works of art. In addition, this article introduces several cases of colour application in installation art, emphasizing the importance of choosing appropriate colours in artistic creation. Through in-

depth analysis and research on the use of colour, the connotation of digital installation art can be better understood.

#### **PID16**

##### **Research on Character Design of Chinese Animation**

*Luo Yuye, Juliana Aida Abu Bakar and Mohd Fitri Yusoff*

In the creation of animation, the character design of animated occupies an extremely important position. If an animated film wants to move the audience, it should not rely entirely on good stories, but also create excellent animated character. Its designers can use a variety of artistic expression techniques to shape animated character design ng features, such as character expression, clothing, hand design and so on. So that it has a distinct personality, unique appearance and unique movement characteristics, so as to leave a deep impression on the audience. Animation character design is the pillar of an animation work, which directly conveys the plot of the whole animation. For a cartoon, creating a distinct animation character design is not only an important link, but also the basis of a successful animation.

#### **PID17**

##### **China's Intangible Cultural Heritage Safeguarding Policy - Process, Evolution and Development**

*Jianfeng Wang and Syamsul Bahrin Zaibon*

Safeguarding intangible cultural heritage is a comprehensive systematic project, with governmental policy regulation and guidance constituting essential components. China has been exploring policies for safeguarding ICH for over a century. However, true legislative protection began in the late 1990s, drawing on international practices and summarizing continuous exploration since the late Qing Dynasty and the early Republican Government. While China still faces challenges in implementing policies for safeguarding intangible cultural heritage, its practices are widely applicable.



## **PID18**

### **Comparing Cognitive Load in Learning Spatial Ability: Immersive Learning Environment vs. Digital Learning Media**

*Yi Jian and Juliana Aida Abu Bakar*

Spatial ability is an important skill for art students, and its learning difficulty lies in the students' need to form abstract three-dimensional (3D) thinking and spatial perception. Common digital learning media (DLM), such as video or animation, consume many cognitive resources, increase cognitive load, and result in a limited spatial ability for students to learn. The purpose of this study is to explore the influence of the immersive learning environment (ILE) on students' spatial ability development. This study uses VR technology to design an immersive learning environment to enhance art students' perception of space by providing a more comprehensive range and a higher degree of synthetic sensory stimulation. The DLM and ILE were used to teach spatial ability to first-year students, and the difference in cognitive load in the two modes was compared. The results of this study provide a reference for future spatial ability learning and the impact of cognitive load on learning performance to provide theoretical support for the subsequent use of ILE to cultivate spatial ability.

## **PID19**

### **Authenticity in Art: Navigating Personal NFT Sales Versus Project-Based Offerings**

*Siti Inna Mustajap, Adzira Husain, Syamsul Bahrin Zaibon, Mohd Amirul  
Helmi Ismail and Mohd Noor Abdul Hamid*

Comparing individual NFT transactions with art projects in the art industry raises significant inquiries over genuineness, possession, and worth. This study examines the consequences of these challenges and offers valuable perspectives on the factors both artists and buyers should consider when engaging in the NFT market. The investigation will also explore the possible influence of blockchain technology on the art industry by investigating its ability to guarantee the genuineness and origin of digital art. Blockchain technology can transform the art market by offering a transparent and secure method to verify the validity and

origin of digital art. Blockchain technology enables the creation of clear and unchangeable records of ownership, guaranteeing that digital art can preserve its origin and genuineness in the NFT market. It provides a resolution to the problem of ownership and value in digital art by offering a secure and verifiable method of registering ownership and guaranteeing the authenticity of digital art in the NFT market. This has profound ramifications for both artists and purchasers in terms of creating confidence and value in the digital realm.

## **PID20**

### **Digital Interactive Museum of Dongba Culture: Promoting Educational Innovation and Learning Experience**

*Yang Wen and Juliana Aida Abu Bakar*

As an innovative form of modern education, digital interactive museum provides rich resources and possibilities for teaching design. This article explores how a digital interactive museum can design swimming instruction to promote educational innovation and enhance learning experience. Characteristics, advantages, and comparison with traditional museums, its application strategies and methods in teaching design are discussed. Through case analysis, the practical application of the digital transportation museum in different disciplines and educational stages is demonstrated, and possible challenges and solutions in teaching design in Istanbul are discussed. Finally, the significance and prospects of the teaching design of the digital trade museum shell are summarized, providing new ideas and directions for future educational innovation.

## **PID22**

### **AI Innovation Architectural Design: Enhancing Aesthetic Experience with 'Midjourney'**

*Liu Rongrong and Adzrool Idzwan Ismail*

This study deeply explores the application of Artificial Intelligence (AI) technology represented by Midjourney in the field of modern architectural design and its influence on architectural aesthetics. With the progressive improvement of AI innovation in a few areas, particularly in architectural design, it

has risen above the confinements of conventional design strategies and opened up modern measurements for the expression of architectural aesthetics. Midjourney technology not only promotes design innovation but also improves the efficiency and flexibility of the design process. Compared to conventional architectural design software such as AutoCAD, Revit and SketchUp, Midjourney shows significant advantages in innovation and user experience. In addition, the study discusses the potential of AI technology to drive the development of architectural aesthetics, especially in generating architectural renderings through AI, which presents unique visual and sensory experiences. Even though the application of AI innovation in architectural design still faces numerous challenges, such as not only technical adaptability, and cost-effectiveness issues, but also application in several social and natural settings. This study points out the direction for future research. By and large, this consideration gives unused viewpoints for understanding the part of AI innovations in present architectural design and offers important references and bits of knowledge for designers, creators, and related experts.

