



**FASEHAH BINTI ABDULLAH**  
**SENIOR LECTURER**  
**DEPARTMENT VISUAL COMMUNICATION,**  
**FACULTY OF ART & DESIGN**  
**SOUTHERN UNIVERSITY COLLEGE**  
[fasehah@sc.edu.my](mailto:fasehah@sc.edu.my)



### 1. Academic Qualification

No.	QUALIFICATION	FIELD OF SPECILIZATION	NAME OF AWARDING INSITUTION & COUNTRY	START DATE – END DATE
1.	Doctor of Philosophy (Passed Defense Proposal), Part 05	Arts & Design (Multimedia, MAR Game). Supervisor: Assoc. Prof. Ts. Dr.Azhar Abd Jamil. Co-Supervisor: Dr. Mohamed Razeef Abdul Razak.	UiTM Shah Alam	Feb 2019 – on going (Estimate to Viva voce, end of 2023)
2.	Master in Art & Design	Visual Communication (Comic & Textbook Layout Design). Supervisor: Assoc. Prof. Ts. Dr.Azhar Abd Jamil.	UiTM Shah Alam	March 2014- Dec 2018
3.	Bachelor	Graphic Design (Multimedia)	UiTM Shah Alam	2011-2013
4.	Diploma	Fine Art	UiTM Machang, Kelantan	2007- 2009

### 2. Previous Employment Record

No.	START DATE – END DATE	POSITION	JOB NATURE	EMPLOYER / COMPANY
1.	July 2021- Present (Permanent Staff)	Senior Lecturer, (Multimedia Design)	Lecturer	Southern University College
2.	2019 – 2021	Senior Lecturer, Head of Department (Diploma in Multimedia Design, Diploma in Advertising Design, and Bachelor of Design (Honours) Computer Graphic Design)	Lecturer	Southern University College



3.	Jan 2018 – Dec 2018	Deputy Head (Diploma in Multimedia Design, Diploma in Advertising Design, and Bachelor of Design (Honours) Computer Graphic Design)	Lecturer	Southern University College
4.	Jun 2015 – Dec 2017	Lecturer	Lecturer	Linton University College
5.	Nov 2013 – May 2015	Lecturer	Lecturer	Kolej Teknologi Timur, Sepang
6.	March 2010 – Dec 2010	Designer	Graphic Designer	Retech Print Shoppe, Johore

### 3. Professional Qualification / Membership (National / International)

No.	TYPE OF QUALIFICATIONS/ MEMBERSHIP	GOVERNED BY WHICH BODY/ COMPANY / ASSOCIATION / OTHERS	AWARDED YEAR/ MEMBERSHIP DURATION
1.	Graduate Technologist	Malaysia Board Of Technologists, MBOT	4 Jan 2022

### 4. Recognition Award (National / International)

No.	TYPE OF AWARD RECEIVED	RECEIVED FROM WHICH BODY/ COMPANY/ ASSOCIATION/ OTHERS	RECEIVED YEAR
1.	Best Video Design Award	International Conference on Interdisciplinary Research in Social Science and Technology, Indexed Journal ERA. (Kaizentrenovation Centre, Perak)	July 2021

### 5. Level Programme to Supervise (Master Degree)

No.	Field of Expertise	Research Interest
1.	Multimedia Design: <ul style="list-style-type: none"> <li>Game Design (2D &amp; 3D Modelling),</li> <li>Game Theory, Augmented Reality,</li> <li>Graphic User Interface;</li> <li>Mobile Application,</li> <li>Website, &amp; E-Comic.</li> </ul>	Multimedia Design: <ul style="list-style-type: none"> <li>Game Design (2D &amp; 3D Modelling),</li> <li>Game Theory, Augmented Reality,</li> <li>Graphic User Interface;</li> <li>Mobile Application,</li> <li>Website, &amp; E-Comic.</li> </ul>
2.	Graphic Design: <ul style="list-style-type: none"> <li>Digital Illustration, Comic,</li> <li>Textbook layouts design,</li> <li>Advertising Design,</li> <li>Digital Typography</li> </ul>	Graphic Design: <ul style="list-style-type: none"> <li>Digital Illustration, Comic,</li> <li>Textbook layouts design,</li> <li>Advertising Design,</li> <li>Digital Typography</li> </ul>



