

# Spectacle

ART &  
DESIGN  
GRADUATION  
SHOW 2013

10 - 27 APRIL 2013

ART GALLERY  
UBD CHANCELLOR HALL



BA IN ART & CREATIVE TECHNOLOGY  
FACULTY OF ARTS AND SOCIAL SCIENCES  
UNIVERSITI BRUNEI DARUSSALAM  
JALAN TUNGKU LINK, GADONG BE1410  
NEGARA BRUNEI DARUSSALAM



# CONTENTS



Introduction to SPECTACLE- Pg 3

Program Leader 's Preface- Pg 4

Artist's Archives- Pg 6-Pg 47

Featured Artists - Pg 48

Acknowledgements-Pg 49



## ROYALTIES AT THE SPECTACLE



His Royal Highness Prince Haji 'Abdul 'Azim Ibni His Majesty Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah has consented to visit the Spectacle which took place at the Chancellor Hall. The Arrival of His Royal Highness was greeted by the Permanent Secretary for Higher Education at the Ministry of Education Brunei Darussalam and Vice Chancellor of UBD, Dato Paduka Dr Haji Zulkarnain bin Haji Hanafi. Also Present during the royal visit was The Deputy Minister of Culture Youth and Sports, Datin Paduka Hj Adina binti Osman.

In a separate event, His Royal Highness Prince 'Abdul 'Malik Ibni His Majesty Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah has also consented to visit the Art Show. Accompanying His Royal Highness were Cabinet Ministers, Deputy Ministers, Permanent Secretaries & Principal Officers of UBD.

It is vital that our generation should take part toward the development of our National Creative Industry, and by the full support given by all parties especially from the royalties, the Spectacle has taken center stage toward providing a boost in uplifting the creative industry in the country.







## PROGRAM LEADER'S PREFACE BA IN ART & CREATIVE TECHNOLOGY

Spectacle: Art and Design Graduation Show 2013 is an exhibition of the highest caliber created by the final year students majoring in Art and Creative Technology (ACT) at Universiti Brunel Darussalam (UBD). Through sensitivity, imagination and innovation, 21 students have applied their art and design abilities to create meaning and understanding of natural, social and man-made environments as a means of expression for their capstone projects. Each artwork in this graduation exhibition has a unique story to tell. These story concepts are told through carefully crafted and well-executed original paintings, sculptures, photographs, videos, animations, product designs and installations.

The distinct role that art and design plays in shaping environments, society, culture and the economy has a direct and complex effect in transforming the perception and way of life of people around the world. UBD's Art and Creative Technology programme is an innovative art and design curriculum, which is designed to foster diverse creative talents who will become the driving force of the creative industries in Brunel Darussalam.

This graduation exhibition of the first cohort under UBD's new Art and Creative Technology curriculum is designed to not only showcase the artistic talents of our BA graduates, but also to set an example for next year's graduates by displaying aesthetics and respect for culture, life, environment and diversity in their artworks. This graduation exhibition by UBD's art and design students brings their personal unique experiences, knowledge and insights to the public for the first time.

With social, political, economic and environmental ties between nations fluctuating dramatically on almost a daily basis, the importance of developing a global environmental awareness and a multi-cultural understanding are imperative. Most of our student's capstone projects respond to the call of collective responsibility towards our fragile ecosystems and consider topics of sustainability in energy resources, cultural heritage, social issues, environmental protection, and contemporary art and design education. This pilot graduation exhibition proves how art and design can be a strong foundation for weaving together social concerns and powerful visual imagery.

Anyone interested in visual art, painting, sculpture, photography, digital art, video, animation, graphic design, product design or installation art, will find Spectacle: Art and Design Graduation Show 2013, a special treat. The exhibition is professionally displayed in the Art Gallery of UBD Chancellor Hall, and offers visitors the opportunity to leisurely savor and enjoy a broad spectrum of unique, innovative, and visually striking works of art and design.

