



4th

INTERNATIONAL CONFERENCE ON CREATIVE MULTIMEDIA

*“Generative AI and Creative Multimedia
for Sustainable Futures”*

Virtual Conference
23rd – 25th July 2024

Co - Organisers



Partners



4th

**INTERNATIONAL
CONFERENCE ON
CREATIVE MULTIMEDIA**

*"Generative AI and Creative Multimedia
for Sustainable Futures"*

ICCM

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Disclaimer:

The information is correct at time of printing. Presentation slot of a few presenters may be changed due unavoidable reason(s).

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About ICCM

ABOUT INTERNATIONAL CONFERENCE ON CREATIVE MULTIMEDIA

Theme:

Generative AI and Creative Multimedia for Sustainable Futures

The International Conference on Creative Multimedia 2024 (ICCM2024) aims to bring together research scholars, educators, practitioners, policymakers, enthusiasts, fellow students, and design entrepreneurs from various perspectives, disciplines, and fields to share and exchange their research creations and experiences on all aspects of generative and creative art and design, digital content and computing creativity and applications. Artificial Intelligence (AI) has been a game-changer in creative multimedia. AI has enabled us to create new forms of art, music, and design and it automates certain aspects of creative processes. Hence, the theme for this year's conference is, "Generative AI and Creative Multimedia for Sustainable Futures."

This conference addresses the use of generative AI and creative multimedia technology in the creative and digital media industry. The primary objective of the conference is to explore how Information and Communication Technology (ICT) and its applications in creative multimedia can innovatively communicate and educate people for a sustainable future. The conference emphasizes the need for actions that contribute to environmental sustainability, societal improvement, enhanced governance, and the protection of marginalized communities. We are committed to promoting sustainable development goals, improving quality of life, providing better impact for society and the world through creative multimedia and digital technologies.

This conference is organised in conjunction with the Digital Futures International Congress (DIFCON 2024) by the Faculty of Creative Multimedia (FCM) and the Faculty of Cinematic Arts (FCA) at Multimedia University, Malaysia. This is the fourth conference that we have organized, since the first one in 2021.

ICCM2024 welcomes high-quality research contributions dealing with original and unpublished results on fundamental, conceptual, empirical, and experimental work in all areas of computing and generative AI creativity, generative art and design, and creative media technologies. ICCM2024 invites prospective authors to submit papers for the vibrant discourse of creative multimedia.

PUBLICATION

Accepted papers will be considered for publication in either SCOPUS / MYCITE indexed journals (subject to meeting the individual's journal requirements) or SCITEPRESS Proceedings.

Conference proceedings will be submitted by the proceedings partner for evaluation of indexing by EI (Elsevier Engineering Village Index) or SCOPUS

The following are the partnering journals:

- Malaysian Journal of Learning and Instruction (MJLI) (SCOPUS Q1)
- A journal promoting knowledge in Arts and Design, with a special issue on Empowering Creativity for Design and Digital Art Innovation (SCOPUS Q2)
- ALAM CIPTA International Journal of Sustainable Tropical Design Research and Practice, with a special issue on Fostering Sustainable Creativity (SCOPUS Q3)
- MMU Press Journal, The International Journal of Creative Multimedia (IJCM), indexed in MYCITE and MyJurnal
- International Journal of Advanced Research in Education and Society, indexed in MYCITE and MyJurnal
- International Journal of Business and Technology Management, indexed in MYCITE and MyJurnal
- Asian Journal of Research in Education and Social Sciences, indexed in MYCITE and MyJurnal

CONFERENCE TRACKS

Generative AI in Creative Media

- AI Generated Contents and Techniques, Generative Music and Composition, Photorealism, Generative Assets, AI-driven Tools for Creative Contents, Application of Generative Models, Human-AI Collaboration.

Creative Multimedia Technology

- Computer Graphics and Techniques, Animation and Visual Effects Techniques, Digital Audio, Sound Effects and Techniques, Interactive Multimedia.

Digital Arts and Expression

- Creative Coding, Generative Art, Interactive Installation, Experimental Media, Drone Technology, Projection Arts, Digital Creativity, Computational Creativity, Interactive Electronics.

Cinematic Arts, Digital Video and Film Technology

- Cinematic Fabrication, Digital Cinematic, Motion Capture, Streaming Media, Virtual Production Process, Interactive Movie, Drone Creative Videography, Worldbuilding Study.

Interactive and Immersive Media

- Virtual Reality, Metaverse, Spatial Design, Simulation Design, Interior and Build Environment Studies, Virtual World, Digital Twin, Emotional and Social Components.

Human Centric Design

- User-Centred Design, Design for Social Change, User Experience, Interface Design, Brand Experience, Gendered Design, Interactive Design, Affective Design, Ergonomic Study, System Usability.

Digital Game and Development

- 2D / 3D Game Asset, Game Animation, Game Design and Development, Game Programming, Game Engine, AI-driven Game Design.

Education Technology

- Learning Analytic, Intelligent Tutoring, Personalised Learning, Smart Learning Environment, Interactive Multimedia (AR, VR, XR, Metaverse), Mobile Learning.

Web, Content Management and Platforms

- Web Coding, Information Design, Media Management and Platforms, User Experience and Interface Design, Mobile Design and Application.

Interdisciplinary Design, Development & Applications

- Sustainable Design, Design Collaboration, Advertising Design, New Product Development, Environmental Design, Culture and Heritage Design, Design for Smart City, Green Design, Design for Health, Design Education.