## **PID25**

### **An Aesthetic Exploration of Visual Characteristics and Cultural Continuity of Naxi Architecture in Perspective**

*Fanmiyu and Syamsul Bahrin Zaibon*

Through fieldwork and theoretical analyses, this study explores the visual characteristics and cultural continuity of Naxi architecture. Naxi architecture is known for its unique regional cultural characteristics and profound multicultural integration, and its architectural style and decorative art demonstrate the traditional wisdom of living in harmony with nature and the philosophical idea of “the unity of heaven and man”. The study focuses on the Naxi dwellings in Lijiang Old Town and analyses in detail the basic structure of the buildings, the decorative details and their interaction with the natural environment. The paper discusses how to maintain and develop the cultural identity of Naxi architecture in the process of modernisation, points out the importance of combining traditional elements

with modern design concepts, and discusses the global significance of cultural heritage and the challenges it faces.

## **PID27**

### **A Study of Contemporary Art Created in the Exhibition Case Space of Art Museums**

*Peiwen Liu, Adzrool Idzwan Ismail and Xinchun Chen*

On January 20, 2021, the first “Jianghu - Contemporary Young Artists Invitational Exhibition” opened in Tianjin Binhai Museum of Art. This exhibition is curated by Peiwen Liu, curator of Tianjin Binhai Museum of Art. Diversified display cabinets has always been one of the characteristics of the exhibition hall of Tianjin Binhai Museum of Art as a public space, and this exhibition is a “spatial negotiation” between contemporary art and the museum's various types of display cabinets, and some of the works in the exhibition are “in situ” in response to the characteristics of the museum's display cabinets and the theme of the exhibition. Some of the works in the exhibition are “local” creations in response to the characteristics of the museum's display cases and the theme of the exhibition. Due to the complexity of the content and form of contemporary art, the presentation of artworks emphasizes the relationship between space and artwork, resulting in the current spatial layout of some art museums facing the dilemma of “discourse gradually being disintegrated” in the context of contemporary art. The research question of this paper is the methodology of contemporary art display in art museum showcases. The artworks in this exhibition are different from the “white box” aesthetics embodied in other art spaces such as art museums, art fairs and galleries in other cities. Instead, through the semi-floor-to-ceiling creations of contemporary artists in the exhibition space of art museums in this exhibition, we will present a different outlook of the exhibitions of art museums under the context of contemporary art and explore the relationship between “contemporary” and “artwork” in the context of “contemporary art” and “artwork”. It also explores the new dimension of thinking about contemporary art when “contemporary” and “display case” collide.

## **PID29**

### **Pathways to Reforming News Gathering and Editorial Planning in Media Convergence - Experience from China**

*Liu Yuling, Juliana Aida Abu Bakar and Asmidah Alwi*

This paper explores the transformation of news editorial planning in the context of media convergence, with a focus on the Chinese experience. It discusses the evolving characteristics of news gathering and editorial planning in the new media era, emphasizing the need for innovation in these fields. The study identifies key issues such as editorial inefficiency and inadequate planning perspectives that impede effective news dissemination. It proposes several strategies for optimizing news operations, including enhancing information integration, defining distinct media platform features, and building a skilled editorial team. These recommendations aim to improve the quality of news content and ensure it meets the diverse needs of modern audiences. This research contributes to better understanding and addressing the challenges faced by newsrooms in a converged media landscape, suggesting actionable paths for improvement.

## **PID30**

### **Conceptual Framework of Virtual Heritage for Tang Dynasty Architectural Digital Restoration**

*Shupeng Liang and Juliana Aida Abu Bakar*

Tang Dynasty architecture is of great significance in the development of Chinese architectural history, but due to the mutilation and disappearance of Tang Dynasty buildings due to age, war damage, erosion of wooden structures, and natural disasters, digital restoration and rehabilitation of architectural heritage has become a core issue in research. The core objective of this thesis is to construct a conceptual framework for VR in the restoration of Tang Dynasty architectural heritage and to evaluate the practical application of virtual reality technology in the restoration of Tang Dynasty buildings. Therefore, the objectives of this thesis are as follows. (i) to identify the elements of digital restoration of architectural heritage; (ii)

to design and develop a prototype of virtual reality application of architectural heritage crafts; and (iii) to evaluate the effectiveness of digital restoration of architectural heritage developed based on virtual reality technology in demonstrating traditional skills, especially in terms of learnability. This study employs a design and evaluation approach that emphasizes the guiding nature of the conceptual framework to make the construction of virtual reality applications rule-based and the results rigorous and transparent, differentiating this work from general application development practices. The research path of this thesis is to summarize the severity of the destruction of architectural heritage worldwide through literature and the great challenge of passing on traditional skills, and ultimately to conclude that virtual heritage is still lacking in terms of learnability.

### **PID31**

#### **Conceptual Paper: Development of Creative Mobile Augmented Reality (AR) Model for Cultural Heritage Tourism**

*Guo Wenjing, Adzira Husain and Siti Salmi Jamali*

This research aims to address the lack of creativity in mobile Augmented Reality (AR) applications in cultural heritage tourism and enhance user engagement by developing a creative mobile AR model for cultural heritage tourism. Employing a design science research approach, the research progresses through five main phases: problem identification, goal setting, development, design, and evaluation, with the objective of creating a cultural heritage tourism creative mobile AR model that enhances user engagement. Based on the principle of “user-centered design”, this conceptual paper first investigates user needs and creates user personas, then develops the cultural heritage tourism creative mobile AR model and designs AR prototypes. Finally, the effectiveness of the cultural heritage tourism creative mobile AR model will be evaluated through a quantitative questionnaire survey, of the user engagement, to assess user engagement.

### **PID34**

#### **Development of Ancient Style Music Communication in the New Media Era from Miman Culture Media**

*Chen Yao, Ahmad Hisham Zainal Abidin and Syamsul Hirdi Muhid*

Miman Culture Media is the first cultural company in China that focuses on the promotion of original ancient style music, and has developed a large number of young group fans of traditional Chinese music and culture. In every stage of the company's development, it reflects the market development trend of Chinese folk music in the era of new media, media dissemination channels, and changes in the connotation of traditional music. Combined with the development of Miman Culture Media, this paper adopts empirical methods such as interviews, online ethnography and participant observation to analyze the transmutation of ancient style music in Chinese pop music field in the era of new media from three aspects: cultural self-consciousness, market integration, and marketing of ancient style music, and to get the characteristics of the pluralism and cultural nature of Chinese ancient music in the era of new media.