*Kong Ho*  
Associate Professor and Programme Leader  
Art and Creative Technology Programme  
Faculty of Arts and Social Sciences  
Universiti Brunel Darussalam



# 1ST GENNEXT COHORT

## BA IN ART & CREATIVE TECHNOLOGY



First Art and Creative Technology major BA graduates:

**From front left to back right:**

Abd Hadi bin Roseli, Ak Khairul Amilin Pg Hj Muhammad, Muhammad Nuriskandar bin Md Hasnan, Muhammad Alinormin bin Hj Omarali, Awg Mohd Azmi bin Awg Hj Abdillah, Dk Noor Affizah binti Pg Hj Abd Rahman, Siti Zubaidah Hj Ahmadin, Nur Radiathul Ayeen Awg Bujang, Siti Kamilah Hj Mohd Azrae, Noor Saariyah Haziqah binti Mohd Ramli, Muhammad Saifullah Al Waie bin Mat Jinin, Nurul Farain binti Ahmad Sah, Nurul Saudah binti Kasim, Hjh Noornimatullah bte Hj Hamdani, Mohammad Azmey Yunos, Muhammad Niqmatul Ghizalif bin Md Jinin, Amhra Zulfadhli Hj Md Hamdilah, Rasidi Saidin, Amirul Jazli bin Jali, Awg Muhd Nazreen bin Amin, Mohammad Airul Arif bin Awg Damit,



## Artist's statement

A project, titled 'Alteration' by a student named Zika Ramli is about to transform something from ordinary to extra-ordinary in a form of diverse art style such as Graphic Design for the branding logo and trademark with a combination of Interior design to fill in the space of a commercial store. It all started when she was a teenager, the first time she altered an image using a smart phone.

At that time, she tried to add some visual effects, such as rain effects, sketch effects, frame and other effects, onto that particular image that she captured. Most of her creative works are influenced by things or phenomena surrounding her, including the weather, nature, advertisements, television episodes, Internet websites and movies. In this project, her intention is to challenge herself with marketing and advertising skills as a way to upgrade her designing skills. For her, it is also one of the ways to make the perception of our society look at the useful elements of art and design as an asset for marketing a business, an idea and so on. This can be shown through the digital images that she designed for the company such as posters, banners and brochures and other promotional series which she have designed, that are straightforward and attractive to the audience's attention.

HAZIQA RAMBLI



## HAZIQAH RAMBLI

 Graphic Design  
& Interior Design



DESIGN © 2013 HAZIQAH RAMBLI

HAZIQAH RAMBLI 

# Alteration

.....



Example of logo design





## Artist's statement

I have always remembered people mentioning about the purpose of passion. Thumming inside my thoughts were, "do something that you love and you will never regret it". These thoughts came to a realization and finally made my choice to pursue my passion, which is creating something which started with an imagination. This idea kept growing since my childhood days and gradually becomes a part of my personality which needs to liven up and become a reality. My Imagination grew wilder and sometimes It has it's own distinctive world, which I can only see. Sometimes, I wish to explore this world and share it to everyone and show the beauty of One's Imagination.

The beginning of my Imaginative mind started with a piece of cardboard and triggerd my thoughts of pursuing it. StarWars was my childhood inspiration as it quite resembles the idea of an Imaginative world and this, greatly influences my design to create a product design merely, from a piece of cardboard. Hence, the birth of Gargantuan 1.0 came into an existence that serves as a glgantic ship that has the ability to transform into a character and has an unlimited functions that are wanting to be discovered on it's own. Moreover, this lead to another existence of Gargantuan 2.0 which shows the ability of transforming ideas into reality.

The complexity of one's mind is amazing, as the root of all things started from an idea and when these ideas are produced, it becomes a challenge to actually meet with expected outcome visualized in our minds. My product design aims to project the possibilities of transforming one's dreams into a reality with the help of passion and motivation that drives us to limitless encounters, hence my work is titled as "Limitless Imagination".

**NURISKANDAR  
HASNAN**





Ideas and developments



NURISKANDAR  
HASNAN

Product design & Art Installation



Limitless  
Imagination





## Artist's statement

My installation, titled "The Story of Mimit", may help audiences escape from worrying about all their present personal lives issues, such as aging, relationship, marriage, and work. My artwork is about digital photo about me being a little kid again. It is my intention to display my altered childhood photos in an installation setting with the idea of creating my childhood world back to present world. Digital photographic imaging technology makes it possible for me to turn my artwork idea into reality. A series of digital photos took recently were merged together with my childhood photos. My art is about my wish to be a kid again, especially when life becomes tough I just want to escape from this reality and lives happily ever after.

AZMI  
HJ ABDILLAH



AZMI  
HJ ABDILLAH  
a Art Installation &  
Photo Manipulation



6 Ideas and developments  
Initial design for the  
Exhibition layout



# The Story of Mimit





## Artist's statement

Having this opportunity to discover one self in the whole 4 years University had opened My eyes on how important the Creative Industry had become where, many are striving and competing different challenges to find one self or create their own view of Art. From Fine Art to different mixture of Hybrid Art which one can combine Painting, Performance Art and Installation for each piece as to interact with viewers and their attention, along as to appreciate the essence & ecstatic of Art.

