

	<p>DR. SARAH WAHIDA BINTI HASBULLAH (01873A) PENSYARAH KANAN (TETAP) FACULTY OF CREATIVE TECHNOLOGY AND HERITAGE UNIVERSITI MALAYSIA KELANTAN BEG BERKUNCI NO. 1 BACHOK</p> <p>Email: sarahwahida@umk.edu.my Tel:</p>
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A. PERSONAL DETAILS

UMK JOIN DATE	17-Jan-2021
DATE OF APPOINTMENT FOR CURRENT POSITION	17-Jan-2021
DATE OF CONFIRMATION FOR CURRENT POSITION	04-Sep-2022
EDUCATION(S)	<ul style="list-style-type: none"> • (2020) UNIVERSITY OF LEEDS, UK IJAZAH DOKTOR FALSAFAH REKA BENTUK • (2012) UNIVERSITI TEKNOLOGI MARA IJAZAH SARJANA SENI LUKIS DAN SENI REKA TEKNOLOGI REKA BENTUK • (2009) UNIVERSITI TEKNOLOGI MARA IJAZAH SARJANA MUDA SENI DAN REKABENTUK TEXTILE DESIGN • (2007) UNIVERSITI TEKNOLOGI MARA DIPLOMA ART AND DESIGN TEXTILE DESIGN • (2003) SEK. MEN. KEB. SERDANG SPM
GROUP OF EXPERTISE	<ul style="list-style-type: none"> • Design • Other Social Sciences n.e.c.
AWARD(S)	
WORKING EXPERIENCE(S)	
PROFESIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	<ul style="list-style-type: none"> • CFT1013 - DRAWING • CFT1053 - BASIC STUDIO • CFT1063 - BASIC MULTIMEDIA AND WEB TECHNOLOGY • CFT1073 - VISUAL ART PRESENTATION TECHNIQUES • CFT1093 - COMPUTER AND ARTS • CFT3124 - RESEARCH PROJECT I • CFT4108 - INDUSTRIAL TRAINING • CFT4134 - RESEARCH PROJECT II • CWT3103 - RESEARCH METHODOLOGY • CWT3172 - AESTHETIC APPRECIATION • SCT1013 - TEXTILE FASHION DRAWING • SCT2052 - FASHION TEXTILE DESIGN : DESIGN & FUNCTION • SCT2062 - TEXTILE PRINTING • SCT2082 - TEXTILE FASHION DESIGN: TEXTURES • SCT4192 - TEXTILE FASHION JOURNALISM
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C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	<ol style="list-style-type: none"> 1. A TRIP DOWN MEMORY LANE: SUSTAINING COLLECTIVE MEMORY THROUGH OLD SHOPHOUSES IN JALAN MENDALING KAJANG, SELANGOR CO 2024 2. DISTANCE EDUCATION: THE CHALLENGES AND EFFECTS OF THE COVID-19 PANDEMIC AMONG FASHION STUDENTS IN MALAYSIA CO 2021-04 3. MUSLIM CELEBRITIES; PREACHING ON SOCIAL MEDIA AND ITS IMPACT ON YOUNG MUSLIM FASHION CONSUMERS CO 2021 4. WEB 2.0 AS AN ONLINE FUN LEARNING TOOLS FOR HERITAGE STUDIES DURING PANDEMIC: COERCION OR CONSENT? CO 2022 5. PROPERTIES OF TEXTILES DYED WITH YOUNG ADONIDIA MERILLII (BETEL NUT) FRUIT HUSK CO 2020 6. INFLUENCE OF FOREIGN FABRIC DOMINANCE ON THE CULTURAL DESIGN OF MALAYSIAN ARTIFACTS CO 2023-12-28
PROCEEDING(S)	<ol style="list-style-type: none"> 1. MODELING THE VIABILITY OF CRITERIA PREFERENCE TOOL IN ALLEVIATING UNCERTAINTY IN EARLY DESIGN ACTIVITY CO 2024-04 2. THE HIJRAH MUSLIM CELEBRITIES; INFLUENCES TOWARDS YOUNG MUSLIM FASHION CONSUMERS CO 2024 3. THE IMPACTS OF THE PROJECT RUNWAY REALITY TELEVISION SERIES ON MUSLIM FASHION CONSUMERS CO 2024 4. WESTERN AND ISLAMIC WEAR: HOW FASHION BLOGGERS INFLUENCE THE MALAY FASHION CONSUMERS; PURCHASING