Digital Media and the Creative Industry

- Media Culture and Technology, Media and Communication, Media and Intermedia Literacy, Social Media, Mobile Media, Creative Industry, Digital Content, Digital Marketing, Future of Creative Work.

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committee

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Industry **Speakers**

4th ICCM Industry Speaker



Dato Kamil Ahmad bin Dato Mohd. Othman

Chairman

National Film Development Corporation Malaysia (FINAS)

During Dato' Kamil's tenure as the Vice President Creative Multimedia Division of the Multimedia Development Corporation (MDEC) of Malaysia, he has established a working relationship with the Korean Culture Content Agency (KOCCA) South Korea for the purpose of policy sharing and facilitating co-productions in animated TV series. He also established relations with the Cartoon Network and Disney Channel in Asia to ensure Malaysia's TV series are distributed regionally. He co-founded the Asian Film Commission Network (AFCNET) and the Asia Content Business Summit (ACBS). He was appointed as the Director General of the National Film Development Corporation Malaysia (FINAS) for 2014-2016 and an advisor to the Creative Industries, Ministry of Communications & Multimedia Malaysia in 2017-2018. He now serves as the Chairman of FINAS.

The Future of Cinematic and Film Industry

Abstract :

Malaysian cinema is entering a transformative era. This keynote address will explore the synergy of powerful storytelling, a rich multicultural heritage, and the enabling power of technology. We'll delve into the industry's evolution, highlighting the enduring importance of compelling narratives that resonate with global audiences. While advancements like virtual reality (VR), augmented reality (AR), and artificial intelligence (AI) are reshaping the filmmaking landscape, they will be presented as tools to elevate the core of cinematic art - "storytelling". The address will explore how streaming platforms broaden the reach of Malaysian films, alongside the crucial role of government policies and support mechanisms in fostering industry growth. Strategic international co-productions and the growing global recognition of Malaysian films will be illuminated through successful case studies. We will not shy away from prevalent challenges – piracy, funding limitations, and the lingering effects of the pandemic – but instead offer actionable strategies to overcome them. The vital importance of nurturing new talent through robust education and training initiatives will be emphasized. Independent filmmakers and small production companies will be recognized as potent forces shaping future industry trends. The address will propose innovative marketing strategies, particularly through social media and digital platforms, to effectively engage modern audiences. Additionally, the promotion of eco-friendly filmmaking practices will be discussed to ensure industry sustainability. This keynote concludes with a forward-looking perspective, highlighting collaboration, innovation, and a commitment to storytelling excellence as the pillars for a vibrant and dynamic future for Malaysian cinema on the global stage.

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Keynote Speakers

4th ICCM Keynote Speakers

Prof. Ts. Dr. Ruslan Abdul Rahim

Rector

National Academy of Arts, Culture & Heritage (ASWARA), Malaysia



Upon completing his Diploma, Ruslan earned his stripes in the Malaysian advertising industry during the mid 80s. A stint as the sole graphic designer at PROTON's Research & Development Department saw him pursuing and obtaining his Masters (M.Sc. Communications Design 1991) at the renowned Pratt Institute, New York City, U.S.A. It was here that he honed his skills in New Media encompassing Computer Graphics & Animation. A shift in his academic outlook brought a deep commitment towards an exploration of Interface design in the realm of the then burgeoning World Wide Web. This led him to embark on his doctoral research at Brighton University, East Sussex, UK on Interface Design for dyslexic users in 1996.

He then returned to Malaysia after the new millennium and continued his academic service in UiTM. Since then, he has held numerous academic administrative positions spanning from Faculty Deputy Dean, Head of Quality Management (Office of Academic Affairs) and Director for the Institute of International Design Excellence in UiTM. His tenure as Dean of the Faculty of Art & Design which began in 2018 culminated in his appointment as the Rector for the National Academy of the Arts, Culture & Heritage (ASWARA) since 2021. An encapsulation of nearly 39 years in private & public practice also includes Visiting Professorship, Academic Advisor and External Examiner appointments at numerous private and public Universities. Ruslan was also the Principle Designer for the creative team that designed the personal Emblem for Her Royal Highness of Selangor, D.Y.M.M. Tengku Permaisuri Selangor (2021).

He was the Rector for the National Academy of the Arts, Culture and Heritage, Ministry of Tourism, Arts & Culture (ASWARA) from 2021 to early 2024. He continues his pursuit of knowledge within his field and enjoys tinkering in the realm of metaverse.

The Cultural Futurist: Preserving National Heritage in a Digital Age

Abstract :

The world's cultural tapestry is woven from a multitude of national heritage – traditions, languages, artifacts, and stories passed down through generations. However, these treasures face a constant battle against time, decay, and neglect. In this fight for preservation, digitalisation emerges as a powerful weapon. Here's why digital technologies are key to safeguarding a nation's cultural heritage. First, digitalisation fosters accessibility. By converting physical artifacts like ancient texts, historical photographs, or traditional music recordings into digital formats, these treasures become accessible to a wider audience. Online archives and virtual museums transcend geographical limitations, allowing people from all corners of the globe to engage with a nation's heritage. This fosters cultural exchange and understanding, ensuring appreciation for past traditions that extends beyond national borders. Secondly, digital tools offer unparalleled protection. Physical objects are susceptible to damage, natural disasters, or even theft. Digitising these treasures create secure, permanent replicas that can be preserved for future generations. Additionally, digital backups can be stored in geographically separate locations, minimizing the risk of loss from unforeseen events. Furthermore, digital technologies empower scholars and researchers. High-resolution scans of artifacts or detailed digital recordings of oral traditions allow for in-depth analysis and study. Sophisticated software facilitates the creation of 3D models of historical sites, enabling virtual tours and enhancing the educational experience. These advancements unlock new avenues for research and understanding of a nation's past. However, digital preservation is not without its challenges. Ensuring long-term accessibility requires ongoing maintenance and migration of digital data to keep pace with evolving technologies. Additionally, digital literacy is crucial to ensure effective access and utilization of these resources. In conclusion, digitalisation is a transformative force in the preservation of national heritage. By creating accessible archives ~ on the Metaverse for instance, safeguarding cultural treasures, and empowering research, digital tools ensure that the stories and traditions of a nation continue to resonate for generations to come. As we embrace the digital age, we must acknowledge the responsibility to utilize these technologies effectively, becoming the Cultural Futurist and digital guardians of our precious cultural heritage.