I have chosen "Free Flow" as my title of installation, because My art represents the expressions of the imaginative patterns and surrealistic characters, which reveal ones unconscious mind and the chaos that comes with it. My installation is a visual combination of many past events that become part of his identity. It is more than a work of Art but a visual statement of all obstacles and lessons in his life that I have gone through.

I also believe that it is not me who chooses Art but Art choses him. My work of Art are an extension of my life, literally. Which ever it is, I will leave the viewers the space in interpreting my installation.

**NAZREEN HJ AMIN**



## NAZREEN HJ AMIN

Illustration & Art Installation



6 Sample for the Masterpiece



# Free Flow Art





## Artist's statement

His works titled "Unseen beauty" is about nature. He chose some unattractive things from the nature as his subject matters for the capstone project, which were dead leaves and tree barks.

The intention in his capstone project is to turn something from unattractive to beautiful. His project includes painting and mixed media sculpture, which is about to showcase the inner beauty of unattractive objects, like dead leaves and tree barks, through the new forms he created for his art project. In other words, his capstone project brings out the hidden beauty of unattractive natural objects.

**MUHAMMAD  
NIQMATUL GHIZALIF  
BIN MD JININ**





MUHAMMAD  
NIQMATUL GHIZALIF  
BIN MD JININ

Art Installation and Painting



Unseen  
Beauty

15





## Artist's statement

Fizah Rahman's work titled "Victim Of Commercialization" is about Human society, which becomes the victim of advertising, leaving them trapped in the system of commercialization. The ideas are projected in her series of carved book sculptures that symbolically represent overflowing information of the uneasy truth and the ignorance of the real facts behind big corporations which is concealed with the Media, thus leaving us as victims inclined to what is already set for us. Recycled materials such as abandoned books and leftover product packaging were used & collaged together in some of the carved book sculptures that revealed certain messages about what she has chosen for the audience to see. With the use of plywood as the basic surface for her installation, she took advantage of its rigidity to support the weight of her mixed media artworks and as an interesting way to display her presentation. Her idea of using recycled materials and packaging was to convince viewers the potential ways of being creative and innovative in portraying certain messages.

With a clever twist, her added work of Manipulative Images depicting commercialization can be seen in one of the Images portraying the hypocrisy which lies in Big Corporation and one of them were Nestle, that carries the slogan of Good Food, Good Life transformed into "Good Food, Good Money" unveils the truth about how they continue making huge profit from their products through corruptions, creating trade wars, eco-disasters and so on. The thoughts of knowing that parts of our world are overpowered by those greedy corporations and their clever advertising campaign challenged her to think what she can do as an artist. Undoubtedly, her art cannot save the world from those greedy corporations, but it may change the perception of viewers through her artwork.

AFFIZAH RAHMAN








# HYPNOTIZED?

TRY THE NEW CAPITALISM ZERO.

"ZERO CAPITALISM  
TASTE, ZERO  
CALORIES."

 Ideas and development



AFFIZAH  
RAHMAN  
Art Installation  
& Photo Manipulation

 Symbolism Drawing  
Colour Pencil on Paper



## Victim Of Commercialization



## Artist's statement

My capstone project is about digital imaging of the patterns and colours of butterfly wings. My idea arises from the recognizing the beauty of colours and patterns of butterfly wings found in Brunei. It is my intention to present new and fresh pattern designs inspired by local butterflies, which most of the people seem to ignore of the common beauty surrounded in our environment.

I have always been fascinated by photography, especially macro photography. I have taken a lot of macro photographs of butterflies and took advantage of my talent in computer graphics to design some new patterns by altering the butterfly wings' colour and patterns. I started to study different patterns and colours of different species butterfly wings by tracing and sketching them in my sketchbook. I applied my digital pattern designs merely on different surfaces, such as fabrics, tiles or household utensils as souvenir items for the butterfly garden. The setting material for displaying my souvenirs was mainly bamboo since bamboo was a natural organic form with unique pattern similar to butterfly wings. It helped to create a bonding between my digital fractal art with natural motif, butterfly wings, and the natural material.

My digital art project has changed my perception of nature and helped me in exploring deeper and further the patterns and colour of butterfly wings. As we know, nature is a never ending transformation process. Therefore, we should never overlook the order of nature.

