

# StarSpecial

THE STAR, THURSDAY 11 AUGUST 2022

HIGHER EDUCATION

## A platform to appreciate culture

HERITAGE – both tangible and intangible, natural or cultural, characterises identity. Recognised for its value across history, society and anthropology, it is considered an enabler of sustainable development, appearing most prominently in Goal 11 on Sustainable Cities and Communities, and more implicitly, in SDGs 4 (Education), 8 (Work and Economic Growth), and 12 (Consumption and Production).

Management and Science University (MSU) takes up the challenge of conserving the non-renewable resource for current and future generations.

In conjunction with the MSU International Cultural Festival 2022, the university through its School of Hospitality and Creative Arts (SHCA) and Centre for Fundamental Studies (CFS), presented a Showcase of Talents and Performing Arts (STePs).

Held at U-Plaza in front of an audience of over 500, STePs opened with a performance of the Malay martial art, silat. Next was an Uzbek Warrior Dance, which was created during World War 2, and duets retelling Uzbek folklore.

A gendang performance by SHCA students ensued followed by



STePs opened with a performance of silat, a form of Malay martial art.

MSU Clubs and Associations performances.

A fusion of Malaysian and Uzbek dances, performed in each other's traditional costumes by the Uzbekistan dance troupe, made the finale.

Prizes were given away for the Malay Warriors Poster competitions. The winner for Malaysian Studies 1 was Wan Amirul Adam Wan Helmi with Rentap. In second place was Lakshae Jaya Sangkar with Datuk Maharajalela and coming in third was Navean Nair Kumaran with Tok Janggut.

For Malaysian Studies 2, Syahira Mohd Abdul Nasir came out tops with Tok Gajah. In second place was Ranesh Kumar Muniandy with Hj Abdul Rahman Limbong while Ng Xin Yi with Tg Kudin placed third.

The afternoon show concluded with a flash mob fusion of Malaysian and Uzbek dances.

MSU clubs and associations are meant to provide a platform for instilling students with an interest in both academia and professional fields.

The cultural and arts clubs at



The Uzbek Warrior Dance, which was created during World War 2.

MSU include the Performing Arts and Cultural Club, Chinese Cultural Society, Indian Cultural Association, MSU De' Voice Club, MSU Music Club, Korean Cultural Association and Kelab Teater Ceritera.

Blending technical vocational education and training (TVET) with traditional academic curricula, MSU enhances competencies with industry internship, community and creative entrepreneurship, as well as global exposure – empowering MSU graduates with the well-roundedness desired and sought after by employers.

MSU prioritises student development to enhance graduate employability. With 98.7% of its graduates successfully securing employment within six months of graduation, MSU is ranked by the Ministry of Higher Education (MOHE) as Malaysia's No.1 for graduate employability.

■ For further information, contact the Engagement and Enrolment Department at 03-5521 6868. Additional information can also be obtained by logging on to [www.msu.edu.my](http://www.msu.edu.my)

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# A global medical education

AS recent high school graduates consider the options available for their subsequent educational and professional pathways, many may be overwhelmed by the multitude of opportunities available to them.

Choosing an institution with a clear path to your desired career will help you avoid decision fatigue. If you're looking for a university to help you get a solid start in the medical field, Newcastle University Medicine Malaysia (NUMed) may be your best choice, and here's why:

## The best of both worlds

With a strong presence in Malaysia for over a decade, the international branch campus draws on the legacy of Newcastle University in the UK, which was established in 1834 as a medical school, and has always been at the forefront of research and teaching, with its reputation externally confirmed to be of the highest international quality.

The establishment of NUMed here in Malaysia means that students within the country and the region have the advantage of getting the best of both worlds – quality UK medical education right at their doorstep at an affordable price.

What's more, the programmes of study lead to the award of the same degrees as those who go to the parent campus in the UK.

## Globally acclaimed programmes

NUMed aspires to provide



NUMed is an international branch campus of Newcastle University, UK, that provides medical and biomedical sciences degree programmes alongside foundation and postgraduate opportunities on Malaysian soil.

globally acclaimed medical education programmes that are responsive to the evolving needs of the Malaysian healthcare sector, and to retain national and international students of the highest academic excellence.

In accordance with this, the university cultivates an academic culture and environment that will support the recruitment and retention of high-calibre faculty and staff, as well as empowering them in the pursuit of scholarship, high-quality teaching, and the production of excellent graduates pre-

pared for the global health economy of the 21st century.

Additionally, NUMed's curriculum is designed to complement independent self-study students and develop habits that are beneficial in lifelong learning.

The university also provides students with ample research opportunities in a variety of areas throughout their studies.

## A multi-focus perspective to student life

On top of excellent facilities and a vibrant student life, NUMed has a

compassionate academic community in which students may learn from experts and receive the credentials needed to improve their learning experience and academic success.

Students can participate in a supportive, encouraging and inspiring environment.

Developing positive relationships with the community, such as with healthcare professionals and other employers, ensures that students have the knowledge, understanding, skills, competencies, and professional attitudes necessary for future professional practice.

Besides, NUMed students can benefit from the plethora of clubs and organisations that are provided under the Student Association, which will undoubtedly allow them to discover their interest as well as engaging with a diverse community regionally and globally.

NUMed offers a pre-undergraduate programme – Foundation in Biological and Biomedical Sciences – and two undergraduate programmes: Bachelor of Medicine, Bachelor of Surgery (MBBS) and BSc (Hons) Biomedical Sciences (BMS).

■ For more details on how to kick-start your medical journey with NUMed, email [admissions@newcastle.edu.my](mailto:admissions@newcastle.edu.my), call 07-555 3800, WhatsApp 011-1231 5411 / 012-7849456, or visit the NUMed website at [www.ncl.ac.uk/numed](http://www.ncl.ac.uk/numed)

## Keeping up your energy while studying

ARE you too tired to take in an afternoon lecture? Collapsing into bed, totally flaked out by the end of every day? If you're doing too much, then you have to examine your class schedule again. But if you're tired without good reason, and every day is a struggle, then check out these tips and put some energy back into your day.

### Work your body

Being physically fit means that your body can stream oxygen and nutrients to your brain – the less fit you are, the less efficient your body-brain system will be. Make space every day for a brisk 15 minute walk (make sure it's brisk and not loitering) or do something fun at least three times a week like tennis or paintball.

### Understanding your brain on sugar

Our brains run on glucose but our bodies can't store it. If you don't eat often enough, your glucose or blood sugar levels drop, and your brain drops out of gear too.

But if you overeat, the body can't cope and the excess sugar is stored as fat – this is not good for you at all. So the trick to keeping your brain fuelled is to make sure that you have a constant flow of blood sugar. Do this by eating four or five small meals throughout the day rather than a few snacks and one big meal.