4th ICCM Keynote Speakers



Prof. Dr. Mohd Shafry Mohd Rahim
Deputy Vice-Chancellor (Academic & International)
Universiti Teknologi Malaysia (UTM)

Professor Dr. Mohd Shafry Mohd Rahim currently holds the distinguished position of Deputy Vice-Chancellor (Academic & International) at the Universiti Teknologi Malaysia (UTM) in Skudai, Johor, Malaysia. His global academic engagement is further exemplified by his role as an Adjunct Professor at Sohar University in Oman. Prof Shafry embarked on his academic journey with the successful completion of a Diploma in Computer Science in 1997, followed by a Bachelor of Science in Computer Science with a specialization in Computer Graphics in 1999.

His academic pursuits continued at UTM, culminating in the achievement of a Master of Science in Computer Science in 2004. Notably, he earned his Ph.D. in Spatial Modelling in 2008 from the esteemed University Putra Malaysia (UPM), solidifying his expertise in the field. Currently serving as a Professor of Image Processing at the Faculty of Computing at UTM, Malaysia, Professor Shafry also holds the position of Research Fellow for Media and Game Innovation of Excellence (MaGICX) at the Institute of Human-Centred Engineering (iHuMeN), UTM. His leadership extends to spearheading Image Processing and Application Research Initiatives, showcasing his dedication to advancing research and fostering innovation. Motivated by a passion for groundbreaking inventions, Professor Shafry focuses on processing diverse image types for emerging applications, aligning with the ongoing technological revolution aimed at enhancing lives.

His extensive research interests span image enhancement, feature extraction, segmentation, recognition, detection, and classification, reflecting his multifaceted expertise in the field. Additionally, he has a profound understanding of deep learning, computer graphics, computer vision, and digital media. Recognizing the importance of collaboration between academia and industry, Professor Shafry has successfully secured research funding from various sources, including the University, the Malaysian Government, Industries, and international programs such as HORIZON 2020 – EU Research and Innovation Programme. Notably, he has collaborated with Billion Prima Sdn Bhd on Scanning Technology using AI and implemented Media Technology at Thirty-Two (32) Cilik AI Fateh Kindergarten under Kumpulan Pendidikan AI Fateh Malaysia (Non-Profit Organization) to foster creative and innovative thinking in children.

Artificial Intelligence in Image Processing and Computer Vision

Abstract :

Artificial Intelligence (AI) plays a pivotal role in contemporary research and technological advancements. Among its various applications, Computer Vision and Image Processing stand out as fundamental areas that have propelled innovative developments in robotics and AI, contributing significantly to the achievement of Sustainable Development Goals (SDGs). The integration of technology and AI has not only fostered progress in these fields but has also become instrumental in elevating human value and addressing complex challenges. Generative AI emerges as a powerful tool within Image Processing, to enhance recognition and classification activities. Its application in refining the precision of computer vision systems is particularly noteworthy, providing valuable insights for improved decision-making. The precision attained through Generative AI contributes to the optimization of various processes, ensuring more accurate outcomes in diverse applications. This keynote presentation aims to share insights from research endeavours utilizing AI in Image Processing and Computer Vision. The focus will be on enhancing the methodology employed in image processing to facilitate Generative AI in making accurate decisions. The presentation will delve into practical examples showcasing the application of Generative AI in both Image Processing and Computer Vision. Through this exploration, attendees will gain a deeper understanding of the advancements made in leveraging AI for image-related tasks. The presentation will not only highlight the achievements but also offer valuable perspectives on the challenges encountered and potential avenues for future research. As the synergy between AI and image-related technologies continues to evolve, this keynote serves as a platform to exchange knowledge and inspire further innovation in the realm of Generative AI and its applications in Image Processing and Computer Vision.

Keywords: Image Processing, Computer Vision, Artificial Intelligence, Generative Artificial Intelligence, Human Centered Engineering.

4th ICCM Keynote Speakers

Prof. Gunalan Nadarajan

Dean Emeritus

Penny W. Stamps School of Art and Design, University of Michigan, USA



Gunalan Nadarajan, an art theorist, and curator working at the intersections of art, science and technology, is Dean Emeritus and Professor at the Penny W. Stamps School of Art and Design at the University of Michigan. His publications include *Ambulations* (2000), *Construction Site* (edited; 2004) and *Contemporary Art in Singapore* (co-authored; 2007), *Place Studies in Art, Media, Science and Technology: Historical Investigations on the Sites and Migration of Knowledge* (co-edited; 2009), *The Handbook of Visual Culture* (co-edited; 2012) and over 100 book chapters, catalogue essays, academic articles and reviews. His writings have also been translated into 16 languages. He is on the editorial board of the book series, *Technicities* (Edinburgh University Press) and the journal, *Cultural Politics* (Duke University Press). He has curated many international exhibitions including *Ambulations* (Singapore, 1999), *180KG* (Jogjakarta, 2002), *media_city* (Seoul, 2002), *Negotiating Spaces* (Auckland, 2004) and *DenseLocal* (Mexico City, 2009), *Displacements* (Beijing, 2014) and *Mediating Asia* (Taiwan, 2022). He was contributing curator for *Documenta XI* (Kassel, Germany, 2002) and the *Singapore Biennale* (2006) and served on the jury of a number of international exhibitions and festivals, *ISEA2004* (Helsinki / Tallinn), *transmediale 05* (Berlin), *ISEA2006* (San Jose), *Ars Electronica* (2007) and *FutureEverything Festival* (Manchester, 2009).