### **PID35**

#### **Chinese Dragons and Semiotics in Chinese Animated Films**

*Chen Yang, Siti Salmi Jamali and Adzira Husain*

This paper aims to explore the relationship between the visualisation of Chinese dragon character design in Chinese animated films and the symbolism of traditional Chinese dragon culture. Characterisation in animated films is inextricably linked to the culture in which the character is set to fulfil the film role. In the design of animated characters, the visual image of the character can be combined with symbolism to show the culture in the design context. Incorporating culture into contemporary design is conducive to transmitting and disseminating culture and is one of the most important means of passing on cultural and intangible cultural heritage. The methodology used is interdisciplinary due to the need to use different theories in character design to deal with the merging of visual elements.

Using the theory of character design, the theory of dragons, and the theory of semiotics, the relationship between culture and visuals in character design is matched by whether there is a deviation or a coincidence between the representation of symbols, symbolic and metaphorical meanings in Peirce's theory of semiotics. The result is a unity between the three referential elements. It is interesting to note that different characters have different characteristics. Still, some patterns can be followed under a specific cultural background theory system, and there is consistency in the visual representation of the symbols and the cultural symbolism.

### **PID36**

#### **Aesthetic Characteristics of Mongolian Embroidery and Its Application in Cultural Creative Product Designs**

*Zhang Xiaoyan and Zhang Xiaomeng*

As an important part of Mongolian folk art, Mongolian embroidery has unique aesthetic characteristics and carries rich cultural connotations. Utilizing Mongolian embroidery in cultural and creative product design is not only an inheritance of traditional culture, but also an effective means to promote regional economic development. This paper first describes the artistic characteristics of Mongolian embroidery and discusses its artistic charm and cultural value in depth through the study of Mongolian embroidery's form, pattern, colour and symbolism. Secondly, the significance of the application of Mongolian embroidery in cultural creative products is analysed, and finally, the application ideas and strategies of Mongolian embroidery in cultural creative product design are discussed. It is found that Mongolian embroidery not only has rich and diverse patterns and colours but also conveys the emotions, beliefs, and lifestyles of Mongolian people with the help of specific patterns and symbols. Meanwhile, from the perspective of aesthetic characteristics, Mongolian embroidery is important for cultural heritage and international communication. This study helps to promote further the inheritance and development of Mongolian culture, as well as the dissemination and exchange of Chinese culture in the international arena. From the theoretical point of view, this study expects to explore and pass



on the aesthetic tradition of Mongolian embroidery more comprehensively and deeply in future research, and to provide strong support for the prosperity and inheritance of Mongolian culture. From the practical point of view, the research of this paper is expected to provide a reference for the application of Mongolian embroidery in cultural and creative product design.

### **PID37**

#### **The Role of E-Wom in Mediating the Relationship Between User Engagement and Young Consumers Online Purchase Intention in social media based Virtual Art Exhibition**

*Jiang Qingying and Mohd Noor Abdul Hamid*

Social media plays a crucial role in promoting, disseminating information, and providing references related to virtual art exhibitions, especially through the generation of electronic word-of-mouth (e-WOM), which significantly impacts user engagement and online purchase intention. Based on this observation, this study applies the Stimulus-Organism-Response (S-O-R) theory to establish a theoretical framework aimed at providing insights into the structural relationship among user engagement, e-WOM, and the willingness to purchase artworks in virtual art exhibitions. A model of user purchase intention in virtual art exhibitions was constructed and empirically tested. The results show that user engagement has a positive impact on purchase intention, with e-WOM mediating the relationship between user engagement and purchase intention. The study also indicates that virtual art exhibitions with higher e-WOM tend to have higher user engagement and are more likely to leave a positive impression on the exhibited artworks. E-WOM plays a positive role in user engagement and online purchase intention. This research helps exhibition managers and art marketers gain a deeper understanding of user behavior and decision-making processes in social media-based virtual art exhibitions, thus enhancing the influence and profitability of art exhibitions and attracting more young consumers to participate and purchase.

## **PID38**

### **The Role of Social Media in the Dissemination of Virtual Art Exhibition and Purchase Intentions of Users**

*Jiangq Qingying and Mohd Noor Abdul Hamid*

Users' intentions to make purchases and the spread of online art shows are now greatly influenced by social media. This study examines how social media affects consumers' intents to purchase virtual art exhibitions, and it presents its findings through an analysis and assessment of the literature. First, users' purchasing intents are influenced by the content and source of information they find on social media, with the quality and reliability of the information being key components. Second, social media's interactive features—such as comments, sharing, and engaging activities—have a significant impact on users' intents to make purchases. Furthermore, user interaction and electronic word-of-mouth (e-WOM) function as intermediaries, impacting users' intentions to purchase in relation to online art exhibitions on social media. We can improve our understanding of social media's function in virtual art exhibitions by examining these influencing elements. This will help us develop future social media marketing tactics and increase the likelihood that viewers will make purchases from virtual art exhibitions.

## **PID39**

### **AI Technology in Art and Design Education: Application of Interactive Media for Teachers**

*Wangrongjun and Juliana Aida Abu Bakar*

The rising interest in applying artificial intelligence (AI) technology in education highlights a growing need for understanding its role in art and design instruction. This study focuses on vocational college art and design instructors, analysing the current state, influencing factors, and practical approaches to AI integration. Through a blend of literature review and theoretical analysis guided by frameworks like UTAUT and TPACK, it reveals challenges such as inadequate tool adaptability and varying instructor readiness. Key factors influencing adoption behaviours span personal, technological, and environmental realms, including perceived usefulness and

TPACK competency. Environmental factors indirectly affect adoption by shaping instructors' cognition and capabilities. Future research should prioritize enhancing tool adaptability, bolstering AI teaching skills, and exploring innovative talent cultivation avenues to foster collaborative innovation in AI and art education.