**Newcastle University Medicine Malaysia**  
DULN005(J)

## OPEN DAY

20<sup>th</sup> August 2022 | 10.00am - 4.00pm

Looking for the perfect **MEDICAL EDUCATION** to further your studies?

**Programmes offered at our Malaysia campus:**

- » Foundation in Biological and Biomedical Sciences  
KPT/JPT (R/010/3/0361)08/2025
- » BSc (Honours) Biomedical Sciences  
KPT/JPT (R2/720/6/0035)01/2028
- » Bachelor of Medicine, Bachelor of Surgery (MBBS)  
KPT/JPT (R2/721/6/0046)02/2026

- The MBBS programme is recognised by the Malaysian Medical Council (MMC) & General Medical Council (GMC), UK
- 2+1 Honours programme for BSc Biomedical Sciences
- Applications for the September 2022 intake is in progress for both our Foundation & Undergraduate programmes

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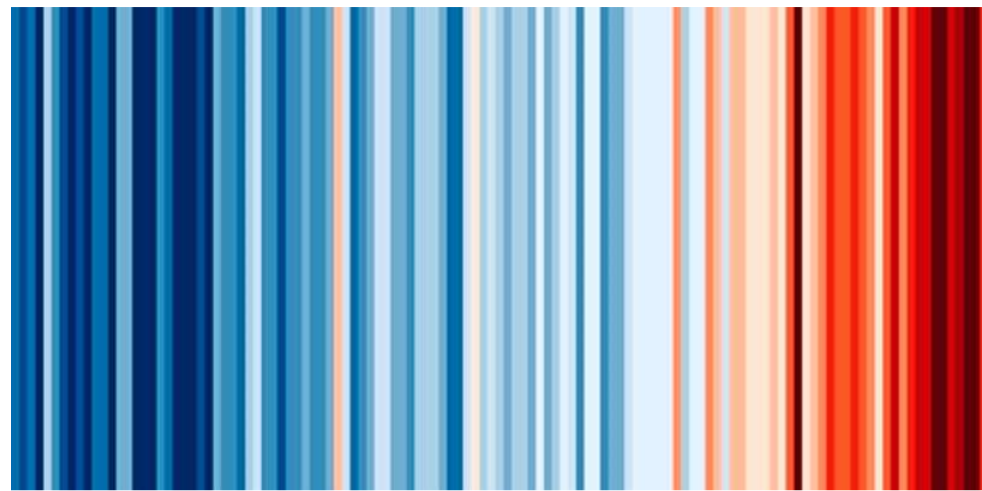
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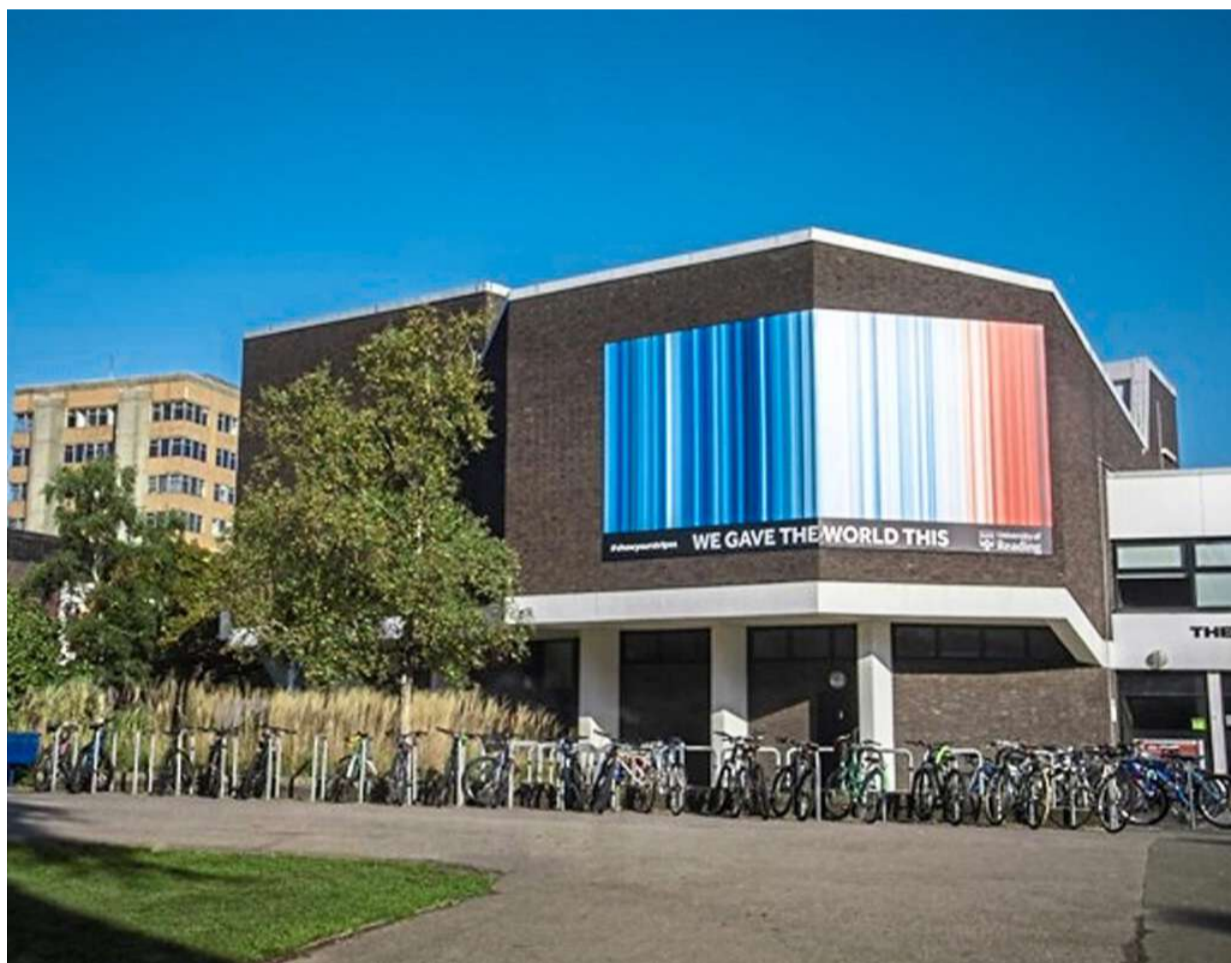


Staff at the Malaysia campus with their 'Show Your Stripes' badges.



Warming stripes for Malaysia.

# In celebration of sustainability



Warming stripes on the Palmer Building on the Reading UK campus.

ON June 21, the University of Reading celebrated "Show Your Stripes" day to raise awareness of global warming.

Known as the Warming Stripes, the compelling graphic vividly illustrates the rise in global temperature from 1850 to 2021, and was created by Professor Ed Hawkins, a climate scientist at the university.