He was Artistic Co-Director of the *Ogaki Biennale 2006*, Japan and Artistic Director of *ISEA2008* (International Symposium on Electronic Art) in Singapore. In 2004, he was elected a Fellow of the Royal Society of Art. He is active in the development of media arts internationally and has previously served on the Board of Directors of the Inter Society for Electronic Art, is on the Advisory Boards of the Archive of Digital Art (Austria), the New Media Caucus and was an advisor on creative programs of digital culture to the UNESCO and the Smithsonian Institution. Nadarajan also served on the International Advisory Board of the ArtScience Museum in Singapore (2014-2022). He co-founded and continues to work on a National Science Foundation funded Network for Science Engineering, Art and Design to develop and support a national network for collaborative research, education and creative practice between sciences, engineering, arts and design.

He served on the National Academies of Sciences, Engineering and Medicine (USA) committee and co-authored the report, *Branches from the Same Tree: The Integration of the Humanities and Arts in Sciences, Engineering and Medicine in Higher Education* (2018). Nadarajan has worked on enabling conversations, initiatives and policy changes in art and design higher education in the US in various capacities including on the Board of Directors of College Art Association (2014-18), and most recently served on the Board of Directors of the National Association for Schools of Art and Design (2018-2022). Nadarajan currently serves as co-convenor of the Asia-Pacific Artistic Research Network. He has served in a variety of academic roles in teaching, academic administration and research for three decades. Prior to joining University of Michigan, he held appointments at MICA (Maryland Institute College of Art), the College of Arts and Architecture, Pennsylvania State University and the Lasalle College of the Arts, Singapore.

Creative Agency and Artificial Intelligence

Abstract :

Beginning with a historical and cultural contextualization of artificial intelligence, this talk will show that the creative capacities of AI are inextricably connected to the ways in which these technologies often disable and complicate effective human agency. The growing anxiety and fears about autonomous technologies and artificial intelligence not surprisingly centre on how 'humans are not in control anymore'. The consequent emergence of regulatory regimes and legal safeguards that seek to contain and control the workings and effects of AI have ironically sought to reverse the historical trajectory of such technologies; namely, to return the human into the 'automation loop'. Drawing on a range of artworks it will be shown that such artistic explorations of AI show us the limits of AI and ways of reimagining and acting to ethically reconstitute agency back to humans.

OS

Conference Program

DAY

1

Opening & Keynote

Tuesday
23rd July 2024

DAY 01
DIFCON MAIN ROOM

DIFCON
MAIN CONGRESS



MS TEAMS LINK: <https://tinyurl.com/difcon24-main-room>



Time (UTC +8)

Programme

- 9:00 Arrival of Participants and Attendees (Online)
- 9:15 Arrival of **Dr. Sharlene Thiagarajah**
CEO, Telekom Research and Development Sdn. Bhd. (TM R&D)
- Arrival of **YBhg. Prof. Dato' Dr. Mazliham Mohd Su'ud**
President / CEO of Multimedia University
- Arrival of **Mr. Ian Jones**
VP and Commercial Lead For APAC, Taylor & Francis
- 9:30 Opening Remark by Emcee
- 9:32 Doa Recitation
- 9:35 Welcoming Speech by **Dr. Sharlene Thiagarajah**
CEO, Telekom Research And Development Sdn. Bhd. (TM R&D)
- 9:45 Speech by **Ybhg. Prof. Dato' Dr. Mazliham Mohd Su'ud**
President / CEO of Multimedia University
DIFCON2024 Organiser
- 10:00 Speech by **Mr. Ian Jones**
VP and Commercial Lead for APAC, Taylor & Francis
Main DIFCON2024 Publication Partner
- 10:15 Agreement Signing Ceremony between DIFCON and Taylor & Francis
- 10:25 DIFCON2024 Launching and Montage
- 10:30 Photography Session
- 10:35 Break
- 11:00 Keynote Session Opening Remark by Emcee
- 11:05 **DIFCON2024 Keynote 1: Prof. Dr Sakiru Adebola Solarin**
Insights from a Top 2% Researcher,
Faculty of Business, Multimedia University
- 11:40 **DIFCON2024 Keynote 2: Prof. Mohd Saberi Mohamad**
Director of Health Data Science Lab,
College of Medicine and Health Sciences,
United Arab Emirates University
- 12:20 **DIFCON2024 Keynote 3: Prof. Ts. Dr. Mohd Khairul Bin Ahmad**
Director of Institute of Integrated Engineering (IIE),
Universiti Tun Hussein Onn Malaysia
- 13:00 Lunch Break
- 14:00 **Parallel Session 1**
- 17:00 End of Day 1

DAY 1 Keynote & Presentation

DIFCON
MAIN CONGRESS



Tuesday
23rd July 2024

DAY 01
Parallel Session 1 (Afternoon)
ICCM MAIN ROOM

MS TEAMS LINK: <https://tinyurl.com/Room-1-ICCM-Main>

MS Team ID : 444 975 009 789 Passcode: duPUSi

Time (UTC +8)