DECISION IN RECONCILING THE COLLISION CO 2021-07 5. E-PROCEEDING OF CARNIVAL RESEARCH & INNOVATION (CRI2021) VIRTUAL INTERNATIONAL EDITION CO 2021 6. INSPIRASI ELEMEN MODEN TERHADAP BAJU KURUNG RIAU: ANALISIS FUNGSI CO 2022 7. TECHNOLOGY IN TEXTILE DYEING: RESURGENCE OF NATURAL DYES FROM ADONIDIA MERILLII (BETEL NUTS) FRUITS HUSK CO 2020-09 8. A REVIEW ON SUSTAINABLE DEVELOPMENT AND HERITAGE PRESERVATION AND ITS CONCEAL DETRIMENTAL IN BATIK DYEING CO 2020-09-22 9. RESURGENCE THE LOCAL KNOWLEDGE: ENVIRONMENTAL CATALYSIS PRACTICED IN LOCAL TEXTILE DYEING CO 2020 10. SUSTAINABILITY AWARENESS ON FASHION BRANDS: THE PERCEPTION OF YOUNG MALAYSIAN CONSUMERS CO 2023 11. POTENSI BAHAN BULUH SEBAGAI ALTERNATIF REKABENTUK CORAK BATIK BLOK MENGIKUT KAEDAH ASAS REKACORAK GEOMETRI CO 2023 12. SHIBORI WORKSHOP AS A MEAN TO EMPOWER PEOPLE WITH PSYCHOLOGICAL DISORDERS AT BACHOK, KELANTAN CO 2023 13. JASMINE FLORAL PATTERN VS BODY SIZE ILLUSION MAIN 2023 14. POTENSI BAHAN BULUH SEBAGAI INOVASI PENGHASILAN REKABENTUK CORAK BATIK BLOK MENGIKUT PERSPEKTIF REKABENTUK ASAS REKACORAK GEOMETRI MELALUI KAEDAH SUSUNAN REKACORAK SIMETRI CO 2023
BOOK(S)	
CHAPTER(S)	
OTHER(S)	<ol style="list-style-type: none"> 1. GET2GETHER: THE WEB-APP THAT CAN WORKS WITHOUT THE INTERNET CO 2021
RESEARCH(S)	<ol style="list-style-type: none"> 1. HORIZONTAL AND VERTICAL LINES: TEXTILE PATTERN FOR A THINNER AND FOR A WIDER LOOKS HEAD SGJP 2017 2. INVESTIGATING THE EFFECTIVENESS OF FLORAL PATTERNS IN MODELLING ILLUSION AND PERCEPTION FOR ENHANCING BODY LOOKS : A PSYCHOMETRIC SCALING ANALYSIS FOR THE MALAYSIA BATIK INDUSTRY HEAD UMK-FUND 2023 3. INVESTIGATING THE EFFECTIVENESS OF FLORAL PATTERNS IN MODELLING ILLUSION AND PERCEPTION FOR ENHANCING BODY LOOKS: A PSYCHOMETRIC SCALING ALAYSIS FOR THE MALAYSIAN BATIK INDUSTRY HEAD UMK-FUND 2023 4. PROJEK CRE8TIV TECHNOPRENEUR INNOVATION DIGIHUB (CRE8TIVATION DIGIHUB) TAHUN 2020/2021 MEMBER KPM 2021 5. WESTERN AND ISLAMIC WEAR : HOW FASHION BLOGGERS INFLUENCE THE MALAY FASHION CONSUMER'S PURCHASING DECISION ON SOCIAL MEDIA IN RECONCILING THE COLLISION MEMBER UMK 2021
SUPERVISION	<ul style="list-style-type: none"> • EMBROIDERY TECHNOLOGY AND ITS APPLICATION IN FASHION DESIGN MAIN SUPERVISOR FOR A PHD'S STUDENT • FASHION DESIGN AND INNOVATION: MODERNIZATION OF CHINESE HANFU ELEMENTS CO SUPERVISOR FOR A PHD'S STUDENT • INCORPORATION OF TRADITIONAL CHINESE CULTURE ELEMENTS IN PACKAGING DESIGN: A CASE STUDY OF ITS INFLUENCE ON CONSUMERS PURCHASE DECISION CO SUPERVISOR FOR A PHD'S STUDENT • INNOVATION APPROACHES IN FASHION DESIGN EDUCATION: EXPLORING THE APPLICATION OF TEACHING MODELS BASED ON INDUSTRY 4.0 DESIGN PRINCIPLES IN VOCATIONAL COLLEGE FASHION SPECIALIZATION COURSES MAIN SUPERVISOR FOR A PHD'S STUDENT • RESEARCH ON THE TRADITIONAL COSTUMES OF THE DONG MINORITY IN CHINA CO SUPERVISOR FOR A PHD'S STUDENT