**AHMRA HJ HAMDILAH**





AHMRA  
HJ HAMDILAH

Graphic & Product design.



*a* Examples of pattern



Metamorphosis



## Artist's statement

My capstone project titled "Pencil illustration from 2D to 3D", it is a mural painting included various kind of imaginative forms of a pencil which might not be exists in the real world. The concept of my capstone project is about illustrating various pencils from two-dimension to three-dimension.

Actually, this artwork represents my enthusiasm in realistic expression. The idea of 3D painting comes up after reviewing all my past artworks done in these four years college study. With the experience that I gained, I have decided to try some new art concept as challenge for myself.

**AIRUL ARIF  
AWANG DAMIT**



AIRUL ARIF  
AWANG DAMIT

Painting and Sculpture



Painting in progress

Pencil  
Illustration  
from 2D-3D  
.....

## Artist's statement

The Black Gold Impact is an installation showcasing a series of imaged photos depicted distinctive scenarios on how crude oil affects our economy, infrastructure and living standard. There are 10 manipulated digital photos arranged in a certain order under five different categories: oil field, urban city, neighbourhood, rainforest and farm land. Each category portrayed two distinct opposite images due to the "black gold" impact.

All images are arranged on circular panels, symbolises running time and movement of life. The two life-size figures facing each other at the centre to represents a present adult handing a "torch" to a future child. The "torch" symbolises enlightenment of education, where with the power of education it may help to sustain our future economic development and stability. The installation is mainly made of jointed polyvinyl chloride pipes to represent the crude oil pipelines as the network in transporting the "black gold" throughout our nation. My installation suggests that it is the time for all of us to accept the reality that we will run out of our natural resource, crude oil, sometime in the future and it is all depended on our present effort in changing the future of our next generation.

AKAMILIN  
PG HJ MOHAMMAD






AK AMILIN  
PG HJ MOHAMMAD

Art Installation & Graphic design



 Ideas and  
developments

 Art Installation and  
Photo manipulation

# Black Gold Impact

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## Artist's statement

My artwork explores cultural and social issues within the context of our Bruneian society. It is too complex to represent the whole current social issues, so my artwork depicts a group of people, pensioners and their activities. The narrative of my artwork is about one singular pensioner's daily routines but it represents a typical culture practiced by those old folks not only around my community but also almost everywhere in Brunei. To me, old folks are normally viewed as pedants, who are seemingly unproductive and non-sociable in their retirement ages.

However, they have inspired to expose hidden meanings ultimate inner richness of their lives. The concept of my installation has developed gradually from my drawings in my sketchbook, playing around with my sketches constantly and occasionally examining them in details. Later, it has turn into an installation art where it is a conceptual artwork where the representational 3D human figure like sculpture is placed at a particular artistic setting combined with different art disciplines including painting, poetry and photography. By visualizing personal interpretation into the language of installation, which reflects the content of raising some major questions of being old in our society.

MUHAMMAD  
ALINORMIN  
HJ OMARALI





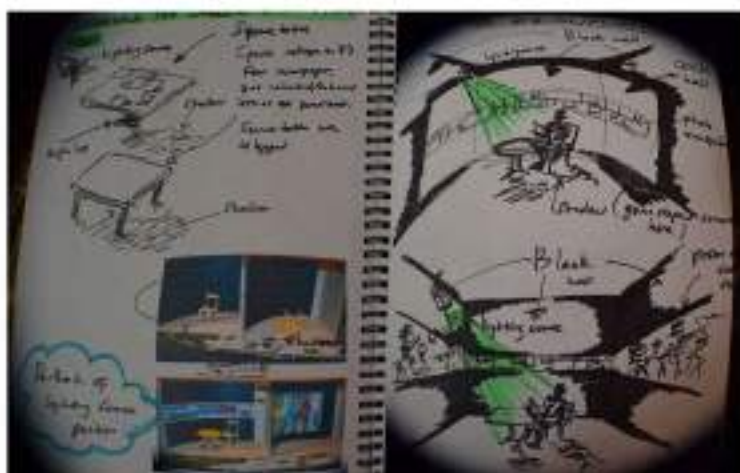


MUHAMMAD  
ALINORMIN  
HJ OMARALI

Art installation and sculpture



IDEAS AND DEVELOPMENTS



The Life of  
a pensioner



## Artist's statement

The idea for my art work came from the experience to the significance of our actions to our environment brought up the feeling of responsibility hence giving me the inspiration to focus my art work on environment conservation. Hence, giving birth to my art piece titled "Save The Earth by Recycle".