Programme

14:00

ICCM2024 Keynote 1: Professor Ts. Dr. Ruslan Abdul Rahim
The Cultural Futurist: Preserving National Heritage in a Digital Age
Rector, National Academy of Arts, Culture & Heritage (ASWARA), Malaysia

15:00

Parallel Session 1

Session Chair

Dr. Fauzan Mustaffa (MMU)

Track 1:

Creative Multimedia Technology & Applications, Art & Design, Interactive Technology and Generative AI

Time (UTC +8)

Authors

Paper Title

Presenter

15:00–15:15

Hutomo Setia Budi

Revitalizing History: Animating Mahapatih Gajah Mada's Heroic Saga in Immersive Virtual Reality

Hutomo Setia Budi

15:15 – 15:30

Jing Yu; Norfarizah Mohd Bakhir

Publications on Tian-tsui: A Bibliometric Analysis of one Decade

Jing YU

15:30 – 15:45

Jian Pan; Nurul Hanim Md Romainoor; Zhang Yitao

Exploring Chinese Variable Logo Fonts at Xi'an Eurasian University

Jian Pan

15:45 – 16:00

Anis Haron; Dzulhafidz Bin Dzulkifli; Shahfeeq Bin Jibin; Raja Muhammad Azizul Bin Raja Abdul Rahman; Ahmad Azlan Bin Ahmad Zafri; Aliff Afiq Bin Mohd Anuar; Yuvaraj Kaliaperumal; Fajrul Norman Rashid; Rini Fauzan Bin Mohamed Zuhairi; Abd Halim Bin Abd Wahab; Iskandar Kamel Bin Mohamed Nor; Khairul Izam Bin Radzi; Putri Nurul 'Aainaa Binti Rusli

Autotune vs AI Voice Cloning: A Case Study for Automatic Pitch Corrections

Anis Haron

16:15 – 16:30

Quina Reivaldi Limantara

Future Branding: Crafting Experience With Generative Artificial Intelligence (AI)

Quina Reivaldi Limantara

16:30 – 16:45

Xiaoqing Yang; Roopesh Sitharan; Elyna Amir Sharji

Research on Narrative Forms in Museum Spaces in the Digital Age

Xiaoqing Yang

16:45 – 17:00

Imran Othman

AI Smartphones: A Conceptual Review in Generative Arts

Imran Othman

17:00 – 17:15

Zaini Kamarol Zaman

Harnessing Semantic Meaning for Cultural Preservation: Analysing Cultural Movements using Punching Trackers

Zaini Kamarol Zaman

DAY 2

Keynote & Presentation

Wednesday
24th July 2024

DAY 02
ICCM MAIN ROOM

ICCM
MAIN ROOM



MS TEAMS LINK: <https://tinyurl.com/Room-1-ICCM-Main>

MS Team ID : 444 975 009 789 Passcode: duPUSi

Time (UTC +8)

Programme

- 9:00 **ICCM2024 Keynote 1: Dato Kamil Ahmad bin Dato Mohd. Othman**
The Future of Cinematic and Film Industry
Chairman of National Film Development Corporation Malaysia (FINAS)
- 10:00 **Parallel Sessions 2**
- 13:00 **DIFCON Keynote 4: Dr. Young Joo Ko**
President of Asian Society for Innovation & Policy
MS TEAMS LINK: <https://tinyurl.com/difcon24-main-room>
- 13:30 Lunch Break
- 14:00 **ICCM2024 Keynote 2: Prof. Dr. Mohd Shafry Mohd Rahim**
Artificial Intelligence in Image Processing and Computer Vision
Deputy Vice-Chancellor (Academic & International)
Universiti Teknologi Malaysia (UTM)
- 15:00 **Parallel Sessions 3**
- 16:00 Taylor & Francis Talk: Publishing in Quality Journals
Ms. Victoria Babbitt
Director Research Development and Outreach, Taylor and Francis
MS TEAMS LINK: <https://tinyurl.com/difcon24-main-room>
- 17:15 End of Day 2

DIFCON
MAIN CONGRESS



DAY 2

Wednesday
24th July 2024

DAY 02
Parallel Session 2 (Morning)
ICCM MAIN ROOM



MS TEAMS LINK: <https://tinyurl.com/Room-1-ICCM-Main>

MS Team ID : 444 975 009 789 Passcode: duPUSi

Session Chair **Mr. Quina Reivaldi Limantara (Universitas Ciputra)**

Track 1 : **Creative Multimedia Technology & Applications, Art & Design, Interactive Technology and Generative AI**