The Warming Stripes, and the hashtag #ShowYourStripes, have since been used in various places, including as the cover for *The Climate Book* by activist Greta Thunberg.

The Warming Stripes, including versions for over 200 individual countries, can be downloaded at <https://showyourstripes.info/s/globe>

The university's ongoing work on climate change was recently honoured with a Queen's Anniversary Prize in the UK.

The Queen's Anniversary Prizes are granted every two years and considered the highest national honour in higher and further education.

The latest award is the fifth for the University of Reading, having also been awarded a Prize in 1998, 2006, 2009 and 2012.

Both the UK campus of the university and its international branch campus in Malaysia, located in EduCity Iskandar, jointly celebrated "Show Your Stripes" day.

At the Malaysia campus, staff members received their "Show Your Stripes" badges.

The campus has, for several years, adopted a number of sustainability measures such as reducing plastic, recycling and favouring digital over printed course materials.

With the university's commitment to become Net Zero Carbon by 2030, international business travel has also been significantly reduced, with virtual meetings becoming the default.

The Malaysia campus has also permanently adopted a flexible, work-from-home policy in an effort to reduce emissions and enhance staff well-being.

Prof Wing Lam, provost and chief executive officer at the Malaysia campus, said, "Sustainability is no longer a nice-to-have project, it's now a permanent shift in how organisations need to operate".

As a part of its outreach initiative, the Malaysia campus also offers workshops on climate change to local schools.

More information about the university's work on sustainability can be found on the University's Partnering for the Planet website at <https://www.reading.ac.uk/planet/> which includes a number of free resources.

The university is encouraging the development of research partnerships with local institutions in Malaysia to address climate-related challenges in the region such as flooding and deforestation.

More information about the University's Malaysia campus can be found at [www.reading.edu.my](http://www.reading.edu.my)



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# A programme that opens many doors



Izura, who aspires to be a TV host or newscaster in the future, finds the programme useful in preparing her for her future career.

THE importance of English can never be underestimated, being the language of business and communication worldwide. Knowing English increases one's chances of getting a good job in a multinational company locally or in finding work abroad.

Combining the versatility of English as a vital language with education, the Bachelor of Arts (Hons) English with Education conducted by Tunku Abdul Rahman University College's (TAR UC) Faculty of Social Science and Humanities (FSSH) since 2019 aims to fill the need for graduates who are proficient in the English language and equip potential teachers with innovative pedagogical approaches.

Not only does it offer vast exposure to knowledge-based learning and hands-on student-centred teaching methodology, the programme also prepares prospective English teachers with the knowledge and skills essential to provide effective English instruction.

In general, it targets to prepare all-round graduates who can perform effectively in any English language related workplace setting, producing highly employable graduates equipped with critical thinking skills that will empower them to understand the ever-changing media as well as forms of communication and to function effectively in any professional setting where they need to clearly and persuasively express their ideas in writing and verbal communication.

Graduates are also expected to possess entrepreneurial competencies and willingness to develop themselves by engaging in lifelong learning as well as strong professional ethical values at the workplace.

Izura Nurlina is currently undertaking the Bachelor of Arts (Hons) English with Education.

She shares, "I found many options from different universities that offered an English major, but what I found unique

about the programme at TAR UC was that it entails Business Communication, which hones our interpersonal communication skills for the corporate workplace. On top of that, English Literature is part of the syllabus. These two subjects make a great practical combination in honing my skills for my future job and career."

She hopes to be a newscaster or TV host in the future. She added that the programme prepares her well, saying, "It teaches me subjects that matter in a practical manner. For instance, Phonetics and Phonology helps me speak English more fluently and Curriculum and Syllabus Design helps me better understand the target audience and vision of Malaysia's curriculum design. This is helpful as my second ambition is to become a school teacher," she said.

This three-year Bachelor degree programme incorporates an internship element in the final year – a teaching practicum over a 14-week long semester that students are required to undertake at a school.

Students will undergo an interview process for this, like applying for a job.

Career prospects for graduates include English language teachers/lecturers, writers, editors, content writers/producers for online and print media, copywriters, news reporters and social media managers and more.

The October and November intakes are currently in progress. Prospective students can submit their application online at [www.tarc.edu.my](http://www.tarc.edu.my)

■ For more details about Bachelor of Arts (Hons) English with Education or other programmes offered by FSSH, intakes or general enquiries about TAR UC, visit [www.tarc.edu.my](http://www.tarc.edu.my).

Attractive scholarships are available based on academic merit and there is sibling discount for qualified students.

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(left) Tatsun Hoi, Founder & Principal of The One Academy and (right) Claude Comair, Founder & President of DigiPen & Co-Founder of Nintendo (NST)

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Claude Comair is the Founder of DigiPen USA, which offered the World's First Degree in Video Game Development, and the Co-Founder of world-renowned Nintendo Software Technology. Tatsun Hoi is the Founder of The One Academy, ranked the World's No.1 Concept Art & Illustration School by The Rookies International. Dedicated and enthusiastic in their educational mission, they provide practical, highly specialized, international industry-oriented training and high-quality results, upholding the teaching philosophy of "Masters Train Masters" with a professional faculty team of industry experts. Their common educational goal is to cultivate world-class creative and technology experts.

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# Future-proof programmes

NOT all business programmes are equal. Many are still using the conventional approach, focusing mostly on the theoretical aspects of a business. While the theory is crucial to a certain extent, business today is fast-paced, increasingly global and constantly evolving.

Graduates today need to be prepared for an increasingly disruptive employment market and also an increasingly complicated business landscape. The programmes they enrol in must be future-proof. Not only that, the graduates themselves need to be future-proof.

Newly appointed Faculty of Business, Hospitality and Communication (FBHC) dean at First City University College (First City UC), Assistant Prof Dr Lewis Leong was quick to add, "To make our programmes future-proof, we need to include the latest business thinking into the curriculum. We also need to infuse technology into the programme contents and at the same time embrace technology in the delivery of all our programmes. This will put our business programmes on the cutting edge."

Dr Leong added that while theory will always have its place in the curriculum, new business models and different approaches are developing all the time in today's business landscape. For instance, we barely heard of 'social entrepreneurship' and 'digital marketing' 20 to 30 years ago, but now they are huge fields with significant influence.

New technologies are also transforming industries every day. Nobody knows or could predict what's next, so graduates need to be in tune with emerging trends and the technologies involved.

"We must also look at how to make our graduates future-proof by ensuring they are in tune with emerging trends in the current business landscape. We need to look at how to equip them with diverse skill sets, and not



Dr Leong: 'We need to include the latest business thinking into the curriculum and infuse technology into the programme contents to make the programmes future-proof.'

merely the traditional business skills or competencies," Dr Leong added.