The reason behind my use of sculpture as the medium to send across my message to my viewers is due to my experience with metal works especially in motor vehicles as this is my hobby outside of my undergraduate studies. My exposure to motor vehicles also ignited my passion to use metal as the ideal material because my experience with metal has made me well versed in its use. I feel that I am able to see forms and structure in metal due to its simplicity as a material and coupled with my experience with welding, it gave me a unique approach to sculpturing. Other than that, the blending of metal parts in my artwork, for me is the ideal method to create an artwork that can successfully send my message to the viewers. The shapes and forms that I have created for my sculpture is born from the idea that human beings are responsible to their environment. Hence, my use of a human sculpture is to identify the significance of human beings bearing the responsibility of our environment.

AZMEY YUNOS







Part of the Sculpture



## AZMEY YUNOS Sculpture and 3D Installation



Save the  
Earth by  
Recycling

## Artist's statement

Being a final year student, majoring in art & creative technology gave her an opportunity to discover more about herself, especially in terms of finding her real passion. It all started during her pre-university life, when her passion towards food and cooking became the subject matter of her art.

The aesthetic presentation of foods gave her the inspiration for the subject matter of her capstone project. Thus, expressing her thoughts about food and cooking through her knowledge of art and design. Her idea is about transforming food and eating experience into an art installation with diverse art and design forms, such as painting, photography, graphic, product and interior design. Hence, she titled her project as "Food Indulgence."


The experience of living independently during her discovery year eventually led her passion about cooking and triggered her to create her own signature dish, named, "Blazing Hot Lamb." Throughout various art explorations, she finally came with the idea of art installation by setting up a section of an interior design of her dream restaurant to showcase her passion in food and cooking through the various form of art and design to capture the audiences' attention.

**FARAIN AHMAD SAH**








 Poster for advertisement




 Part of the interior design

## FARAIN AHMAD SAH

Graphic Design  
& Interior Design



 Painting in progress

## Food Indulgence

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## Artist's statement

I always have an interest in doing portraits, whether they are in forms of photography, painting or in digital art. The joy and excitement in making successful portrait is really what have interested me for these four years college study. Most of all, it is the joy by studying the familiar faces of my friends and families who I turn to be the subject matter of my art. I have done a lot of portraits, as an art major student at UBD and my mix-media artwork titled "Lines of Life" is my on-going exploration of portraiture. The technique for my capstone project comes from the attempt of trying something new, which I have never done before by creating portraits with unique medium – metal wire screen.

Layers upon layers of wire screens are overlapped on top of each other with lights projected from upfront, creating a shadow of portrait on the wall. The goal was to create something that is unconventional and different, to challenge myself by getting away from my comfort zone and showcasing the skills and creativity of thinking outside the box. I always love doing portrait painting and the idea of making art piece out of simple everyday things and create it into something artistic and creative is what motivates me for this project.

ABD HADI  
HJ ROSELI





HADI HJ ROSELI


Wire Sculpture



@ Painting in progress

The lines  
of life

.....

 Part of the wire installation



## Artist's statement

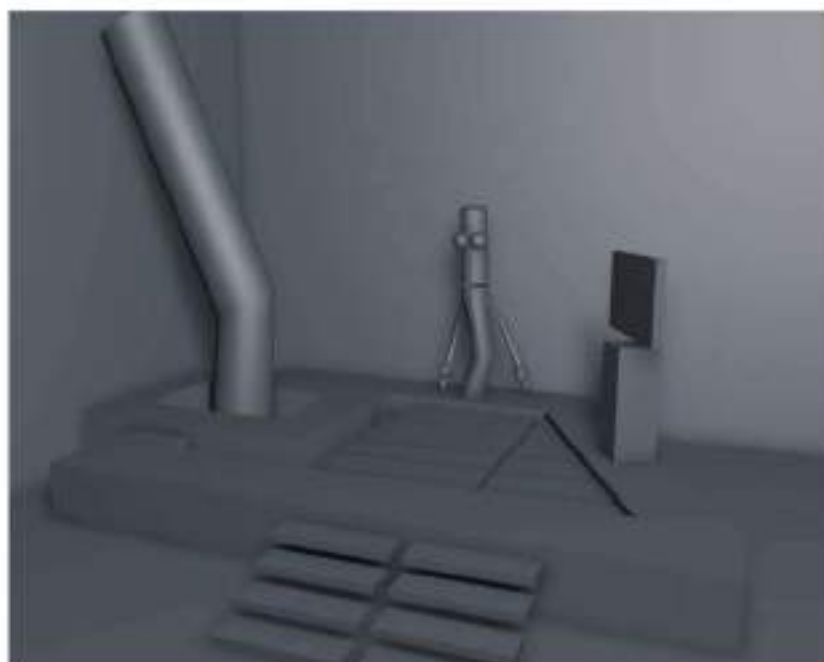
A project, titled 'My Way' by a student named My Saifullah Al Waie Bin Mat Jinin is about to show his work in animation to build character design and installation based on the theme "No Smoking".