#### **PID40**

##### **Artificial Intelligence Based Aesthetic Curriculum Development for University Dance/Movement Therapy (DMT)**

*Liu Shu and Mohamad Fitri Mohamad Haris*

This study is based on the research results of incorporating DMT into the aesthetic education curriculum of Chinese universities and explores the feasibility of AI+DMT as a curriculum model entering the aesthetic education curriculum of Chinese universities. AI can provide creative experiences for DMT courses and assist in evaluating DMT actions, which will enhance the aesthetic value and healing experience of DMT courses. Explore the integration of AI and other artificial intelligence technologies with DMT in course construction and propose a teaching design and practical approach for DMT courses in the context of AI+, forming a scientifically effective teaching model. This can not only improve the teaching quality of DMT courses, but also promote the popularization of modern technologies such as AI in the dance education industry, helping teachers and students adapt to the development needs of the information and intelligent era. As an emerging interdisciplinary aesthetic education course, the combination of DMT and AI is the future direction of the development of aesthetic education in universities.

#### **PID42**

##### **Deep Learning-based Music Generation Model and Its Application to Rock Music Composition**

*Liu Beini and Syamsul Bahrin Zaibon*

The field of artificial intelligence (AI) has made remarkable strides in recent years, particularly in the domain of music generation. This paper is about a deep learning-based model

that can be used for automatic music generation, especially when selecting rock music as a genre. With the emerging modern deep learning and artificial intelligence capabilities, advanced techniques could be created to represent complex structures in the musical dataset. The proposed model is based on the RNN type architecture, the LSTMs (Long short-term memory) networks to be precise, to learn the statistical regularities and temporal dependencies in the large pool of rock music. The model is taught using a complex database of rock songs from many genres, including the musicians and the decades. Extending this procedure leads me to produce new music compositions that are sharp in harmony, melody, and rhythm, thereby depicting the essential traits of rock. The aural representations will be generated with a blend of different styles, topics, and subjects, and the final compositions will be created using conventional music production approaches like mixing or arranging to obtain complete rock music. The findings suggested an excellent development for such models in achieving this feat, especially in writing rock music compositions. The whole picture is created by the generated compositions composed of coherent musical structures, which contain interesting melodic and harmonic progressions and some stealth elements of rock. Furthermore, the suggested method allows artists and composers to communicate a new artistic dimension, produce musical ideas, or refine or increase the possibilities of developing the traditional composing method.

#### **PID44**

##### **The Influence of Graphics Chinese Characters in Product Advertising Posters Toward Young Consumers: A Review of Literature and Interview based Study**

*Mengchen Zhang, Siti Salmi Jamali and Adzira Husain*

It is imperative to attract the attention of young customers in China's consumer market, given their significant population and huge ability to buy goods and services. Nevertheless, the intricate nature of Chinese characters and the widespread occurrence of visual fatigue may hinder young customers from comprehending the meaning of these characters, resulting in

their reluctance to purchase the promoted products and subsequently leading to a decline in sales. Graphic Chinese characters adapt to contemporary demands. However, there is a scarcity of empirical research on advertising posters that use graphic Chinese characters. Additionally, there is a lack of categorisation of different types of these posters and a lack of understanding of the relationship between Chinese character visualisation in advertisements and consumer perception and behaviour. This study employed qualitative research methods to discover common patterns in the utilisation of graphic Chinese characters in product advertising posters and visual displays. Result has shown that the impact of capture on young customer attitudes is more profound. In a nutshell, Chinese character produces impact on capturing young customers' attention and influencing their attitudes towards advertised products.

#### **PID45**

##### **The role of AI Technology Helps in the Training for the Chinese Selection of the Graphic Design Technology Program for the WorldSkills Competition**

*Congcong Liu and Adzira Husain*

The purpose of this paper is to explore how to use AI technology in the World Skills Competition Graphic Design Technology Project China Selection Competition training to play the role of auxiliary training, through the literature check, the competition project assessment content characteristics and evaluation criteria analysis, as well as interviews with the players derived from the factors affecting the preparation for the competition, to discuss the feasibility analysis of integrating the competition training into the AI technology, the use of AI technology to assist the tour of the forest will ultimately improve the efficiency of competition training, which in turn improves the competition performance.

## **PID46**

### **A Directional Review of Research on Film Consumption: Perspectives and Interpretations**

*Gong Ke and Asmidah Alwi*

With the development of social productivity and science and technology, film has become a popular form of entertainment in the world. People's consumption of film can not only provide entertainment and satisfy the spiritual needs of the public, but also increase the country's tax revenue, thus promoting the development of the cultural industry. Therefore, the research on film consumption is of practical significance. At present, there are many scholars in the world who have made research on the topic of film consumption from different perspectives, therefore, this research will emphasize and summarize the perspectives and directions of the current research on film consumption, and briefly describe the relevant theories and results.

## **PID47**

### **Digital Extraction of Decorative Motifs from Lacquerware Artifacts: A System Review**

*Zihao Liu and Juliana Aida Abu Bakar*

The preservation and analysis of lacquerware, a significant cultural heritage artifact, have traditionally relied on manual techniques that are not only labour-intensive but also prone to subjective interpretation. This study introduces and evaluates the application of advanced digital imaging and pattern recognition technologies aimed at the digital extraction of decorative motifs from these artifacts. Through a systematic comparison with traditional methods, the study demonstrates that digital techniques are not only more efficient but also provide a higher level of detail and accuracy. The findings suggest that digital extraction methods can significantly enhance the documentation, preservation, and scholarly study of lacquerware patterns, thereby contributing to more sustainable heritage conservation practices. The paper concludes with insights into the implications of these technologies for future research and their potential integration into cultural heritage preservation frameworks.