**6. Consultancy Services**

No.	ORGANIZATION / EVENT / PROJECT	DATE / DURATION	VENUE / COMPANY	ROLE / POSITION
1.	Research Title: Effects of Integrating Multimedia Learning Theory in Digital Presentation Tools on Student's Engagement in Industrial Design Process for Higher Education.	April 2021	Southern University College, JB	Panel of Assessor for Research Fund Application, (Faculty of Arts & Design)
2.	Research Title: Mobile Apps as a Platform of Digital Artist Profile through e-Archive Application.	April 2021	Southern University College, JB	Panel of Assessor for Research Fund Application, (Faculty of Arts & Design)
3.	Faculty of Arts & Design.	2017-2019	Kolej Teknologi Timur, Sepang	Academy Advisor
4.	Faculty of Arts & Design.	2017-2019	Kolej Teknologi Timur, Sepang	External Examiner for Final Diploma Art & Design

**7. Conferences, Exhibitions and Trainings**

No.	TITLE OF THE CONFERENCES / TRAINING	DATE	TRAINING VENUE	ORGANIZE BY SPEAKER / TRAINER
1.	International Conference on Islamic Research in Management, Education, Social Science and Technology (ICIRMEST2022)	29 & 30 January 2022	Online platform	ERA Index Paper. Kaizentrenovation Centre, Tanjung Malim, Perak
2.	As Presenter. "Empowering a Learning Society for Sustainability through Quality Education" 5 <sup>th</sup> International Conference on Teacher Learning and Development	3 – 5 August 2021	Online Platform	Institut Pendidikan Guru Kampus Temenggong Ibrahim, Johor
3.	As Presenter. International Conference on Interdisciplinary Research in Social Science and Technology (ICIRSST2021)	24 & 25 July 2021	Online Platform	ERA Index Paper. Kaizentrenovation Centre, Tanjung Malim, Perak.
4.	Bengkel Pihak Berkepentingan Draf Kajian Semula Standard Program: Multimedia Kreatif (Creative Multimedia Technology, CMT)	23 June 2021	Online Zoom	MQA panels
5.	Kelas Ngaji Tulis Artikel Jurnal Berindeks	10 August – 9 November 2020	Online platform	Kaizentrenovation Centre, Tanjung Malim, Perak



6.	International Conference on Social Science, Education, Technology, Innovation and Art (2020)	24 & 25 October 2020	Online platform	ERA Index Paper. Kaizentrenovation Centre, Tanjung Malim, Perak
7.	21 Plus Vol:2 "Visualisasi pemikiran pendidik seni tampak.	Mar 2020	Gallery Aswara, Kuala Lumpur	Aswara, Kuala Lumpur
8.	Post-Graduate Training in Innovation and Entrepreneurship Exploration (TIE2)	April 2019	MASMED, UiTM Shah Alam	Malaysian Academy of SME and Entrepreneurship Development, MASMED
9.	IGS Research Skills Seminar	March 2019	Auditorium, Akademi Pengajian Bahasa, UiTM Shah Alam.	IPSIS Research UiTM.
10.	Pameran Seni 21 Universiti.	May 2018	Gallery ASWARA, KL	Faculty of Arts & Design ASWARA.
11.	PhD Research Proposal Development One Day Intensive Training	March 2018	Auditorium, Akademi Pengajian Bahasa, UiTM Shah Alam.	IPSIS Research UiTM.