Just to illustrate an example of the many ongoing "technology-infused" curriculum initiatives by FBHC, business students at First City UC are now trained concurrently to be a user of SQL cloud accounting software while they are still pursuing their academic programmes at FBHC. In an exclusive partnership forged between First City UC and SQL, students will be certified as SQL users as part of their learning outcomes and this certification is certainly a good micro-credential for them when they are out there in the employment market. SQL software is now used by more than 250,000 companies.

FBHC offers business programmes in

Accounting and Finance, Business Administration, Business Management and Marketing. All programmes are fully accredited by the Malaysian Qualifications Agency (MQA) and also relevant professional bodies.

First City UC's September and October intakes are now in progress. Visit during Open Day on Aug 20 and 21 and join the Student Experience and Engagement sessions and host of other activities. Meet the academics and student advisors for personalised guidance on academic programmes and scholarships/financial assistance.

■ For details, call 03-7735 2088 or WhatsApp 016-301 8166 or 016-302 8166 or log on to [www.firstcity.edu.my](http://www.firstcity.edu.my)

## Understanding how your brain works

YOU are in the middle of your college education, well on the way to becoming a working adult, yet you find yourself on a roller-coaster when it comes to planning, motivation and even managing your temper.

Guess what? It's not your fault. It's the way your brain is working. Or rather, how it's not.

In the past, we used to think that people matured at the age of 18. But thanks to MRIs and other tools, we now know that the human brain doesn't fully develop until we're about 24 – and sometimes, even later.

If you're a student, this is important to acknowledge as the pre-frontal cortex behind your forehead is involved in impulse control, complex planning, attention and decision-making.

Impulse control is important as it means young adults aren't as good at self-discipline as older adults.

In terms of decision-making, this part is where your organised thinking, risk assessment and logical thinking come into play. You might have trouble arranging facts, taking risk into consideration and making decisions based on fact rather than emotion.

In some ways, this is good: young adults can make great entrepreneurs as they take chances older adults shy away from. But you might also make some bad decisions.

Scientists suggest training your brain by staying physically healthy. This means eating and sleeping properly and staying off drugs.

You can also challenge yourself in cognitive terms with a rich learning environment.

For good mental health, keep in mind that while you may be legally an adult, you can't expect to have a mature brain in a young body. So, if you make some errors of judgment that seem silly with hindsight, forgive yourself.

# IT'S NOW

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A group of Foundation in Arts (FIA) students posing for a photo. The one-year programme enables students to experience a wide array of elective subjects, ranging from business, accounting, finance communication and information technology studies.

## What's next after SPM?

A COMMON dilemma among fresh high school-leavers is choosing the right course to study and the right path in life to walk.

To students and parents alike, the process can be daunting, especially when there are countless degree programmes and universities out there to choose from.

What's more, with the Covid-19 pandemic, changes in the economy, daily lifestyles of people and education environment have taken root.

Sunway College Ipoh is ready to adapt to the "new normal" of teaching and learning in order to deliver the best quality education to future graduates as well as to pave their way to world-renowned universities.

### Foundation in Arts (FIA)

This one-year Foundation in Arts programme will enable students to experience an ideal programme that encompasses a wide array of elective subjects, ranging from business, accounting, finance communication and information technology studies.

These elective subjects will equip students with the fundamental knowledge and competency in their respective fields prior to embarking on the degree programme of their choice later at Sunway University or any other universities of their choice.

### Certificate in Business Studies (CBS)

This programme serves to provide an opportunity for SPM leavers with two credits and below to pursue quality tertiary education.

This programme also provides fundamental knowledge and understanding in general business principles and practices.

It also equips students with administrative and organisational skills that are relevant to business management contexts as well as practical business skills that can be applied.

Another new programme that was launched early this year is the Certificate in Art and Design (CAD) programme.

This programme provides a learning environment that prepares students with all the basic knowledge, skills and appreciation of art and design they need to progress.

### Diploma in Business (and other related programmes)

Offered by the School of Business, there are several programmes for students to choose from: Diploma In Business Administration, Diploma In Marketing, Diploma In Business Information System and Diploma In Entrepreneurship.

All these diploma programmes provide students with a broad understanding of general business principles and practices that include Marketing, Basic Accounting, Entrepreneurship, Communication and many more.

### Diploma In Art and Design programmes

For students who have an interest in arts, design, drawing and interior design, Sunway College Ipoh's School of Art & Design has just the right programmes for them, which are Diploma In Graphic Design and Diploma In Interior Design.

Contrary to popular beliefs in regards to the discipline of arts, a very significant number of graduates from these programmes have secured job placements in numerous designing firms all over Malaysia.

This is the testament to the promise of

School of Arts and Design (Sand) in Sunway College Ipoh (SCI) to be one step ahead in the industry by offering a well-developed and comprehensive curriculum through professional coaching and guidance by qualified academics.

### Professional Accounting (ACCA)

Sunway College Ipoh in partnership with the Association of Chartered Certified Accountants (ACCA) has been generating the highest quality accounting graduates through the ACCA Foundation in Accountancy and ACCA qualifications since its inception in 2004.

The ACCA qualification is a globally recognised qualification that will secure students with the professional employment opportunities in accountancy.

This qualification equips students with both applied and professional skills that are crucial in navigating through the corporate life which are highly demanded by the Big Four accounting firms.

Sunway College Ipoh's close liaison with these firms has opened up countless doors for employment among graduates.

As an ACCA Platinum Approved Learning Partner for eight consecutive years, Sunway College Ipoh has stayed true to its adage of "First Class Student Support, World Class Results". Throughout the years, the programme has remained committed and steadfast in maintaining the standards of the ACCA Global Pass rate and producing well-rounded graduates that are versatile and highly competent in their trade.

### Bachelor of Science (Hons) in Actuarial Studies

Sunway College Ipoh (SCI) is launching a new three-year twinning programme in collaboration with Sunway University, offering a QS 5-STAR rating for programme strength category.

This new twinning degree programme will commence its first intake in October 2022 with an inaugural bursary of up to RM10,000\*.

This collaboration will enable students to ease into the first year of their studies in Sunway College Ipoh and subsequently continue their second and third year of studies in Sunway University.

The course also offers each first intake student an inaugural bursary of RM10,000 tuition fee waivers and scholarships as well for eligible students who meet the requirements.

All SPM leavers and O-Levels students are most welcome to chat with its education counsellors as well as academics who are always ready to assist students in finding the right pathway for their future.

Enrolment is in progress now for the September 2022 intake.

Join Sunway College Ipoh Open Day happening Aug 13, 14, 20 and 21 from 10am to 4pm. Lots of exciting talks and activities await you to explore and unleash your potential.

Sunway College Ipoh is also extending the counselling and enrolment session from Monday to Friday (8.30am to 5.30pm), Saturday and Sunday (10am to 4pm) except Public Holiday.