**Production of Cultural and Creative Content in China using  
Crowdsourcing**

*Man Yue and Syamsul Bahrin Zaibon*

The continuous infiltration of digital technology in the realm of communication stands as a paramount societal transformation. In the wake of profit-driven corporate digital marketing strategies, public organizations within the cultural and creative industries are now endeavouring to secure a greater cache of original digital resources by enhancing the modes of engagement with digital denizens. Regrettably, the field of research concerning digital crowdsourcing within the cultural and creative industries remains somewhat incomplete, particularly in aspects related to the classification of digital denizens, the task assignment process, and incentive schemes. To address this deficiency, the primary objective of this study is to elucidate the characteristics of participants in digital crowdsourcing within the cultural and creative industries, and finally it will become a standardized digital crowdsourcing strategic framework for content creation. To ensure the efficacy of this framework within the cultural and creative industries, the research places additional emphasis on its evaluation. This study adopted the Design Science Research Methodology, specifically employing the High-Level Design Research Process framework, which encompasses stages such as awareness of the problem, suggestion, development, evaluation, and conclusion. Data were collected through case analysis and semi-structured interviews. Ultimately, the findings of this research are poised to empower public administrators within the cultural and creative industries to adeptly craft crowdsourcing frameworks that hold a strong appeal for specific demographics, thereby enhancing both participation rates and efficiency in crowdsourcing endeavours.

**Traditional Pottery Handicrafts Sustainable Development  
Guidelines of Rongchang District, China**

*Shihan Shen, Siti Salmi Jamali and Adzira Husain*

Preserving history and promoting economic development are worldwide concerns. Urbanisation in East Asia resulted in the full elimination of historical architectural structures, cultural landscapes, and traditional production systems. When it comes to China, scholars have mostly focused on the fields of design and material progress in the domain of handicrafts. Nevertheless, there is still a requirement for academic work that focusses on the difficulties faced by the craft industry, specifically concerning Chinese Rongchang pottery. With this attention, to achieve sustainable development of cultural heritage, it is crucial to gain a comprehensive awareness of the obstacles encountered by the industry and the individuals engaged in it. The main objective of this study is to examine three specific areas of interest. Firstly, it aims to provide a description of the current state of the traditional craft process in Rongchang District, China. Secondly, it seeks to investigate the challenges that craftsmen face in promoting traditional crafts. Lastly, it aims to explore effective strategies for promoting the sustainable development of Rongchang handicrafts in China. The current study employs a qualitative research design, specifically utilising the ethnography method, to gain extensive access to local craft and conduct in-depth interviews. The objective is to investigate instances of craft production in China, analysing the challenges faced by craftsmen and exploring potential measures to protect traditional craft production. In conclusion, this research offers a significant and beneficial contribution to the sustainable development of traditional handicrafts, helping scholars, local populations, government agencies, and policymakers.



## **PID50**

### **Enhancing Artistic Creativity of Children Through Digital Technology**

*He Shi Feng and Adzrool Idzwan Ismail*

The purpose of this study is to explore the existing problems in the training process of children's artistic creativity and the impact of digital technology on children's artistic creativity and to propose strategies to effectively enhance children's artistic creativity by using digital technology. Artistic creativity is an important skill in the 21st century, and childhood is an important stage to cultivate artistic creativity. However, in China's primary school art education, digital technology is still not fully utilized to effectively enhance children's artistic creativity. This study mainly adopts the method of literature review to analyze and refine previous studies and summarizes the main problems in the cultivation of artistic creativity in primary schools in China at present. Based on the influence of digital technology on students' creativity in the current literature, it proposes strategies to enhance children's artistic creativity by using digital technology. It also summarizes the future development direction of digital technology and the cultivation of children's artistic creativity. The significance of this study is to propose strategies to enhance children's artistic creativity by using digital technology and can provide reference for other teaching practices and improve the artistic creativity of Chinese children.

## **PID51**

### **A Study on the Design Framework of Chinese Picture Books to Enhance Literacy Skills in Preschool Children**

*Yu Yuan Yuan, Adzira Husain and Siti Salmi Jamali*

This research explores the design of Chinese language picture book frameworks for children, utilizing visual elements (illustrations, text, color, shape, lines) to support the Chinese language learning of preschool children aged 3 to 6/7 years old. Picture books in Chinese play a crucial role in early education, especially in fostering literacy skills among children. Through qualitative research, this research focuses on visual

elements such as illustrations, text, color, shape, and lines. It provides guidance for the design of Chinese language picture books for preschool children and aims to stimulate their interest in language learning and enhance their Chinese literacy skills through the creative combination of images and text, thus addressing a gap in existing research.

## **PID52**

### **Song Dynasty Tea Culture: Intangible Heritage Innovation Opportunities based on Cultural Consciousness and Confidence**

*Qiuyuan Lin and Asmidah Alwi*

This paper employs one of the most representative intangible cultural heritages (ICH) in China—tea culture—as a point of entry, with a particular focus on the distinctive tea ceremony of the Song Dynasty as the subject of revitalization and targeted to the younger demographic. Integrating intangible cultural heritage into the creative and cultural sectors presents a distinct chance to merge innovative practices with the promotion of cultural consciousness and confidence by using documentary analysis and internet-mediated observation. The objective is to pique the interest of the younger demographic, aiding in the resurgence of traditional cultural practices while also enhancing their cultural self-awareness and conviction. Immersing youth in the rich tapestry of their cultural legacy can evoke a strong sense of pride and belonging.