Time (UTC +8)	Authors	Paper Title	Presenter
10:00 – 10:15	Mohd Khairy Ishar; Sivanesan Kunasekaran; Demy Jazmine Mohammad Kamil; Muhammad Hasanuddin Dzulkafly; Roopesh Sitharan	Analysis of the Visual Similarities and Differences between the Character of Hikayat Seri Rama and Ramakien called Hanuman for the Creation of Digital Artworks	Mohd Khairy Ishar
10:15 – 10:30	Jan Lacko	Immersive Simulation of Skydiving in Wind Tunnels: Exploring Virtual Reality for Training and Experience Enhancement	Jan Lacko
10:30 – 10:45	Md Waziullah Apu; Ah Choo Koo; Elyna Amir Sharji	Need Analysis of a 3D Interactive University Campus for Wayfinding: A Design and Development Research Approach	Md Waziullah Apu
10:45 – 11:00	Mohamad Izani Zainal Abidin, Fauzan Mustaffa, Akhmed Kaleel, Amr Assad and Rizwan Wadood	Reimagining 2D to 3D Towards a Seamless AI-Augmented Workflow for High-Fidelity Animation Production	Mohamad Izani Zainal Abidin
11:00 – 11:15	Jovany Margareth Depthios; Niken Savitri Anggraeni; Andra Rizky Yuwono; Rahmat Zulfikar	Designing a Sumatran Tiger Motif as an Effort to Increase Public Awareness in Protecting the Crisis of Protected Animal's Populations in Indonesia	Jovany Margareth Depthios
11:15 – 11:30	Abu Ali; Siti Salwa Isa; Junita Shariza; Nor Lelawati Jamaludin; Wan Zaiyana Binti Mohd Yusof; Siti Suriawati Isa	Crafting Cultural Connection: Human-Centred Design Approach for Promotional Product Design Development Inspired by Myths and Legends	Abu Ali
11:30 – 11:45	Olivia Gondoputranto	I-WEAR NUSA (Innovative-Wear Nusantara): Fashion Wearables Experimental Method based on Cultural Heritage Safeguarding Purpose through Interactive Wearables Fashion Creation	Olivia Gondoputranto
11:45 – 12:00	Hanafizan Hussain; Ku Ahmad Adzam Ku Saud; Muhammad Asyraf Mhd Pauzi; Mohd Bostami Ahmad	Digital Ecosystem: Preliminary Study on Idea Visualization for Design Thinking Process	Hanafizan Hussain

DAY 2

Wednesday
24th July 2024

DAY 02
Parallel Session 2 (Morning)
ROOM 2



MS TEAMS LINK: <https://tinyurl.com/Room-2-ICCM>

MS Team ID : 482 733 398 873 Passcode: uDuyf9

Session Chair **Dr. Tenku Putri Norishah Shariman (MMU)**

Track 3 : **Education Technology, Pedagogy, Web, Media & Communication and Others**

Time (UTC +8)	Authors	Paper Title	Presenter
10:00 – 10:15	Nor Lelawati Jamaludin; Junita Shariza; Siti Salwa Isa; Abu Ali; Shahrul Niza Said; Siti Suriawati Isa	Collaborative Issue Study: An Innovative Tool in Current Issues Learning Among University Students	Nor Lelawati Jamaludin
10:15 – 10:30	Kin Meng Cheng; Lianna Wijaya; Siew Chein Teo; Ah Choo Koo; Mohammad Hajarian	Designing Sustainable Solutions: A Gamified Framework for Empowering Autonomous Household Recycling	Kin Meng Cheng
10:30 – 10:45	Tharsiniy Ramasamy; Choo Kim Tan; Choo Peng Tan; Ah Choo Koo	Influence of Conversational Agent on Students' Attitude towards Mathematics	Tharsiniy Ramasamy
10:45 – 11:00	Priyadarshini Muthukrishnan; Aravind B R; Balachandran Vadivel; Ah Choo Koo; Raja Kumar S	AI Literacy and Responsible Use of AI for Assignment Writing among Preservice Teachers	Priyadarshini Muthukrishnan
11:00 – 11:15	Xin Zhao; Yun Yi Tan	Polychronicity in Mobile Learning Interface Design: A Systematic Review	Xin Zhao
11:15 – 11:30	Clemens Felix Setiyawan; Dyah Murwaningrum	Sound as a Component of Human Well-being in The Perspective of Tri Hita Karana	Clemens Felix Setiyawan
11:30 – 11:45	Tan Bee Sian; Ong Shen Hoi; Andrew Tan Khin Huat; Wong Thein Lai; P Sharimila Bai AP Pandurenga Rao; Sadhna Nair AP Ramachandran Nair	Revolutionising Language Learning with Generative AI NPC in Virtual Reality Game	Tan Bee Sian

DAY 2

Wednesday
24th July 2024

DAY 02
Parallel Session 3 (Afternoon)
ICCM MAIN ROOM



MS TEAMS LINK: <https://tinyurl.com/Room-1-ICCM-Main>

MS Team ID : 444 975 009 789 Passcode: duPUSi

Session Chair **Dr. Astrid Kusumowidagdo (Universitas Ciputra)**

Track 1: **Creative Multimedia Technology & Applications, Art & Design, Interactive Technology and Generative AI**

Time (UTC +8)	Authors	Paper Title	Presenter
15:00 – 15:15	Andreas Rio Adriyanto; Mai Neo; Alanu Dinasti Permana; Wilson Liman Sugianto; Dinda Syifa	Evaluation of Design Interaction in the Fast-Food Restaurant's Self-Service Kiosk (Case Study: McDonald's Outlet)	Andreas Rio Adriyanto
15:15 – 15:30	Pandu Rukmi Utomo	Pixels and Presence: How "A Space For The Unbound" Creates Immersion Through Cultural Details	Pandu Rukmi Utomo
15:30 – 15:45	Yan Wang; Keith Kay Hin Tan; Ah Choo Koo	Sustainable Development Practice of Architectural Design for Cultural Protection in China	Yan Wang
15:45 – 16:00	Aisha Abdullah AlAbri; Fauzan Bin Mustafa; Nurleyana Wafa	Investigating Authenticity- Related Features of Prominent AI Logo Generators	Aisha Abdullah AlAbri
16:15 – 16:30	Rosnani Abdul Rahman; Saiful Bahar Salim	Enhancing Crowd Management Mobile Apps with UX Design to Promote Sustainable Behaviour	Rosnani Abdul Rahman
16:30 – 16:45	Siti Iradah Binti Ismail	Exploring Generative Artificial Intelligence in Creative Content Creation: Higher Education Student's Perspective	Siti Iradah Binti Ismail
16:45 – 17:00	Mohamad Izani Zainal Abidin, Fauzan Mustafa, Aishah Abdul Razak and Zaini Kamarol Zaman	Lights, Camera, AI action: Navigating the Disruptive Potential of Artificial Intelligence in Filmmaking	Mohamad Izani Zainal Abidin
17:00 – 17:15	Delas Santano, Harold Thwaites, Human Esmaeili, Melissa Ann Marie James, Mohd Nazri Rusli	The Digitization of Cultural Heritage through the Integration of the Creative Arts into the GLAMs Sector	Delas Santano