	<ul style="list-style-type: none"> • STRATEGI PELESTARIAN MELALUI TEKNOLOGI WARNA ALAM DALAM PROSES PEWARNAAN PADA TEKSTIL TEMPATAN MAIN SUPERVISOR FOR A PHD'S STUDENT • TEKNOLOGI PEMBUATAN BLOK BATIK BERASASKAN BULUH SEBAGAI INOVASI REKA CORAK BATIK BLOK DI MALAYSIA MAIN SUPERVISOR FOR A PHD'S STUDENT • THE CONTRIBUTION OF DEEP INTEGRATION OF PRODUCTION AND EDUCATION IN TEXTILE AND GARMENT INDUSTRY TO THE CULTIVATION OF COLLEGE STUDENT'S CREATIVE ABILITY MAIN SUPERVISOR FOR A PHD'S STUDENT • THE USE TRADITIONAL CLOTHING ELEMENTS IN THE FASHION ART DESIGN OF MODERN CHINESE CLOTHING CO SUPERVISOR FOR A PHD'S STUDENT • TIDAK BERKENAAN MAIN SUPERVISOR FOR A MASTER'S STUDENT
RESEARCH AWARD (S)	<ul style="list-style-type: none"> • Product Name: OMNI : TOOTHBRUSH DESIGN FOR DOWN SYNDROME CHILDREN Award: GOLD Role: Member Exhibition Name:IN-VIDE 2021 INTERNATIONAL VIRTUAL EXPO OF INNOVATION PRODUCT AND SYSTEM DESIGN 2021 • Product Name: MIRO : ENABLING THE DIGITAL DESIGN STUDIO CRITIQUE USING ASYNCHRONOUS PASSIVE FEEDBACK'S STRUCTURE Award: GOLD Role: Member Exhibition Name:iTelic23 • Product Name: MIRO : ENABLING THE DIGITAL DESIGN STUDIO CRITIQUE USING ASYNCHRONOUS PASSIVE FEEDBACK'S STRUCTURE Award: GOLD Role: Member Exhibition Name:iTAC 2022 INTERNATIONAL TEACHING AID COMPETITION 2022 • Product Name: MIRO : ENABLING THE DIGITAL DESIGN STUDIO CRITIQUE USING ASYNCHRONOUS PASSIVE FEEDBACK'S STRUCTURE Award: GOLD Role: Member Exhibition Name:iTelic23 • Product Name: ADAPT. ADAPTIVE FOOD PREPARATION BOARD FOR ONE HANDED USER Award: GOLD Role: Member Exhibition Name:CITREX2021 • Product Name: DOODLY - BRINGING JOY OF CREATIVITY ONLINE Award: SILVER Role: Head Exhibition Name:iTAC 2022 INTERNATIONAL TEACHING AID COMPETITION 2022 • Product Name: UNEARTHING THE PAST : A DIGITAL JOURNEY INTO MALAYSIA'S CULTURAL HERITAGE Award: SILVER Role: Member Exhibition Name:CRI2023 • Product Name: MIRO : ENABLING THE DIGITAL DESIGN STUDIO CRITIQUE USNING ASYNCHRONOUS PASSIVE FEEDBACKS'S STRUCTURE Award: SILVER Role: Member Exhibition Name:IUCEL 2023 • Product Name: DOODLY : A REINFORCEMENT LEARNING APPROACH TO DRAWING Award: SILVER Role: Head Exhibition Name:AKRI 2022 • Product Name: GET2GETHER: THE WEB-APP THAT CAN WORKS WITHOUT THE INTERNET Award: SILVER Role: Member Exhibition Name:KARNIVAL REKACIPTA & INOVASI (KREATIV 2021) • Product Name: ADAPTIVE PRAYER WEAR FOR IMMOBILE MUSLIM WOMEN Award: SILVER Role: Head Exhibition Name:CRI2021

D. CONSULTATION

CONSULTATION(S)	<ol style="list-style-type: none"> 1. KOLEJ VOKASIONAL TANAH MERAH HEAD 2021 2. PROJEK CRE8TIV TECHNOPRENEUER INNOVATION DIGIHUB (CREATIVATION DIGIHUB) 2021 MEMBER 2021
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E. COMMUNITY SERVICES

COMMUNITY SERVICES	
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