## **PID55**

### **An Iconological Study of “The Night Banquet of Han Xizai”**

*Hejinsong and Syamsul Bahrin Zaibon*

“The Night Banquet of Han Xizai” is a representative work of the Tang Dynasty in China, showcasing the prosperity and cultural achievements of that era. This study applies Erwin Panofsky's method of iconology to conduct an in-depth analysis of the work's line art, color use, and spatial layout. The pre-iconographical analysis uncovers the basic elements of the painting, the iconographical analysis explores the meanings of these elements within the cultural context, and the iconological

analysis extends to the significance of the work against its cultural and historical background. The research finds that the delicate line drawing techniques, harmonious and layered color usage, and meticulously conceived spatial layout together present a vivid scene of a court banquet, reflecting the artistic aesthetics and social norms of the Tang Dynasty. The integration of these elements not only provides us with a profound perspective on Tang Dynasty culture but also offers valuable inspiration for contemporary visual art creation. In modern visual art, traditional techniques of line drawing, color application, and compositional layout still hold significant value, guiding contemporary artists on how to balance inheritance and innovation, and how to transform traditional elements into new forms within a modern context.

#### **PID57**

##### **Traditional Papermaking in Jiangxi Province, China: Material and Methods**

*Tian Li and Hushinaidi Abdul Hamid*

Based on historical documents and field surveys, this paper expounds the historical overview, products, and technological processes of Jiangxi's traditional papermaking technology. From the rise and fall of Jiangxi's traditional papermaking technology since the Tang Dynasty, it analyzes and compares the papermaking process, raw materials, additives, tools, Changes and causes of factors such as production cycle, paper size, usage, production scale, etc., and put forward insights on digital protection ideas for the development and protection of Jiangxi's traditional papermaking technology, taking measures such as integrating local industry, academia and research, and establishing brands.

#### **PID58**

##### **Potential of Learning History Through Projection Mapping**

*Ruzinoor Che Mat and Wilinda A Wan*

Projection mapping is a video projection technology in which video is mapped into a surface then turning common objects such as buildings, walls, runways, stages, or any surface that can

be manipulated in interactive displays and graphical videos. The projection mapping is very suitable in presenting creative content that is based on historical storytelling to provide its own uniqueness to attract the attention of the public to get new experience on projection mapping and add general knowledge about history today. The main objective of this paper is to develop an interactive and creative storyline of the history of Thai Menora as the projection mapping for people interested in knowing about history. Next, the methodology used during the making of this projection mapping is ADDIE model consisting of Analysis, Design, Development, Implementation and Evaluation. The completed of projection mapping has been successfully developed by using Adobe After Effect, Adobe Audition and Filmora software which utilizing content and audio elements for mapped the history content. Based on results from the usability testing on public, all the feedback from the respondents is agreed that projection mapping it very effective to present the storyline history of Thai Menora. Overall, the research was investigated about interactive storyline history of Thai Menora through projection mapping.

## **PID60**

### **Artificial Intelligence as a bridge between the creative industries and robotics: A critical discourse**

*Nur Kareelawati Abd Karim and Sami Salama Hussien Hajjaj*

This paper explores the integration of robotics and artificial intelligence (AI) within the creative industries, focusing on how AI can bridge the gap between creative robotics, human-robot interaction (HRI), and artistic cultural expression. Drawing from critical media, sociotechnical studies, and HRI, we aim to identify the positive impacts of AI on human creativity and its enhancement of creative processes in industries such as film, music, fashion, and design. Through a comprehensive literature review and thematic analysis, we examine the irreplaceable nature of human creativity, its influence on industry evolution, and the roles AI plays in augmenting creative output. The paper also highlights methodological approaches that underscore AI's potential to expand creative possibilities while addressing

challenges such as originality, copyright, and ethical implications. Policy recommendations are provided to support interdisciplinary research, ethical guidelines, and educational programs that integrate AI with creative disciplines. The findings suggest that while AI can significantly enhance creative industries, human creativity remains essential in infusing emotion and originality into artistic works. The paper concludes by emphasising the need for a balanced, ethical approach to integrating AI into creative processes, fostering a synergistic relationship between human ingenuity and AI capabilities to drive innovation and cultural evolution in the creative industries.

### **PID61**

#### **Endangered Marine Life (Mammals) Enclopaedia with Augmented Reality (AR) Technology**

*Asmidah Alwi, Chan Shimin and Syamsul Bahrin Zaibon*

This paper discusses the development and evaluation of an augmented reality (AR) based encyclopaedia focused on endangered marine mammals. The primary aim of this project is to create an engaging and educational tool for children aged 7-12, teachers and parents, thereby enhancing awareness and knowledge about marine life conservation. The methodology employed in this project includes a detailed market research phase to understand user needs, followed by data analysis, design, development and evaluation phases. In addition, the user testing involved 115 primary school students, 3 primary school teachers and 3 parents which provided comprehensive feedback on the mobile application. The results indicate high levels of perceived usefulness, ease of use, engagement and content quality which suggests that augmented reality (AR) can be an effective medium for improving educational outcomes related to endangered marine life. Implications for further research and broader educational applications are also discussed.

## **PID80**

### **ANTI-DA: Gamified Mobile Therapy for Depression and Anxiety among University students**

*Valarmathie Gopalan, Juliana Aida Abu Bakar and Zhao Youran*

During the COVID-19 pandemic, university students have experienced increased stress, leading to higher levels of depression and anxiety. Research has suggested that mobile apps incorporating gamification features could have a positive impact on mental health, potentially reducing symptoms of depression and anxiety. However, integrating gaming elements into mental health interventions comes with significant challenges, and there is a lack of evidence regarding the role of gamification in mental health care for young people. To address this gap, this study proposed ANTI-DA app, a gamified mobile application aimed at alleviating depression and anxiety among university students. The effectiveness of the ANTI-DA app was evaluated through a quantitative study involving 30 university students by means of a questionnaire. The results showed a significant reduction in depression and anxiety levels among the participants. This study highlights the potential of gamified applications in mental health care and in benefits of stakeholders, younger generations and academicians.