■ For more information, visit [www.sunway.edu.my/ipoh](http://www.sunway.edu.my/ipoh) or WhatsApp 019-3681096.

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For over three decades, students' international achievements and providing world-class education has always been The One Academy's first priority. Receiving international recognition for our efforts, we pledge to continue holding steadfast to our "Masters Train Masters" teaching philosophy and together with our exceptional team of educators, provide unmatched creative education to boost Malaysia's creative economy and become Asia's creative hub.

### The One Academy International Standard Diploma & Degree Programmes

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## Computer Science in Real-Time Interactive Simulation

KL (N/481/6/0832)(3/26)(MQA/PA14161)

## Digital Animation with Game Development

KL (R3/213/4/0289)(11/26)(A7675) & PG (R2/213/4/0222)(8/25)(A11080)

## Film Visual Effects (VFX)

KL (N/213/4/0327)(10/22)(MQA/FA8826)

## Illustration, Movie & Game Art

KL (R3/213/4/0317)(11/26)(A7674) & PG (R2/213/4/0219)(3/25)(A11082)

## Interior Architecture & Design

KL (R2/214/4/0185)(10/22)(A7587), (R/581/6/0045)(2/24)(MQA/FA11216) & PG (R2/214/4/0132)(4/25)(A11083)

## Paris Fashion Design & Pattern Making

KL (R/214/4/0056)(10/22)(MQA/FA1580)

## Advertising & Graphic Design

KL (R2/214/4/0152)(4/26)(A1826), (R2/213/6/0135)(11/23)(A9123) & PG (R2/213/4/0220)(3/25)(A11079)

## Digital Media Design

KL (R3/213/4/0290)(11/28)(A7609), (R2/214/6/0086)(10/23)(A9124) & PG (R2/214/4/0221)(5/25)(A11081)

## Fine Arts

KL (R/211/4/0008)(3/23)(MQA/FA1738)

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THE ONE ACADEMY | MASTERS TRAIN MASTERS

# Immersive storytelling experience

THE Virtual International Design and Creative Masterclass organised by The One Academy made a successful return for the fourth time.

Spanning over the course of two weeks, secondary school students as well as The One Academy students had a lot to learn from global creative experts in the fields of digital animation, advertising, interior design, visual effects and digital media design.

Presenting for the digital media design segment was Bryon Panaia, senior creative director of the Nike Global Brand Experience and Innovation Studio.

With over 20 years of diverse personal and professional experience, he leads the future-forward multidisciplinary creative group to explore new frontiers in technology and innovation,

pushing next generation storytelling to new levels and platforms to create Nike-only experiences.

Through a live video conference from Portland, Oregon – home to the Nike headquarters, he took the audience through his personal journey and some of the philosophies behind the work he does at Nike, where he has been leading and building brand experience for the past eight years.

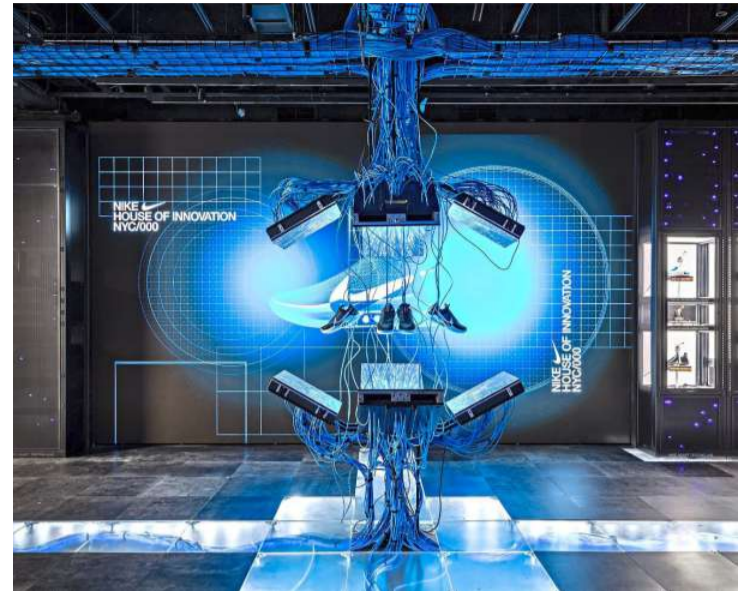
He began his talk titled “Experiential Design & Immersive Storytelling” with a quote from Walt Disney, “If you can visualise it, if you can dream it, there’s some way to do it.”

An innovator and a dreamer, Walt Disney has always been a massive inspiration to him personally, and the quote sums up Panaia’s view of creativity.

He tries to live by that quote



Panaia is the senior creative director of the Nike Global Brand Experience + Innovation Studio.



One of Panaia’s work for the Nike House of Innovation in New York City.



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through the work that he is a part of and leads.

He brings rich narratives to life through immersive experiences that weave the physical and virtual worlds together, through projects and campaigns for the Nike House of Innovation in New York City, Shanghai and Paris, NikeLab X Riccardo Tisci – Victorious Minotaurs, Air Max 97, LeBron 17 “Air Unrivaled”, Air Force 1, NBA Basketball and games like NIKELAND on Roblox.

He shares his creative process that goes from strategy (creative concepts) to design (creative development) to execution (creative delivery).

“I think it’s really important for everyone as creatives to try to be good at all three of these things, because if you only focus on the design aspect, you might get a brief that you might not understand the ‘why’.

“The strategy is really the ‘why’, and the design is answering that question and execution is bringing that to life for people.”

He also explained brand experience, defining it as “any human experience that creates an emotional connection between a brand and an individual.”

He quoted Edgar Dale’s theory of the Cone of Experience, “We remember 10% of what we read, 30% of what we see and 80% of what we experience,” explaining that we are more likely to remember an experience than just reading something from a book.

That is the power of experiential design, which is taking a story and bringing it to life for people.

“There’s always a sense of playfulness, humour or a little twist in my works even if we’re talking about something super innovative, intense, hardcore

and performance-based, there’s always some fun. I think it’s important because it makes it more human and approachable, and working on it becomes a joyful experience itself,” he said about the makings of a good story.

He highly encourages people who are interested in the field of augmented reality (AR), virtual reality (VR) and extended reality (XR) to actively pursue it because it is going to be a discipline that grows in the future and explodes in the next 20 years.

He advised students who are passionate in the digital media space to start building their own website and work on personal projects to encourage themselves towards their goal.

It might be a lot of work, but it definitely pays off as recruiters and hirers do look through them.

Lastly, he left the audience with another quote by Walt Disney, “All our dreams can come true, if we have the courage to pursue them.”

