Dr. Nur Safinas Binti Albakry

Personal Particulars

Permanent Address	: No 81, Jalan Elektron U16/88, Seksyen U16, Denai Alam, 40160, Shah Alam.
Hp	: +6013-3412232
Citizenship	: Malaysian
Gender	: Female
Religion	: Islam
IC No	: 820119-06-5172
Date of Birth	: 19th January 1982
Marital Status	: Married
Race	: Malay
Email	:nursafinas@fskik.ups.edu.my, nursafinas82@gmail.com
Staff Id	: K02759

Education Background

2013 – 2016 **- University Institute Technology Mara (UiTM) Shah Alam, Malaysia**

- **Phd postgraduate in Visual Communication in Design**
  Research Title : 'Developing a Visual Rhetoric Conceptual Framework for Public Service Announcements Advertising Campaign as a Social Culture Space in Malaysia'

2006–2007 – **University Institute Technology Mara (UiTM) Shah Alam, Malaysia**

- **M.A (Hons) in Visual Communication and New Media.**
- ***Thesis Title:*** The Usability of Panoramic Photographic for Preservation of Historical Buildings: A Case Study of Moorish Architecture Design (1800S – 1900S) in Kuala Lumpur.
- ***Achievement/Result:*** 3.75 CGPA.

2001–2004 – **Multimedia University (MMU) Cyberjaya Campus, Malaysia**

- **B.Mm (Hons) in Media Innovation – Graphic Design (Advertising / Media)**
- *Achievement/Result:* 2.81 CGPA.

Work Experience

March 2024 - Until now
Deputy Dean , Academic and International Affairs

January 2020 - February 2022
Head of Department, Multimedia Creative Department

August 2015 – December 2020
Programme Coodinator, Multimedia Creative Department
Lecturer (DS51) Senior Lecturer
Faculty Art, Computing and Industry Creative,
Universiti Pendidikan Sultan Idris, Tanjung Malim

1. Examiner and evaluator for postgraduate
2. Examiner for postgraduate student
3. Internal Examiner for University Grantt
4. Committee for Academic Program Formulation/ Academic Regulation
   - Panel for UPSI MQA, COPPA, JPT
   - Abtract Revewier Committee

5. Head of Researcher
6. Members of Innovation, Commercial and Futuristic (Department)

Specialization
- Visual Communication
- Branding Design
- New Media
- Design Management
- Graphic Design

Teaching Subjects
- Print Media
- Creative Branding
- Creative Strategies and Design Techniques
- Advertising Design Management
- Advertising New Media
- Outdoor Media Advertising

Supervision of Student (Main Supervisor)
- Undergraduate – 80 students (Completed)
- Master Student – 3 students (On Going)
  1. Musliyana Nur Aqilah Binti Musa

Interactive Comic Mobile Application (ICMA) As A Medium In Learning History Subject For Form Four (4) Students

2. Nor Aida Binti Md Madi (Completed)
   User Experience (UX) Of Augmented Reality (AR) In Teaching Hajj (Hajj AR) For Early Childhood Education

3. Yang Mengy (International Student)
   The application of traditional hair ornaments in contemporary bride`s figure design

- Phd Student – 6 students (On Going)
  1. Norlis Binti Ismail
     Assessing Credibilty and Self-presentation of Micro Celebrities for Product Endorsement `Instafamous'

  2. Cheng Ziyuan (International Student)
     Narrative Mechanism of Intervening Micro-Films with Digital Media Interactive Technology

  3. Su Tian (International Student)
     Henan Folk Art Modeling Language in the Research on the Application of Graphic Design

  4. Lai Shu (International Student)
     Research on the innovation mode of Chinese time honored brand image

  5. Guo Gin (International Student)
     Innovation in interactive new media advertising research

  6. Tian Zhenghui (International Student)
     Research on the packaging design of regional cultural and creative products from a semiotic perspective

- Phd Student – 1 Student (Completed)
  Mohd Fauzi Bin Harun
  Cultural Differences in Processing Visual Communication Design on Islamic Commodification in Advertising

April 2014 – Dec 2014 – Undergoing Phd Study
Research Assistant (Universiti Teknologi MARA)
1. Assist the lecture and professors on research grant and publication of Uitm.
2. Helping in data collection
3. UiTM Postgraduate Teaching Assistant (UPTA) Scheme

July 2013 – December 2013 – Undergoing Phd Study
Part Time Lecturer (Universiti Teknologi MARA - Intec)

1. Coordinate weekly teaching plans for the designated modules, conduct

module assessment, prepare overall marks and module assessment feedback form and give both the formative and summative feedback to the students.

2. To ensure positive and dynamic teaching/ learning process for both the Module Leader tutor and students

Teaching Subjects
1. Introduction to Design: Graphic Design (USA preparation students)

May 2011 – June 2013 (2 years)
Lecturer (Management Science University)
Degree Final Year Project Coordinator

1. Coordinate weekly teaching plans for the designated modules, conduct module assessment, prepare overall marks and module assessment feedback form and give both the formative and summative feedback to the students.

Teaching Subjects
1. Diploma in Graphic Design
    - Typography
    - Advertising Design : Creative Development in Advertising
    - Advertising Design : Advertising Campaign
    - Graphic Design : Desktop Publishing

2. Bachelor in Graphic Design
    - Advertising Design
    - Typography
    - Contemporary Issues in Graphic Design
    - Graphic Layout
    - Integrated Marketing and Marketing Communication

3. Bachelor of Creative Multimedia
    - Computer Illustration
    - Typography Design
    - Creative Thinking in Art and Design
    - Creative Thinking

January 2009 – May 2011 (3 years)

Lecturer (KBU INTERNATIONAL COLLEGE) –
Course Coordinator of BA (Hons) Graphic Design

1. Point of contact with NTU (Nottingham Trend University, UK) module and program synchronization and coordinating.

2. Prepare weekly teaching plans for the designated modules, conduct module assessment, prepare overall marks and module assessment feedback form and give both the formative and summative feedback to the students.