DAY 2

Wednesday
24th July 2024

DAY 02
Parallel Session 3 (Afternoon)
ROOM 2



MS TEAMS LINK: <https://tinyurl.com/Room-2-ICCM>

MS Team ID : 482 733 398 873 Passcode: uDuyf9

Session Chair **Ts. Dr. Vimala Perumal (MMU)**

Track 3 : **Education Technology, Pedagogy, Web, Media & Communication and Others**

Time (UTC +8)	Authors	Paper Title	Presenter
15:00 – 15:15	Tan Huey Shyh Shine; Soon Hin Hew; Heidi Tan	Enhancing Media and Information Literacy through Experiential Game-based Learning	Tan Huey Shyh Shine
15:15 – 15:30	Siti Suriawati Isa; Siti Salwa Isa; Junita Shariza; Abu Ali; Nor Lelawati Jamaludin; Mohd Hafizal Ismail	Satisfaction of Mobility Students on Interdisciplinary Approach in Awareness Program for Forest Conservation and Recycle Activities	Siti Suriawati Isa
15:30 – 15:45	Albert Truong; Rong Jin	The Development of a Gamified Interactive and Immersive Virtual Environment for Neuromonics Tinnitus	Albert Truong
15:45 – 16:00	Zi Ying Chong; Ah Choo Koo; Hawa Rahmat; Elyna Amir Sharji; Kok Yoong Lim; Teoh Sian Hoon	Online Interactive Resilience Programme for Final-Year University Students	Zi Ying Chong
16:15 – 16:30	Clara Susaie; Choo Kim Tan	Examining the Impact of Pedagogical Agents on Student Performance in Mathematics	Clara Susaie
16:30 – 16:45	Ibrahim Adam, Tenku Putri Norishah Tengku Shariman; Zainudin Siran	Development and Efficacy of Adaptive Personalised Learning Environment: A Systematic Review and Meta-Analysis	Ibrahim Adam
16:45 – 17:00	Mohammad Dzulsyafiq Mohammad Yusoff; Anuar Mohd Yusof; Aliff Afiq Bin Mohd Anuar; Nor Sofiatul Akma Jamaludin; Mohammad Syukran Kamal Ruzzaman	Effects of Pedagogical Agent on Learners' Cognitive load and Intrinsic Motivation: A Systematic Literature Review	Mohammad Dzulsyafiq Mohammad Yusoff

DAY
3

Keynote & Presentation

Thursday
25th July 2024

DAY 03
ICCM MAIN ROOM



MS TEAMS LINK: <https://tinyurl.com/Room-1-ICCM-Main>

MS Team ID : 444 975 009 789 Passcode: duPUSi

Time (UTC +8)	Programme
9:00	ICCM Keynote 4: Prof. Gunalan Nadarajan Creative Agency and Artificial Intelligence <i>Dean Emeritus, Penny W. Stamps School of Art and Design, University of Michigan, USA</i>
10:00	Parallel Sessions 4
13:00	Lunch break

DAY 03
DIFCON MAIN ROOM



MS TEAMS LINK: <https://tinyurl.com/difcon24-main-room>

Time (UTC +8)	Programme
14:00	Opening Remark by Emcee for Closing Ceremony
14:05	DIFCON Keynote 5: Mr. Clay Weishaar <i>Augmented Reality, Mixed Reality & Spatial Interactions Designer/Developer Los Angeles, USA</i>
14:40	DIFCON Keynote 6: Assoc. Prof. Dr. Zuwairie Ibrahim <i>Faculty of Manufacturing and Mechatronic Engineering Technology, Universiti Malaysia Pahang</i>
15:20	DIFCON Keynote 7: Prof. Dr. Dima Jamali <i>Vice President of Academic Affairs, Canadian University Dubai, UAE</i>
16:00	Closing Remarks and Awards Presentation by Prof. Dr. Kamarulzaman Ab. Aziz <i>DIFCON2024 General Chair</i>
16:45	Photography session
17:00	End of DIFCON 2024