## **PID82**

### **An Ethnomusicological Analysis of Barzanji: The Role in Shaping Cultural Identity Among Malay Communities**

*Mohamad Fitri Mohamad Haris*

Barzanji, a traditional Islamic poetic form sung in praise of Prophet Muhammad, holds a significant place in the cultural and religious practices of Malay communities. This paper explores the role of Barzanji in shaping the cultural identity of Malay communities through an ethnomusicological lens. By examining the historical background, musical characteristics, performance contexts, and social functions of Barzanji, this study reveals how this traditional art form contributes to the construction and reinforcement of cultural identity among the Malays. Using content analysis, literature review, and other qualitative methods, this research highlights the intricate

relationship between music, religion, and cultural identity, demonstrating how Barzanji serves as a vehicle for the expression and preservation of Malay cultural heritage.

### **PID83**

#### **Visual Design Development Model of “Guochao” Style in Hand-painted Illustrations**

*Yu Miaomiao, Siti Salmi Jamali and Adzira Husain*

This paper attempts to determine which visual design elements are important when the artists and designers are creating "Guochao" style hand-painted illustrations. The "Guochao" style has become a popular trend in China, including the integration of Chinese traditional elements and modern aesthetics, representing the contemporary interpretation of Chinese culture, creating a unique visual aesthetic. Therefore, it is of great significance for artists and designers to determine the visual design development model of "Guochao" style hand-painted illustrations. The research invited 100 participants whose age over 18 years old, artists, designers, teachers and students majoring in art or design, to use quantitative research to explore the visual design development model. The results contribute to a deeper understanding of this style, designers and artists interested in exploring the integration of traditional and contemporary aesthetics in visual design, provide practical guidance for artists and designers seeking to integrate "Guochao" style aesthetics into their work, and provide criteria for judging the style type of hand-painted illustrations.

### **PID88**

#### **A Study on Graphic Designer’s Perspective Towards Food and Beverage Facebook Ads**

*Mohamad Hazman Mohamad Jamil, Ahmad Hisham Zainal Abidin and Lieyana Teo Mohd Zulkifli Teo*

Many graphic designers are now working on Facebook ads, but their expertise varies. Some have formal design education, while others do not. Regardless of their background, all designers must create ads that effectively communicate with and attract target customers. This research explores graphic designers’

perspectives on creating F&B Facebook ads and how they navigate these challenges. This study adopted qualitative methods in gaining the primary data using a set of questionnaire. The analysis reveals that individuals with graphic design training have distinct perceptions about the effectiveness of colour usage, font readability, content sufficiency, and graphic appeal in Facebook ads. These perceptions align with both Facebook's advertising guidelines and Gestalt design principles, highlighting the importance of integrating design theory with practical advertising standards to create effective and appealing ads.

### **PID89**

#### **A Study of The Importance and Relevance of Exercise and Nutrients for Singers**

*Mohd Azhar Abu Bakar @ Azmeer*

This journal focuses on the studies of the importance of exercises and nutrients for vocal stability. Innovative vocal characteristics may be produced through exercise and proper nutrients resulting in positive and innovative results compared to the negative, stereotype singing of amateur singers. Proper exercises and diet should be conveyed to home grown budding talents through knowledge transfer. Singing is performed with the use of wind collection techniques in the lungs and the function of the voice box mechanism, chest and cognitive cavity of the mind as a sound amplifier similar to a wind instrument. Thus, it is important to discuss this topic for it to be executed properly. Although there are several articles written about vocals, there is a research gap regarding questions or problems that have not been answered by any existing studies or accurate research on this topic. In order to improve the sub-conscious weaknesses of singers in Malaysia, the opportunity to transfer knowledge from very successful singers to new singers was explored. Writer Rebekah Kaye Smeltzer, University of Miami, states in an article that the interaction of breathing mechanisms, vibrating vocal folds and vocal tract resonance determine vocal characteristics. Filtered cavities where sounds are produced in the larynx and throat of humans and animals. Rebekah also adds that singers are "vocal athletes". Therefore,



it is good for them to practice a healthy and balanced diet. Nutrients are important boosters for entertainers. Valuable information derived shall be channelled to all general singing talents in the Malaysian music industry.

## **PID91**

### **Independent Musicians and Social Media: Industry Syllabus Based on Tyler's Curriculum Model**

*Syamsul Hirdi Muhid, Wadi Khalid Anuar and Haikal Ismail*

Technological advancement leads to the music industry's evolution globally. This accelerates growth and opportunity for an independent artist to promote their songs and album as an entrepreneur through social media for instance. Various pedagogical approaches are applied to accommodate this new trend to ensure that graduates can pursue the path towards going independent as an artist thus fulfilling the nation's aspirations to develop graduates as job creators holistically. The current syllabus SCIM3203 Production Management & Album Publishing seems to be lacking in these aspects as the specific elements of entrepreneurship and social media are not pervasive. A need analysis is performed to confirm this problem statement whereby a qualitative approach is deployed for data collection and analysis. We charted the questions based on the Hutchinson and Water's need analysis model in accordance with Tyler's model in the continuous development of the curriculum for an undergraduate programme: Bachelor of Creative Industry Management at School of Creative Industry Management and Performing Arts (SCIMPA). From the findings, the model for students' learning need for independent artist path management is presented. The findings in some ways, confirmed our problem statement. However, they demonstrate something that is valuable for syllabus designers, especially for new and young academics in the sense of considering the element of flexibility in designing a syllabus.