The One Academy is committed to providing the best art education programmes and continues to nurture its students passionately through its “Masters Train Masters” coaching philosophy, which has been practised for over 30 years, by providing diploma and degree courses in Advertising & Graphic Design, Digital Animation, Digital Media Design, Film Visual Effects, Interior Architecture & Design, Illustration, Fine Arts, Paris Fashion Design & Pattern Making, Computer Science, Game Design and Computer Science in Real-Time Interactive Simulation.

■ For more information on The One Academy, visit [www.toa.edu.my](http://www.toa.edu.my) or call 03-7875 5510 or e-mail your enquiries to [info@toa.edu.my](mailto:info@toa.edu.my).



Panaia (right) during the live video conference with (from left) host Chen Yui Lin and Cheang Lin Yew, The One Academy’s Digital Media Design Course Director.





Dr Goh (right) receiving a token of special recognition and compliments from the Secretariat General of the Cooperation Council for the Arab States of the Gulf GCC Patent Office.

# A new paradigm for the shrimp farming industry

SHRIMP farming is an important engine of growth and among the major contributors to our country's gross domestic product GDP. Besides sustaining the local needs, Malaysia is renowned as the ninth largest shrimp exporter globally.

The main challenge of boosting shrimp production scale resides with the risk of disease transmission. The control of disease becomes a priority if shrimp farming is to be economically and ecologically sustainable.

Many farmers have resorted to antibiotics as preventive measures. However, indiscriminate use contributes to antimicrobial resistance development.

The United States Food and Drug Administration (USFDA) had banned, and red-listed several Malaysian exporters due to the detection of unapproved antibiotics in the shrimp supplied. This demands a concerted effort to avoid giving a negative perception of Malaysia's aquaculture industry.

Bioprospecting is the search for plant and animal species from which medicinal drugs, biochemicals and other commercially valuable materials can be obtained. There has been an increasing interest in bioprospecting for aquaculture use in recent years.

"In the context of aquaculture, natural products can be introduced directly into the rearing water, integrated as a functional additive into the animal feed, or injected intramuscularly into the shrimps.

"They were applied primarily to alleviate water quality, relieve stress, enhance resistance to diseases, stimulate appetite, and promote animal growth," said Assoc Prof Ts Dr Goh Bey Hing, Biofunctional Molecule Exploratory Research Group (BMEX) leader at Monash University Malaysia School of Pharmacy.

Researchers from the Jeffrey Cheah School of Medicine and Health Sciences and the School of Pharmacy at Monash University Malaysia are currently working on a novel "homegrown" probiotic product for local aquaculture applications.

The team endeavours to transform a potential probiotic strain isolated from the mangrove forest into a readily applicable biocontrol agent for shrimp farming. The probiotic strain selected is *Streptomyces* sp., a genus the team had years of experience working with.

According to Dr Goh, this innovation is inspired by observing the lack of disease in

shrimps in their natural habitats.

The exploration of the idea is funded by the Fundamental Research Grant Scheme from the Ministry of Education Malaysia.

"A unique ecosystem that serves as the nursery site for many aquatic species, the mangrove ground's fluctuating, complex and competitive ecology shapes the flourishing of a unique blend of the versatile microbial communities in the soil environment.

"It was hypothesised that there exists a symbiotic relationship between the soil microbiome and the animal. This microbial community plays a critical role in supporting the animal's early development," he stated.

Introducing the mangrove-derived *Streptomyces* sp. as probiotics for farming may potentially replicate the protective effect on shrimp larvae during cultivation.

The findings so far revealed promising prospects. The probiotics demonstrated remarkable effect in inhibiting the growth of pathogen *Vibrio parahaemolyticus*, the causative agent for AHPND (Acute hepatopancreatic necrosis disease).

The pilot study also revealed the significant growth-promoting effects of the probiotics in shrimps.

The second innovation involves the development of Malaysian folklore medicine – Skyfruit or generally known as Tunjuk Langit by Malaysians.

The limonoids enriched extract has been scientifically shown to enhance neurohormone regulation and leads to an improvement in sperm production in animals. The findings are now being repurposed and trialled for their application in promoting the shrimp hatchery process.

"Fostering the translational application of natural agents in shrimp farming in the local context is of primal importance at this juncture of time. Intensifying the shrimp farming industry can help reduce our dependence on the natural supply of shrimps and prawns, safeguarding sustainable food production and security," shared Dr Goh.

Further research endeavours and industrial collaborations are warranted to reinvigorate the quest for suitable and effective natural products tailored to propel the local shrimp farming enterprise.

■ For more details on Monash University Malaysia, look out for the advertisement in this *StarSpecial*.

# UCSI University



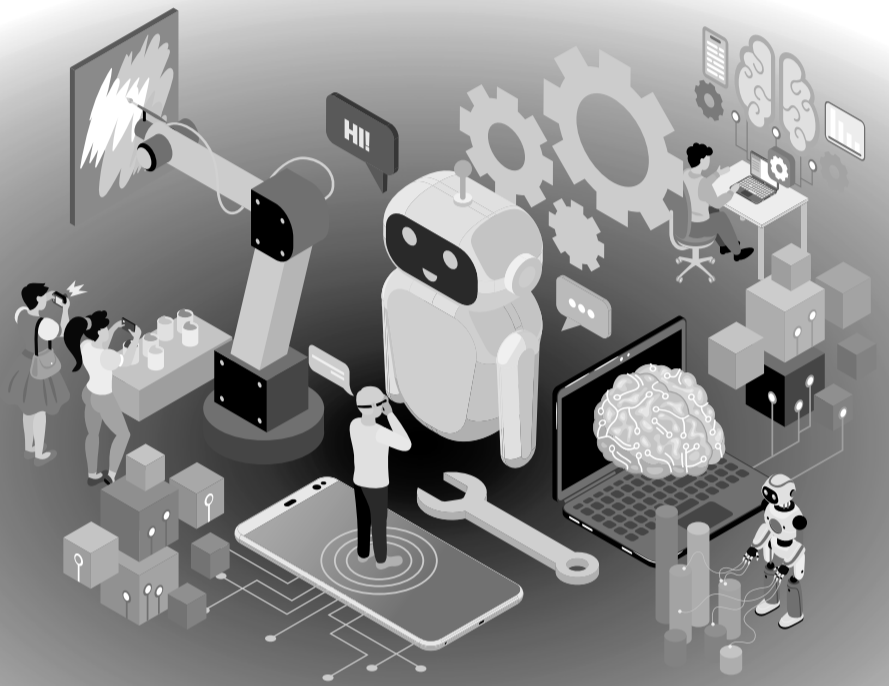
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N/520/6/0101; 02/2023 (MQA/FA9046)
- Master In Engineering (Smart Engineering Management)  
N/520/7/0122; 10/2026 (MQA/PA14823)
- Master of Philosophy in Engineering  
R/520/7/0073/05/2025 (MQA/FA5878)
- Bachelor of Chemical Engineering with Honours  
R/524/6/0024/05/2023 (MQA/FA9302)
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# The right education to take on the future

FOR the first time ever, a Malaysian teacher was named the global winner of the recent 2022 Cambridge Dedicated Teacher Awards.