DAY
3

Keynote & Presentation

Thursday
25th July 2024

DAY 03
Parallel Session 4 (Morning)
ICCM MAIN ROOM



MS TEAMS LINK: <https://tinyurl.com/Room-1-ICCM-Main>

MS Team ID : 444 975 009 789 Passcode: duPUSi

Session Chair **Ms Nadia Mahmud (MMU)**

Track 2 : **Cinematic Arts, Film & Animation and Creative Industry**

Time (UTC +8)	Authors	Paper Title	Presenter
10:00 – 10:15	Abdulsamad Alkhalidi, Mohamad Izani Zainal Abidin, Fauzan Mustaffa, and Aishah Abdul Razak	Enhancing Photorealism in Interior Design: Insights and Innovations from PRIDE Method Analysis	Mohamad Izani Zainal Abidin
10:15 – 10:30	Astrid Kusumowidagdo; Yusuf Ariyanto; Christina Jeanette	The Museum Interior Experiences Simulation Through 3D Visualization: Comparison Study on Visitor Perception	Astrid Kusumowidagdo
10:30 – 10:45	Mohamad Izani Zainal Abidin, Fauzan Mustaffa, and Aishah Abdul Razak	Optimizing Animation Workflows: Strategic Utilization of AI-Driven Tools in Diverse 3D Animation	Mohamad Izani Zainal Abidin
10:45 – 11:00	Yuen Beng Lee; Mohd Firdaus Mohd Anuar; Liew Kah Kai; Maslisa Zainuddin; Jerry Tan; Gnana Selvan Edward Peter	Last Screens of Malaya: Preserving the Traditional Wayang Pacak Through Documentaries	Mohd Firdaus Mohd Anuar
11:00 – 11:15	Sharafina Teh; Vimala Perumal; Hushinaidi Abdul Hamid	The Exploration of Storytelling and Visual Filmmaking with Sign Language in Japanese Animated Media	Sharafina Teh
11:15 – 11:30	Azura Abdul Mokmin; Vimala Perumal; Elyna Amir Sharji	Exploring Folklore Animation as a Strategy for Tourism Promotion in Sabah, Malaysia	Azura Abdul Mokmin
11:30 – 11:45	Zainudin Siran; Hafizuddin Yusuf; Rusmadiyah Anwar	Criteria for Spontaneous Design Thinking of Designers in Problem Solving	Zainudin Siran
11:45 – 12:00	Muhammad Asyraf Mhd Pauzi; Ku Ahmad Adzam Ku Saud; Hanafizan Hussain; Christopher Wu Xian Chong; Mohd Bostami Ahmad	Smart Modular Indoor Tabletop Planter – Sector: An IoT-based Solution for Urban Gardening	Muhammad Asyraf Mhd Pauz
12:00 – 12:15	Sharmilla Rani Govindasamy; Tenku Putri Norishah Tenku Shariman; Eddy Izuwan Musa	Film Editor’s Socio-cultural and Embodied Experience in Film Editing: A Systematic Review	Sharmilla Rani Govindasamy

DAY
3

Thursday
25th July 2024

DAY 03
Parallel Session 4 (Morning)
ROOM 2



	MS TEAMS LINK: https://tinyurl.com/Room-2-ICCM
	MS Team ID : 482 733 398 873 Passcode: uDuyf9
Session Chair	Dr. Syarifah Nurleyana Wafa Syed Naguib Wafa (MMU)
Track 3 :	Education Technology, Pedagogy, Web, Media & Communication and Others

Time (UTC +8)	Authors	Paper Title	Presenter
10:00 – 10:15	Zhimin Zhong; Junita Shariza Mohd Nasir; Zainudin Bin Siran	Reinventing Native Advertising: The Impact of Short Video Campaigns in China's Digital Landscape	Zhimin Zhong
10:15 – 10:30	Xiayi Shen; Yun Yi Tan	User Onboarding System of User-Oriented Digital Applications: A Systematic Review	Xiayi Shen
10:30 – 10:45	Siti Salwa Isa; Junita Shariza; Abu Ali; Nor Lelawati Jamaludin; Wan Zaiyana Binti Mohd Yusof; Siti Suriawati Isa; Zakiyah Hasan; Nor Jayadi	Case Study on Eco-innovation in Indonesia Focusing on Waste and Eco-materials in Product Development	Siti Salwa Isa
10:45 – 11:00	Amirul Syafiq Zainul Azman Zainul Azman; Siti Salwa Isa; Junita Shariza; Natrina M. P. Toyong; Wan Zaiyana Binti Mohd Yusof	Exploring Formal Aesthetics Function in Drone Design Structure for Minimal Impact of Crashworthy-UAV	Amirul Syafiq Zainul Azman
11:00 – 11:15	Tina Houshangji; Chee Onn Wong	Examining Elder Internet Adoption: Insights for Internet Marketing Enterprises	Tina Houshangji
11:15 – 11:30	Sarah Bakr Omar; Ah Choo Koo; Azman Bidin	Early Intervention Tablet-based Application for Teaching Daily Living Skills to Autistic Children	Sarah Bakr Omar
11:30 – 11:45	Soon-Nyeon Cheong; Dendi Permadi; Sze Hao Low; Jie Teng Lee; Muhammad Syaqir bin Supaat	Usability Evaluation of a VR French Learning App for Google Cardboard	Dendi Permadi
11:45 – 12:00	Asma Nur Fatimah Binti Mohd Noor; Wan Omar Ali Saifuddin Bin Wan Ismail; Wan Marfazila Binti Wan Mahmud; Norliza Ab Halim	Competency Among Teachers in Utilizing Google Classroom as an LMS in Vocational Education	Asma Nur Fatimah Binti Mohd Noor
12:00 – 12:15	Jia Yue Tan; Kin Meng Cheng; Ah Choo Koo; Chui Yin Wong	Intersectionality Framework for Smartphone Adoption among Female Older Adults	Jia Yue Tan

06

Acknowledgement

Thank You

The conference organizers would like to express their gratitude and appreciation to all the keynote speakers for their valuable insights. Your contributions have been instrumental in enhancing knowledge, skills, and intelligence for sustainable futures, particularly in the fields of creative multimedia and related disciplines, ultimately working towards a better society.

Co - Organisers



Partners



Thank You



4th INTERNATIONAL CONFERENCE ON CREATIVE MULTIMEDIA

*"Generative AI and Creative Multimedia
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