**A Pilot Study: Exergame Through Finger Flexer for Hand Rehabilitation Using Leap Motion Controller**

*Siti Salmi Jamali, Siti Hanisah Mohamad Kasfi and Nuraina Suwindar*

This study explores the potential of exergames, specifically the Finger Flexer Game (FFG) utilizing the Leap Motion Controller, in hand rehabilitation and functionality improvement. The research investigates how this interactive technology can enhance traditional hand therapy methods by providing real-time monitoring of hand and finger movements, thereby enabling the creation of tailored, engaging exercises. The FFG system is examined for its cost-effectiveness, adaptability, and ability to offer personalized gaming experiences that cater to individual user needs and abilities. The study considers the application of this technology for patients with various hand and arm conditions, including cerebral palsy, carpal tunnel syndrome, and accident-related injuries. Furthermore, it assesses the FFG's role in bridging the gap between clinical therapy sessions and at-home practice, potentially leading to improved patient outcomes and increased engagement in rehabilitation processes. The implementation of the Finger Flexer Game (FFG) system, powered by the Leap Motion Controller, presents a promising advancement in hand rehabilitation therapy. By combining the engaging nature of exergames with precise motion tracking technology, the FFG offers a novel approach to improving hand agility and flexibility. The system's ability to provide immediate feedback and personalized experiences addresses key challenges in traditional rehabilitation methods, potentially increasing patient motivation and adherence to therapy regimens. The FFG's versatility in treating various hand-related conditions, coupled with its cost-effectiveness and adaptability, positions it as a valuable tool in both clinical and home-based rehabilitation settings. While further research may be needed to quantify long-term outcomes, the FFG system shows significant result and has potential to enhance manual dexterity, overall well-being, and quality of life for patients undergoing hand rehabilitation. In conclusion, this innovative approach could mark a significant step forward in the field of

physical therapy, offering a more engaging, effective, and accessible method of hand rehabilitation.

#### **PID96**

##### **Expert Review of Adaptive Interaction Design Model for Location-Based Augmented Reality in Cultural Heritage Sites**

*Eidlan Hadi Mazlan Hanafi, Juliana Aida Abu Bakar, Ruzinoor Che Mat, Siti Salmi Jamali, Azizi Ab. Aziz and Haslina Arshad*

Location-based augmented reality (LBAR) holds significant promise in enhancing the visitor experience at cultural heritage sites by overlaying digital content onto the physical environment through a smartphone. However, to realize this potential, it is imperative to understand the user requirements that shape the design and implementation of LBAR applications in such contexts. Four experts participated in the expert review to validate the adaptive interaction design model and data analysis using content validity index was conducted to calculate the relevancy of the components. Notable findings include the main components of the adaptive interaction design model which are unimodal interaction, multimodal interaction, and device adaptive capability. Other components include modalities, interaction techniques, suggested tasks, suggested activities, contextual data, user profile data, and AR scene. This adaptive interaction design model would provide design guidelines for future developers of adaptive LBAR at cultural heritage sites.

#### **PID97**

##### **Preserving Mek Mulung Traditional Theater: A Study on User Perception of 3D Animation**

*Adzira Husain, Naimi Liyana Mohamad Yunos and Ann Shadel D Dayao*

This study investigates the potential of 3D animation in preserving the traditional costumes of Mek Mulung, a Malay traditional theater. It focuses on understanding user perceptions towards this digital approach and assessing its impact on heritage preservation. Through a literature review and surveys, we explored the benefits and challenges of using 3D animation

to represent Mek Mulung traditional costumes and its potential to enhance awareness among younger generations. Our findings reveal a generally positive reception to 3D animated traditional costumes, with enthusiasm among younger demographics. We discuss the implications of these results for the broader field of cultural heritage preservation, considering both the opportunities presented by digital technologies and the importance of maintaining cultural authenticity. This study contributes to the growing body of knowledge on digital heritage preservation and offers insights into the specific case of Mek Mulung. The conclusions drawn from this study have practical implications for cultural institutions in safeguarding intangible cultural heritage in Malaysia.

#### **PID99**

#### **Analysis of Similarities and Differences Between Chinese Orchestra and Western Orchestra**

*Yu Feng Wei and Ruzinoor Che Mat*

This paper aims to analyze the differences and similarities between Chinese and Western orchestras, providing insights into their unique characteristics and how these elements influence modern performances. The study examines historical backgrounds, instrumentation, conducting techniques, and cultural influences. The methodology involves a comparative analysis of both traditions, supported by literature reviews and case studies. The findings highlight the distinct and shared aspects of these musical traditions, contributing to a deeper understanding and appreciation of orchestral music. The contribution of this paper lies in its implications for cross-cultural collaboration and the global music scene.

## **PID101**

### **A Brief Analysis of the Musical Characteristics and Performance Technique of the Chinese Piano Work “Embroidered Gold Plaque”**

*Adzrool Idzwan Ismail and Simeng Ma*

The Chinese piano work "Embroidered Gold Plaque" is adapted from the song of the same name by Mr. Wang Jianzhong, and in the creation of the piece, western writing techniques and nationalised musical materials are cleverly integrated, thus becoming a piano piece with national style. This study analyses the compositional background, musical characteristics and performance techniques of the piano work "Embroidered Gold Plaque" through the literature method and the compositional analysis method, and it shows that the piano adaptation of ethnic music has the commonalities of adhering to the national characteristics, adhering to the cultural foundations of the ethnic music, and positively inheriting the ethnic music.

## **PID105**

### **A Conceptual Model of Immersive Design for Mobile AR Advertising**

*Shanshan Li and Juliana Aida Abu Bakar*

With the rapid development of mobile augmented reality (AR) technology, the application of immersive design in the field of advertising is gradually becoming a research hotspot. This study aims to construct a conceptual model of immersive design for mobile AR advertising to explore how immersive design elements influence user experience and behavior. Through a literature review, this study summarizes relevant theories and practices of AR technology, immersive design, and mobile advertising. Based on this data, a multi-dimensional conceptual model, including user experience and immersive experiences, was constructed to help designers and marketers better understand and apply immersive design in mobile AR advertising to enhance user experience and advertising effectiveness. Finally, the study discusses future development directions of immersive design in AR advertising and proposes suggestions for further research.

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