Khalifa Affnan from the Keningau Vocational College in Sabah beat 7,000 nominations from 113 countries to win the title. The Dedicated Teacher Awards is a global competition that recognises and celebrates the efforts of educators around the world.

He was awarded for his initiative in a STEM (Science, Technology, Engineering and Mathematics) project where he trains students in robotics, drones, coding and other technology-based disciplines.

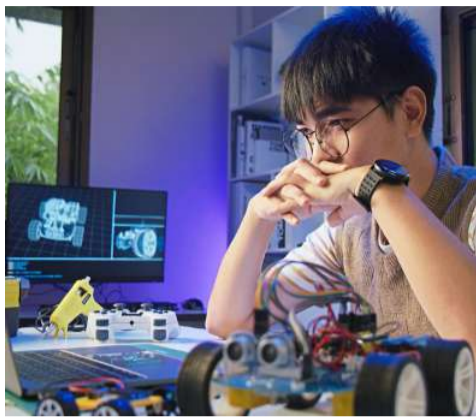
This monumental achievement has made Malaysia famous on the world stage and speaks volumes on the quality of teachers and education in our country.

STEM is important because it exists in every part of our lives – science is everywhere around us, and technology is continuously expanding into every aspect of our lives. Engineering is the foundation to designing and building, while mathematics is in every occupation and activity we do. Merging all of that, an education in STEM helps us solve the challenges the world faces today and nurtures the next generation of innovators.

As the world we live in keeps changing, we must keep pace with it. Nowadays, most careers require some amount of knowledge in science, technology, engineering and mathematics.

Putting emphasis on preparing future generations to be successful in their careers in this 21st century, STEM education provides learners the mindset and skills valued in any profession.

The focus on hands-on learning with real-world applications helps develop a variety of skill sets, including creativity, critical thinking, problem-solving, teamwork, adaptability,



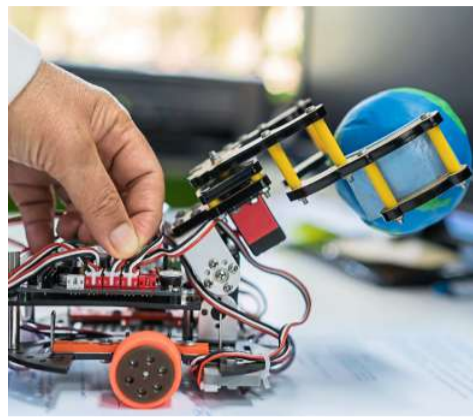
STEM learning prepares future generations to be 21st century innovators.

media and technology literacy, productivity, social skills, communication, decision-making, leadership, entrepreneurship and initiative. Regardless of the future career path considered by students, these skill sets will go a long way to help them succeed in any field.

Recognising the importance of this need in our education, The One Academy has partnered with DigiPen Institute of Technology, USA, to bring five cutting-edge Computer Science and Game Design programmes to our shores.

DigiPen is a pioneer in computer science and game education, being the first school in the world to offer a bachelor's degree in video game development. It has also ranked in the top five of The Princeton Review's Top Game Design Schools for the last 13 years.

The courses offered at DigiPen The One Academy are Diploma in Game Design, Diploma in Computer Science, Bachelor of Arts in Game Design, Bachelor of Science in



STEM education provides learners the mindset and skills valued in any profession.

Computer Science and Game Design, and Bachelor of Science in Computer Science in Real-Time Interactive Simulation.

These courses will be taught by a team of professional educators from DigiPen's international campuses and mirror their syllabus, ensuring each student is honed by industry experts with years of applied team project experience.

These programmes train students by utilising game design as a teaching medium to not only make learning fun and interesting, but also facilitate the knowledge of cutting-edge computer science technology and the right skills for them to thrive in the real world.

Upon graduating, students can pursue careers in not only computer science and game design, but even develop their own games, businesses and take on innovative tech trends such as the metaverse, artificial intelligence (AI), augmented reality (AR), blockchain, big data, cloud computing and more.



An education in STEM helps us solve the challenges the world faces today and nurtures the next generation of innovators.

Students interested in pursuing an education in the fields mentioned are invited to get in touch with The One Academy to find out more about these exciting new programmes.

The One Academy is committed to providing the best art education programmes and continues to nurture its students passionately through its "Masters Train Masters" coaching philosophy, which has been practised for over 30 years, by providing diploma and degree courses in Advertising and Graphic Design, Digital Animation, Digital Media Design, Film Visual Effects, Interior Architecture and Design, Illustration, Fine Arts, Paris Fashion Design and Pattern Making, Computer Science, Game Design and Computer Science in Real-Time Interactive Simulation.

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## Learning about sustainable construction management

LIVING on a planet stressed by climate change and diminishing natural resources, sustainability is increasingly becoming a requirement to encourage good and sustainable development of infrastructure.

It is no longer considered as merely an aesthetic feature that motivates consumers' purchasing intention of buying their first private homes or for investment purposes. Much emphasis is also given on improving the quality of construction and the quality of materials used, which offers a healthier indoor environment and reduces cost.

A sector with high carbon and water footprint, the sustainability in the construction industry aims to reduce the footprints such as minimising enormous amounts of waste produced by using materials efficiently, recycling raw materials and etcetera.

Besides, sustainable construction enables sound economic development, job creation and safety, enhances quality of life, protects natural resources and environment, and promotes efficient use of financial resources.

In the university's own effort to promote and encourage sustainability among postgraduate students, the Master of Sustainable Construction Management programme under Faculty of Engineering and Green Technology (FEGT), offered in Universiti Tunku Abdul Rahman (UTAR), enables postgraduate students to further understand the idea of sustainability and its benefits when applied in construction management.

The programme allows candidates from the industry to advance their knowledge in construction and project management for sustainable development, and enhances their continuous learning.

Meanwhile, fresh graduates will obtain in-depth knowledge and capabilities in the field of construction management within the context of sustainability, thereby providing them better career prospects as a project manager.

"Sustainable construction is not only about constructing an environmentally friendly building. That understanding is important and postgraduate students must be aware of the adverse impacts of construction to the



The Master of Sustainable Construction Management programme under FEGT at UTAR enables postgraduate students to further understand the idea of sustainability and its benefits when applied in construction management.

environment and society, because sustainability must also be practised in the planning, construction and operations processes.

"Therefore, the programme will offer an application framework which integrates the construction practices with sustainable elements in the project, which is meant to safeguard our environment, manage and ensure resources efficiency, provide liveable environment to community, and reduce operation costs," explained Head of Master of Sustainable Construction Management Programme ChM Ts Dr Tan Kok Weng.