His intention is to show the audience about what we can do through the use of media as a tool of communication in a form of animation to spread messages through short stories and commercial advertisements.

Based on his experience, it is possible to stop smoking with the help of positive support and education as well as other various ways which can make the impossible to possible. Thus through his animation, he hopes to spread his intention of showing the bad side of smoking and one of the few ways of quitting through his symbolic installation of "Stop" button and his interactive animation. This specifically targets young generation which are usually attracted by the media.

**SAIFUL AL-WAIE**  
**MAT JININ**





Animation development  
in Progress



My  
Way

## Artist's statement

An accomplishment project called "Newspaper to Fashion" is a Fashion Installation Art project that would show what people buy and then throw away so fleetingly when, in reality, this trash is still useful. In fact, my primary purpose was to trick the viewer's senses and perceptions by having them stepping into a beautifully elegant designed dresses only to have them discover that it all came from junk and waste (old newspapers).

By producing wearable recycled fashion dresses, it also reducing our environmental impact fashionably. It has changed the way I look at basic everyday activities and how I can change little things to reduce waste. The innovative transformation dresses are based on an Orchid Theme.

With the existence of this art project can serve as a lesson, entertainment and most importantly so that people can rethink and review the items value before discarding away the goods and indirectly it's save the world by saving the natural resources and helps to sustain the environment for future generation.

HJH NIQMATUL  
HJ HAMDANI







HJH NIQMATUL  
HJ HAMDANI

Art Installation

 Complete set for the fashion show.



Newspaper  
to fashion



## Artist's statement

In this installation, Kamilah Azrae will show an Art Installation of three different perspective levels, which includes the Material/Physical level that is the bodily flowers through photographs, Cultural context that displayed three kinds of craftsmanship and a painting which represents different tradition, And Inspirational context (mixed media painting) of the natural floral pattern, form and color as manifested in various branches of the traditional arts and crafts of which are not simply to please our senses but are created to embody beauty and a way of remembering and recalling our own wholeness, as well as awakening our inner power of recognition and consciousness with the natural world titled "Order in Flowers".

The installation is about the relationship of ourselves and the nature in form of floras that always remain essentially powerful yet mysterious. Each level of appreciation offers its own panorama of vision according to the ability of the viewer to accept what is proffered and may raise viewer's 'appreciation to a more subtle level of 'seeing', 'understanding', and state of being. Harmony is achieved when the viewer and the viewed object are connected.

KAMILAH  
HJ AZRAE





KAMILAH  
HJ AZRAE

Mix Media Art  
& Art Installation



**a** installation design in progress



Ideas and Developments

**b**



Order in  
Flower





## Artist's statement

"Domino effect art", which is done by Amirul Jazli, includes a variety of media; art installation, performing art and multi-media art. In his real installation, he will also demonstrate his domino effect installation, where one object affects another to illustrate his experience based on his life and the transition of his life.

The meaning behind the dominos is that everything good from someone will eventually spread to another which overall will create a good effect. An example to strengthen his statement is that, the people that he has been with in his university are a circle of great artists. They have helped him to progress and transit in producing painting and beautiful sculptures. They are the dominos that developed him to become not only good but also better.

Amirul, who was not originally from an art background, changed his major into art when he was in the second year of his degree. Because of his determination and help from his friends, he managed to catch up and discover his talent in art. He designed and sketched the details of his set up and used his carpentry skills in constructing panels for his installation set up. His work is mostly physics-based to figure out the structure of the panels and to solve the problems in every mechanism in his setup. There will also be designs painted and sculpted on the set up itself.

AMIRUL JAZLI JALI



34

AMIRUL JAZLI  
JALI

Installation

 Pictures on work  
development.



Domino  
Effect

39



Part of the Installation.