## 8. Research and Publication

### RESEARCH / PUBLICATION / JOURNALS / BOOKS / OTHER

1. PhD Thesis Research: A Thematic Analysis of the Graphical User Interface (GUI) for Mobile Augmented Reality (MAR) Game Design Elements. (2019 – On going).
2. Research Grant: Exploring the Integration of Visual Elements on Packaging Design to Enhance Consumer Impression in Online Shopping. Southern University College Research Fund RM6,000. (1 July 2021 to 30 June 2022).
3. Publication & Conference Presenter: Packaging As A Brand Builder. International Conference on Islamic Research in Management, Education, Social Science and Technology (ICIRMEST2022) (29 & 30 January 2022, ERA index paper).
4. Conference Presenter: Dynamic Approach Layout for History Subject in Malaysian Secondary School. "Empowering a Learning Society for Sustainability through Quality Education" 5<sup>th</sup> International Conference on Teacher Learning and Development. Institut Pendidikan Guru Kampus Temenggong Ibrahim, Johor. (3-5 August 2021).
5. Publication & Conference Presenter: Discussion of the AR Design Principles for Mobile Augmented Reality Games. International Conference on Interdisciplinary Research in Social Science and Technology (ICIRSST2021) (24 & 25 July 2021, ERA index paper).  
<https://hrmars.com/papers/detail/IJARBSS/10738/Discussion-of-the-AR-Design-Principles-for-Mobile-Augmented-Reality-Games>
6. E-book with eISBN: Dynamic Approach for Textbook Design. *Social Science and Technology Toward Performance Improvement: Research Concept, Effect and Agenda.* ( eISBN 978-967-18546-9-3). (Aug 2021)
7. Publication & Conference Presenter: Reviewing Appropriate Game Design Elements for Mobile



Augmented Reality Games. International Conference on Social Science, Education, Technology, Innovation and Art (ICSETIA 2020). (24 & 25 October 2020, ERA index paper).

[https://hrmars.com/papers\\_submitted/9178/reviewing-appropriate-game-design-elements-for-mobile-augmented-reality-games.pdf](https://hrmars.com/papers_submitted/9178/reviewing-appropriate-game-design-elements-for-mobile-augmented-reality-games.pdf)

8. E-book with eISBN: Textbook Design Layout in Malaysia. *RESEARCH AND INNOVATION: EDUCATION, TECHNOLOGY AND PERFORMANCE MANAGEMENT* ( eISBN 978-967-18546-6-2). (Feb 2021)

<https://kaizentrenovationpublishing.com/ebook-2021/>

9. Mater Thesis Research: Comic Layout Analysis: Adaptation Dynamic Approach Layout for History Subject in Malaysian Secondary School. (2014-2018)

## 9. OTHER ADDITIONAL ADMINISTRATIVE RESPONSIBILITIES

No.	POSITION (APPOINTMENT)	FACULTY / DIVISION / DEPARTMENT	START DATE – END DATE
1.	Head of Department for 3 programmes	Department of Visual Communication; (Diploma in Multimedia Design, Diploma in Advertising Design, and Bachelor of Design (Honours) Computer Graphic Design)	Jan 2019 – Dec 2021
2.	Deputy Head of Department 3 programmes	Department of Visual Communication; (Diploma in Multimedia Design, Diploma in Advertising Design, and Bachelor of Design (Honours) Computer Graphic Design)	Jan 2018 – Dec 2018

## 10. OTHER RELEVANT INFORMATION

1. Good knowledge and experienced in handling MQA Feedbacks and MQA Compliance.
2. Have a good knowledge and experienced in handling staff and student's issues.
3. Represent Southern University College to participate Exhibition: 3D Environment Game Seri Menanti Palace. 21 Plus Vol:2 "Visualisasi pemikiran pendidik seni tampak for the lecturer. (March 2020).
4. Represent Southern University College to participate Exhibition: 3D Seri Menanti Palace. *Pameran Seni 21 Universiti* for the lecturer. (May 2018).
5. Invitation as a VIP for ACA Championship Malaysia Grand Finale (Top 30 Institutes) at Grand Nexus @ Connexion Conference & Event Center, Bangsar South City, KL. (May 2018).
6. 388 Eggmonium World Egg Day. Artworks (2 Units Star Wars Painting) become Collection by Disney's Malaysia (Sept 2017).