The programme is designed to nurture postgraduate students with the ability to solve problems in sustainable ways by applying knowledge, principles, and skills in sustainable construction management.

It also offers learners thorough understanding on construction requirements and limitations, along with nurturing their ability to plan and manage relevant resources and knowledge to enhance organisational perfor-

mance. Emphasis is also placed on providing postgraduate students high awareness on safety issues during construction and legal principles in the construction industry.

This ensures that learners are competent in practising sustainable development, and are able to perform well in relevant areas such as managerial, economics and sustainability issues for lifelong learning, research and career.

Apart from the opportunity to participate in design, development and implementation of a construction project, individuals working in the construction industry will also be adopting the best practice towards achieving sustainable development.

They will be making accurate decisions and resolving problems through scientific and social science research methodology, and evaluating the feasibility of various technologies and resources to resolve problems during construction.

These decision-making and evaluation

processes are important because the construction industry is concerned about the health and safety of its workers, as well as of those living and working in the buildings.

The decisions they make during project development and construction largely affects the quality of the indoor environment, because the focus is to make the environment ergonomic and allergy-free.

A healthy indoor environment is also believed to improve employee health and productivity.

Therefore, the theoretical teaching and practical aspects of the Master of Sustainable Construction Management not only equip the future leaders of the construction industry with the right mindset on sustainability, but they also understand that their sustainability is required throughout the entire operation.

Other postgraduate programmes offered by UTAR FEGT include Doctor of Philosophy (Engineering), Master of Engineering Science, Master of Environmental Technology, and Master of Engineering (Electronic Systems).

UTAR offers undergraduate and postgraduate programmes in areas including Accountancy, Actuarial Science, Applied Mathematics, Arts, Chinese Studies, Business and Economics, Biotechnology, Engineering and Built Environment, Information and Communication Technology, Life and Physical Sciences, Medicine and Health Sciences, Media and Journalism, Education and General Studies, and Agriculture and Food Science.

The university also engages in the provision and conduct of research, consultation, management and leadership training, and other related educational services at its Sungai Long and Kampar campuses in Malaysia.

■ For more information, visit [www.utar.edu.my](http://www.utar.edu.my) or call 05-468 8888 (Kampar Campus), 03-9086 0288 (Sungai Long Campus). UTAR will be conducting Postgraduate and APEL Open Day on Aug 12-13 at its Sungai Long Campus in Bandar Sungai from 9am to 5pm.

# Engineering a bright future

HOW far can engineering take you? How about the world over. That's what many UCSI University students would say and that's even before they graduate.

Gary Poh Kwor Xiang, a UCSI alumnus who read chemical engineering, can certainly testify.

Selected by Imperial College London for a high-impact research programme, he went on to contribute to an ongoing research project in nanorobotics – an emerging field that will revolutionise science.

"Nanotechnology allows us to manipulate and control materials at the atomic and molecular level," says Poh, who was the valedictorian of the class of 2018.

"We're talking about creating robots whose components are at the scale of a nanometre ( $1 \times 10^{-9}$  metres). After being injected into the body, these robots will seek out cancer cells, unload their drug loads and leave healthy cells largely unharmed."

Poh contributed to the extensive project through his work on silicon nanoparticles.

Manipulating various conditions like temperature, chemical additives and stirring rate, he sought to determine the size of nanoparticles in a bid to fit more of them on a fixed surface area.

This was crucial as it would improve the drug loads nanorobots could carry, enhancing the delivery of precision medicine.

Not stopping there, he also worked to reduce process times and production yield in the pharmaceutical industry through heterogenous protein crystallisation research.

Standard process times would normally take an hour but he managed to reduce the entire process by 20 to 30 minutes.

Poh's immersive experience at Imperial was facilitated by UCSI's Star Trek programme – an initiative that sees the world's best universities selecting UCSI students for high-impact research.

For engineering, these universities include Imperial College London, Tsinghua University, the University of Queensland and other leading universities in China and Japan.

Today, Poh works at Exxon-Mobil as a process engineer, supporting the development of life cycle assessments for low carbon initiatives and global process engineering support.

He is also responsible for mentoring new engineers, onboarding initiatives and competency development.

Looking back, Poh is quick to credit UCSI for equipping him with the aptitude and attitude to excel.

"Many of my UCSI professors motivated me constantly. The university went out of its way to prepare me for cutting-edge science in London.

"I'm proud to say that my UCSI education equipped me with the skills and mindset to excel. It challenged me to raise my aspirations and engineer the future."

His accomplishments are not lost on Assoc Prof Dr Ang Chun Kit, the dean of UCSI's Faculty of Engineering, Technology and Built Environment.

A keen believer in investing in the future, Dr Ang is on the verge of completing a two-year



Dr Ang emphasised that the Mechatronics Engineering field requires adequate knowledge in Industry 4.0.

project that modernised all of UCSI's engineering labs.

The first phase of the endeavour alone involved RM28mil, equipping each lab with state-of-the-art facilities and smart technology such as facial recognition, motion sensing and other IR4.0 features.

While each lab is impressive on its own, the mechatronics engineering lab is a strong draw with its bionic equipment, smart robotics, automated assembly lines and monitoring systems.

Featuring the latest technology in the industry from Kuka, Siemens and Mitsubishi, among other leading brands, the lab was specially designed to foster an immersive learning experience for students.

"Mechatronics is a very popular choice of study as it integrates computer software, electrical hardware and mechanical systems. Interest in mechatronics has picked up with the increasing focus on Industry 4.0. Things are changing rapidly and we do our part to ensure that our students are familiar with the latest equipment and trends," says Dr Ang.

He adds that by investing in the future, UCSI is empowering students with platforms to push the frontiers of cutting-edge science.

Dr Ang also champions the scientific imperative, encouraging students to pursue further studies in science, technology, engineering and mathematics (STEM).

"It is a well-known fact that many countries in the world, Malaysia included, are facing a shortage of talent in STEM-related fields.

"We want to do our part to address this critical need. At UCSI, we know that the study of engineering can be exhilarating and fun.

"Our graduates have gone on to do well and we want to prepare the next generation of industry leaders in the engineering field," he adds.

UCSI is Malaysia's top private university in the QS World University Rankings 2023.

Ranked 284, UCSI is classified in the top 0.9% of the world's universities. It is the only university in the world to receive the QS Recognition for Improvement Award.

■ To view UCSI's engineering labs first-hand, visit the University's Open Days on Aug 13-14. For more information, visit [openday.ucsiuniversity.edu.my](http://openday.ucsiuniversity.edu.my) or contact 03-9101 8882/011-3591 5021.



Poh, an alumnus from UCSI University and a top chemical engineering Star Trek student, was selected for a research programme at the Imperial College, London.



Students are exposed to state-of-the-art technology at UCSI University's mechatronics laboratory.



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