## Artist's statement

My sculptures depict a portrait of my little niece who I adored so much. I am always drawn by her smile, which reminded me of happiness and joy. I applied the concept of Constructivism in building my first sculptural head, which emphasis on movement generated by joints of cardboard planes by combining with geometrical cardboard shapes to exaggerate the movement of planes in order to reveal the elegant rhythm of the structural form. The ideas behind my sculptures are to express what I see and what I feel about the subject matter, my niece. It is to communicate my feelings of the people around me. They are not carved or modeled in a traditional manner but composed in a different way to demonstrate how simple cardboard material can be used for sculpture.

RADIATHUL AIN BUJANG







One of the sketches



RADIATHUL AIN BUJANG

Sculpture



My  
Precious  
One



## Artist's statement

I have been playing with Lego construction toys since I was 8 years old. Then, My fascination with Lego bricks grew even more as I reached my adulthood. In my childhood, Lego toys were merely just another kid's toys. Usually, after hours of assembling and disassembling, the bricks would be left on the floor and my mother would collect them back in a box. However, the Lego bricks are no longer my childhood toys, but it becomes my adult professional toy collection items.

Professional built Lego sculptures are treated as a work of art and admired by a lot of adults, not only children. I have met other Lego toy collectors or creators like me in Brunei. Our passions in collecting Lego artworks inspire me to think of the possibility in living with our Lego artworks or collection through art. The ideas of building a virtual reality in which the collectors can live in a world of Lego become the main concept of my installation with digital imaged photos and large size Lego bricks display, titled "Brick World."

RASIDI SAIDIN



## RASIDI SAIDIN

Art Installation



Work in progress

# Brick World



## BRICK WORLD



WHAT IF... WE LIVE IN A LEGO WORLD?

