



DR. NORSHAHILA IBRAHIM

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ACADEMIC POSITION

Universiti Pendidikan Sultan Idris, Faculty of Art, Computing and Creative Industry,
Senior Lecturer, Jan 2018 – Present

Universiti Pendidikan Sultan Idris, Faculty of Art, Computing and Creative Industry,
Lecturer, Jan 2015 – Dec 2017

Universiti Pendidikan Sultan Idris, Faculty of Art, Computing and Creative Industry,
Tutor, Dec 2007 – Dec 2014

EDUCATION

Universiti Teknologi PETRONAS, 2012 – 2017

Ph.D of Information Technology

Universiti Kebangsaan Malaysia, 2009 – 2011

Master of Information Technology (Information Science)

RESEARCH INTEREST

Mobile Application, Human Computer Interaction, User Experience, Multimedia Education, Mobile Games Application, Digital Games

MEMBERSHIP

2018 – 2028 Majlis Rekabentuk Malaysia

2019 – 2039 Creative Content Industry Guild Malaysia (CCIG)

2021 – 2023 Association for Information Systems

2021 – 2045 The Association for Information Systems Malaysia Chapter

CONSULTANCY & ADVISORY WORK
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Consultant Project: The Development of Critical Thinking Framework for Youthopia Learning Content System, Youthopia Sdn Bhd.

Consultant Project: Pedagogical Expert Validity - Halal Simulator "Farm to Fork", Universiti Sains Islam Malaysia.

Developer of Guidelines on e-Gamification in Teaching and Learning, Ministry of Higher Education.

Panel of Pitching Evaluation (Private) and Screening Filters (Syndicated) for the Procurement of TV Programs, Jabatan Penyiaran Malaysia.

Panel of COPPA Document Review COPPA, Institut Pengajian Siswazah, UPSI.

Panel of Preparation of Guidelines for e-Gamification, Universiti Pendidikan Sultan Idris.

Academic Quality Committee Panel (JQAU) for Graduate Studies Program Curriculum Review, Universiti Pendidikan Sultan Idris.

MQA Assessment Panel, Universiti Pendidikan Sultan Idris.

Candidate Admission Interview Panel for Bachelor of Design (Digital Games) with Honors, Faculty of Arts, Computers & Creative Industry, Universiti Pendidikan Sultan Idris.

Member of Special Interest Group (SIG) for Gamification UPSI, Universiti Pendidikan Sultan Idris.

Interview Panel and Special Admission Test Program for Bachelor of Education (ISMP), Sultan Idris University of Education Center (UPSI).

Jury of the 5th Virtual Exhibition of Research, Idea & Innovation on Creative and Humanizing, 5th ViE-RIICH 2022)

RESEARCH ACTIVITY

ONGOING GRANT

Developing the Best Practicable Model of Green Environment towards Cleanness City in Malaysia, FRGS/1/2019/WAB04/UMK//1, RM67500.00

Formulation of Gestural Interaction Design Model to Support Car Drivers Interacting with Smartphone User Interfaces using AHP Technique, FRGS/1/2019/ICT04/UTP/02/1, RM39600.00

Formulation of Usability Guidelines for Designing Mobile Apps User Interface for Children with Autism, FRGS/1/2019/ICT04/UTP/02/2, RM39850.00

Improving Learners' Understanding of Energy Saving Behaviour Through Gamification, UNIVERSITI PENDIDIKAN SULTAN IDRIS - RM8948, 16-09-2019 to 16-09-2021 - Geran Universiti

Effective Online Teaching Content For Digital Games Undergraduate Students: Applying The Existing Conceptual Model of Persuasive Multimedia Content (PMC), UNIVERSITI PENDIDIKAN SULTAN IDRIS - RM7540, 01-08-2021 to 31-07-2023 – Geran Universiti

COMPLETED GRANT

The Development and Evaluation of Augmented Reality Mobile Learning Application Kelantan Dictionary for Primary School Students in Improving English Vocabulary, UNIVERSITI PENDIDIKAN SULTAN IDRIS - RM20000, 16-08-2018 to 16-08-2019 - Geran Universiti

Reka Bentuk dan Pembangunan Aplikasi Pembelajaran Makhraj 3D (APM3D), UNIVERSITI PENDIDIKAN SULTAN IDRIS - RM20000, 16-08-2018 to 16-08-2019 - Geran Universiti

SUPERVISION

PHD

Liu Lege, Supervisor, (Research on New Media Audience Engagement Mechanism of Government Affairs in the New Network Governance Environment)

MASTER

Khaveithra A/P Mahathevan, (Mod A), Co-Supervisor, (Interface Design for General Election via E-Voting System in Malaysia).

Al Ramahi Reham Munther Jamil, (Mod A), "Internal", Supervisor, (The Impact Of Using Graphics On Social Media Platforms At The Creative Agencies In United Arab Emirates).

Hanif Faiq Bin Mohd Hashim, (Mod A), Co-Supervisor, (Augmented Reality di dalam Seni Persembahan).

Musliyana Nur Aqilah Binti Musa, (Mod A), Co-Supervisor, (Interactive Comic Mobile Application (ICMA) As A Medium In Learning History Subject For Form Four (4) Students).

Nor Aida Binti Md Madi, (Mod A), Co-Supervisor, (User Experience (UX) Of Augmented Reality (AR) In Teaching Hajj (Hajj AR) For Early Childhood Education).

EDITORIAL DUTIES

Referee/Reviewer: SAGE Open (2021), EDUCATUM Journal of Social Sciences (2021), Journal of ICT in Education (2021), Advances in Science, Technology and Engineering Systems Journal (ASTESJ 2019), The 7th International Conference on Computing and Informatics (ICOCI 2019), 3rd International Conference on Education, Business, Islamic and Technology (ICEBIT 2019), International Conference on Education, Language and Psychology (ICELP 2019), International Conference on Engineering, Life Sciences and Social Science (ICEL3S 2018), The 3rd International Conference on ICT in Education (ICTE 2018), International Journal of Multimedia & Its Application (IJMA), 4th International Conference on Science and Social Research (CSSR 2017), Asian Social Science Journal, International Conference on Green and Sustainable Computing (ICOGES 2017), The 2nd International Conference on Computer and Information Sciences (ICCOINS 2014).

Editorial Board: The International Journal of Heritage, Art and Multimedia (IJHAM), International Journal of Creative Industries (IJCREI), Scope Database (International Advisory Board)

AWARDS & COPYRIGHT

AWARDS

1. SILVER Medal in eCarnival of Research and Innovation (eCRI) 2020. 29 Oct – 22 Nov 2020. Universiti Malaysia Kelantan.
2. BRONZE Medal in eCarnival of Research and Innovation (eCRI) 2020. 29 Oct – 22 Nov 2020. Universiti Malaysia Kelantan.
3. SILVER Medal in Carnival for Innovation in Teaching and Learning 2019 (CiTeL2019). 22 Nov 2019. Universiti Pendidikan Sultan Idris.
4. GOLD Medal in the 3rd International Innovation, Design and Articulation, i-IDEA 2016. 27th – 29th April 2016. Dewan 2020, Kangar, Perlis. Universiti Teknologi MARA.
5. SILVER Medal in the 14th International Conference and Exposition on Inventions by Institutions of Higher Learning (PECIPTA 2015). 4th – 6th December 2015. Kuala Lumpur Convention Centre (KLCC), Kuala Lumpur, Malaysia.
6. GOLD Medal in International Invention & Innovation Exhibition (ITEX) 2015. 21st – 23rd May 2015. Kuala Lumpur Convention Centre (KLCC), Kuala Lumpur, Malaysia.
7. SILVER Medal in Malaysia Technology Expo (MTE 2015). 12th – 14th February 2015. Putra World Trade Centre (PWTC), Kuala Lumpur, Malaysia.

COPYRIGHT

1. File copyrighted on 2nd February 2015 under the name of MFAC: Malay Folktales Animation Courseware.

COMMERCIALIZATION

1. File available on Google Play on 9th February 2015 under the name of MFolktales. Published by Institut Teknologi Petronas Sdn Bhd (ITPSB).

PUBLICATION

1. Lai, C. X., Ibrahim, N., Azmi, N. H., Saari, E. M., & Mohd Razali, F. (2021). The Development of an Augmented Reality Game KANJI Write for Beginners. *Journal of ICT in Education*, 8(2), 79-92. <https://doi.org/10.37134/jictie.vol8.2.8.2021>.
2. Anuar, N. S. A., Fauzi, M. S. M., Azmi, N. H., Ibrahim, N., Saari, E. M., & Razali, F. M. (2021). Design and Development of Periodic Table Game for Students in Secondary School. *International Journal of Creative Multimedia (IJCM)*, 2(2), 15-29.
3. Madi, N. A. M., Albakry, N. S., & Ibrahim, N. (2020). AR mobile application in learning Hajj for children in Malaysia. *International Journal of Interactive Mobile Technologies*, 14(16). <https://doi.org/10.3991/ijim.v14i16.12807>
4. Ibrahim, N., Ahmad, W. F. W., & Shafie, A. (2016). Effectiveness Study on Multimedia Mobile Application for Children: MFolktales. *ARNP Journal of Engineering and Applied Sciences*, 11(1), 1–8.
5. Ibrahim, N., Ahmad, W. F. W., & Shafie, A. (2016). Practitioners' Validation on Effectiveness of Multimedia Mobile Learning Application for Children. In *International Conference on Computer & Information Sciences (ICCOINS)*.
6. Ibrahim, N., Wan Ahmad, W. F., & Shafie, A. (2015). Multimedia Mobile Learning Application for Children's Education: The Development of MFolktales. *Asian Social Science*, 11(24), 203–215. doi:10.5539/ass.v11n24p203
7. Ibrahim, N., Ahmad, W. F. W., & Shafie, A. (2015). A Study on Design Principles and Requirements for Multimedia Application Development: MFolktales Application for Children Education. In *International Symposium on Mathematical Sciences and Computing (iSMSC)*.
8. Ibrahim, N., Ahmad, W. F. W., & Shafie, A. (2015). User Experience Study on Folktales Mobile Application for Children's Education. In *9th International Conference on Next Generation Mobile Applications, Services and Technologies (NGMAST)*.
9. Ibrahim, N., Ahmad, W. F. W., & Shafie, A. (2014). A Preliminary Study on Local Folktales Exposures to Support the Development of Animated Courseware. In *The 2nd International Conference on Computer and Information Sciences (ICCOINS)*. doi:10.1109/ICCOINS.2014.6868420
10. Ibrahim, N., Ahmad, W. F. W., & Shafie, A. (2014). Heuristic Evaluation of Malay Folktales Animated Courseware for Childhood Education. In *The 3rd International Conference on User Science and Engineering (i-USEr 2014)* (pp. 131–136).
11. Ibrahim, N., Ahmad, W. F. W., & Shafie, A. (2013). A Proposed Model for Animation of Malay Folktales for Children. In *Information Systems International Conference (ISICO)* (pp. 243–248). Retrieved from http://is.its.ac.id/pubs/oajis/index.php/file/download_file/1222

REFERENCES

On request.