AN INSTALLATION WITH DIGITAL IMAGED PHOTO

DONE BY RASIDI SAIDIN

A PART OF

*Spectacle*

ART & DESIGN GRADUATION SHOW 2013

10-27 APRIL 2013

ART GALLERY, CHANCELLOR HALL • UND

GALLERY TALK  
11th APRIL 2013  
10:00 am

10-27 APRIL 2013  
9:00 AM - 7:00 PM

ART GALLERY, RIGHT PETER OF CHANCELLOR HALL

UNIVERSITI DARUSSALAM

JALAN TUNGGU LINK, KAMPUS 2B-1100



Sample for poster  
advertisement

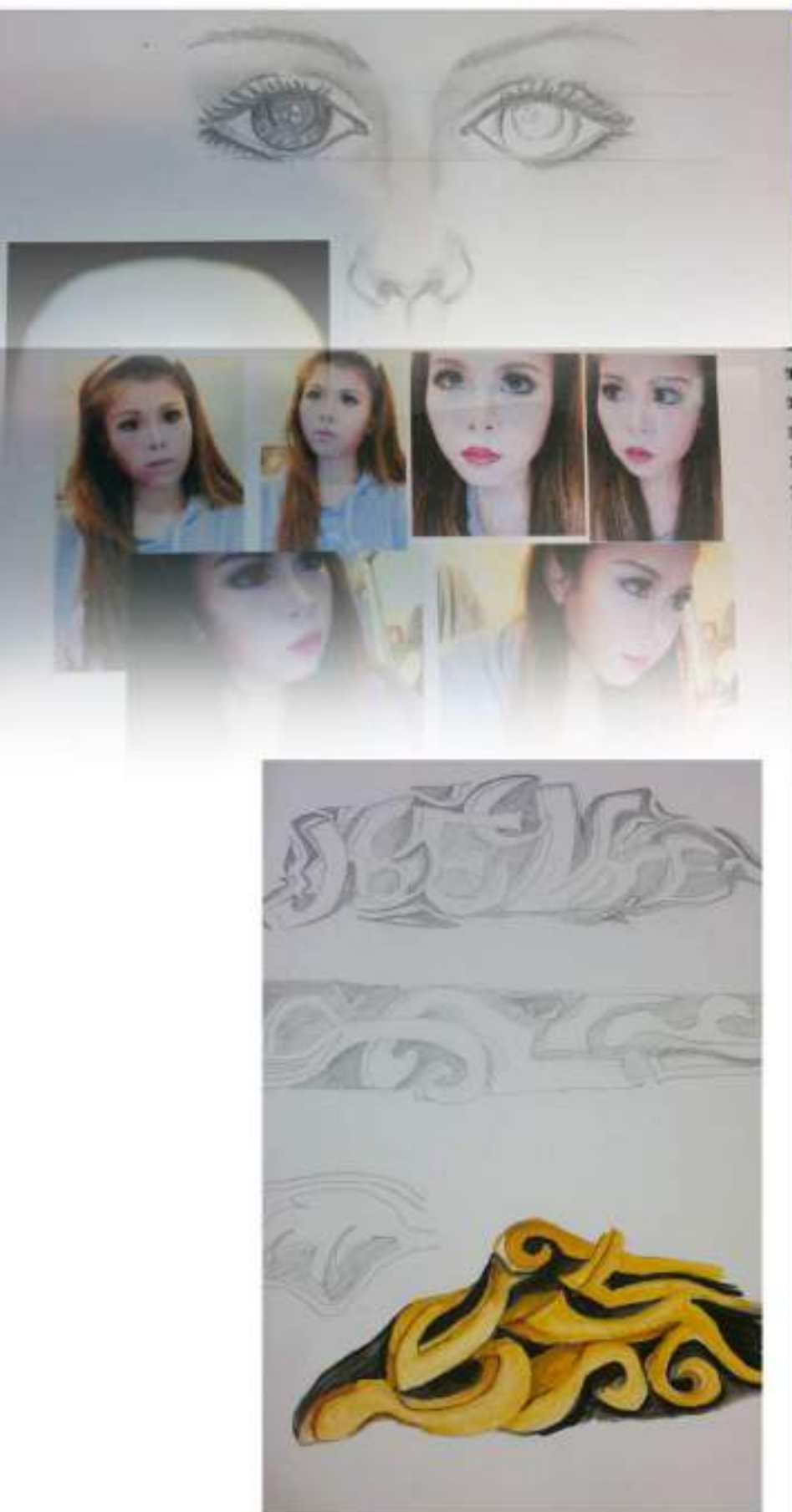


## Artist's statement

I want to addresses the issue of modern-day beauty ideals and they're various effects on woman. Body image dissatisfaction is growing epidemic in our society. Women, teenagers and even young girls have become obsessed with obtaining the perfect body. I think society and media plays the main role of this trend. The youth of today are constantly surrounded by the visual of mass media on a daily basis. . A lot of commercial shows a perfect young skinny girl and this set a seed in teenager mind about how they should look, which grew into a need to constantly improve on their body and a lot of girls are falling under that pressure.

**NURUL SAUDAH**  
ARTIST'S STATEMENT





Example of sketches

## NURUL SAUDAH

Painting



Pattern design for suitable body part.



## Mind body Confusion

## Artist's statement

I decided to paint on the wall by creating an illusion that seems so real that tricks the viewer's eyes. I called my capstone art project "Deception Of The Eyes". My capstone project included mural paintings and installation. The dimension was 7ft by 8ft.

A subject matter was essential for any piece of artwork, so I thought of a particular object that meant a lot to me. The first thing that came to my mind was my red and blue backpack. It was a simple object, which I always carried with in my daily life. The choice of a still-life object instead of a real life figure because it was more meaningful to me.

The theme for my capstone artwork was about an exploration of three-dimensional illusion. The illusionary effect was achieved by linear perspective and directed light and shadow. The main rule of any illusion 3D art was that the illusionary space could only be seen from one particular viewpoint.

I hope I delivered what I plan to show through my work and I expect the local Bruneian to understand that art can bring excitement to their lives. Hopefully, they will appreciate more about 3D illusionary art.

**ZUBAIDAH  
AHMADIN**





## ZUBAIDAH AHMADIN

Painting

Ideas and developments



## Deception Of The Eyes



One of the mural done by Zubaidah



Advisors: Assoc. Prof. Kong Ho and Dr. Martie Geiger-Ho

1) Directors:

- I. Muhammad Alinormin bin Hj Omarali
- II. Muhammad Nuriskandar bin Md Hasnan

2) Secretary:

- I. Dk Noor Affizah binti Pg Hj Abd Rahman

3) Treasurer:

- I. Muhammad Alinormin bin Hj Omarali

4) Event Coordinators:

- I. Abd Hadi bin Roseli
- II. Mohammad Airul Arif bin Awg Damit

5) Public Relations and Marketing Team:

- I. Nurul Farain binti Ahmad Sah
- II. Noor Saariyah Haziqah binti Mohd Ramli
- III. Awg Muhd Nazreen bin Amin

6) Technical Support Team:

- I. Ak Khairul Amilin Pg Hj Muhammad
- II. Amhra Zulfadhli Hj Md Hamdilah
- III. Mohammad Azmey Yunos
- IV. Rasidi Saidin
- V. Amirul Jazli bin Jali

7) Logistic Team:

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