3. Assist marketing team for the detail promoting on the KBU program.

Teaching Subjects
1. Diploma Interactive Design
   - Computer Graphic

2.BA (Hons) Graphic Design
   - Design Process
   - Relating Theory and Practice
   - Towards a Personal Direction
   - Understanding the Professional Context
   - Dissertation

January 2008 – December 2008 (1 year)

Charity Teacher for Indonesian Street Children (Part Time) in Jakarta, Indonesia.
1. Co-operate with British International School (project founder) to provide at least minimum education level to selected street children who do not go to regular school.

August 2004 – August 2006 (2 years)

Advertising and Promotion Executive , Media Planner
Low Yat Groups (Developers Company – Property Development).

April 2004 – July 2004 (4 months)

Graphic Designer
RDA Harris Architect

Research Specialization

- Advertising
- Visual Communication
- Branding
- Design Management
- Graphic Design
- Service Design
- New Media and Technology

On Going Research

Pembangunan dan Reka Bentuk Kit Pembelajaran Pintar Makhraj Menerusi Media Baharu (sMakh Learning Kit) – University Grantt – Member

Duration: 2 Jun 2020 – 30 Jun 2022
Amount: Rm30000

Pembangunan 13 siri video pendek dan animasi pengajaran solat dan sains untuk kanak-kanak dan kesannya ke atas kefahaman tentang peredaran darah dan otot serta posisi solat (TRGS) - Member
Duration: 2018 – 2021

Completed Research

Enchancing Lifestraw By Vestergaard (Go Series)Through Brand Story Startegy- Project Leader
Duration: October 2023- February 2024
Amount : RM8000

Pembangunan Penjenamaan IKS Bagan Datuk dengan kerjasama Pejabat Tanah dan Daerah Bagan Datuk bersama pelajar tahun akhir Jabatan Multimedia Kreatif, FSKIK– Project Leader
Duration : February 2022 – February 2023
Amount : RM18000

Strategik dan Pemasaran Promosi bagi Filem VII XII- Project Leader
Duration : April 2022 – July 2022
Amount: RM5000

BROS MALAYSIA and UPSI : Packaging Design Development Strategy – Project
Duration : Mac 2022 – April 2022

Animosta Studio Sdn Bhd Education Grant (Industry Grant) – Project Leader
Duration: November 2018 – July 2019
Amount: Rm10000
The Study of Mouth Chart in Malaysia Animation

University Grant (GPU) – Project Leader
Duration: October 2017 – October 2018 (One year)
Year Completed : 16th October 2018
Amount: RM8900
The Appreciation of Historical Houses in Malaysia through the Usability of Virtual Reality: A case Study of Malay Houses in Kampung Baru

SP Setia Education Grant – Member
Year Completed: September 2017
Amount: RM250,000
Gaya Hidup Lestari Melalui Kesedaran Pemeliharaan Alam Sekitar

Industries Specialist

- 2021- 2020: Visual Communication Specialist, IX TELCO, Malaysia
- 2020: Visual Corporate Consultant, IX TELCO, Malaysia
- 2020- 2019: Brand Communication Advisor, IX TELCO, Malaysia
- 2019: Panel Temuduga Kementerian Pendidikan Malaysia
- 2018 :Member of Editorial Board (International Level),"Mouth Chart in
- Malaysia Animation", Animosta Studios Sdn Bhd
- 2018-2019: Technical Reviewer – International Journal of Heritage, Art and Multimedia (IJHAM)
- 2017: Brand Communication Advisor, Corriant Malaysia

Memberships

- 2017 – Until Now: Member of Majlis Rekabentuk Malaysia
- 2017- Until Now: Member of Creative Content Industry Guild Malaysia (CCIG)
- 2016- Until Now: Persatuan Wanita UPSI
- 2016- Until Now: Persatuan Ahli Akademik (PEKA)

Conferences

- International Conference on Global Business and Social Sciences, The Everly Putrajaya (13th October 2018)
- Title : An Appreciation of Historical Houses in Malaysia Through the Usability of Virtual Reality: A Case Study of Malay Houses in Kampung Baru
-
- 2ND ASIA INTERNATIONAL CONFERENCE OF ART & DESIGN, LANGKAWI (6TH OCTOBER 2018)
  Title : "The Use of Religious Symbols in Local Brand Advertisement as Objects of Trade"

- INTERNATIONAL SEMINAR ON MEDIA AND COMMUNICATION (ISMEC2018) - IIUM Gombak, 25 Sept. 18
  Title : "The Use of Religious Symbols in Local Brand Advertisement as Objects of Trade"

- THE 2nd INTERNATIONAL CONFERENCE OF COMMUNICATION, MEDIA & SOCIETY 2014 (iCOMES2014), Bandung Indonesia (February ,2014)
  Title : The Effectiveness of Visual Rhetoric in Public Awareness Prints Advertising as a Social Culture Space in Malaysia

- INTERNATIONAL COLLOQIUM OF ART AND DESIGN EDUCATION RESEARCH 2014 (iCADER2014), Penang (April,2014)
  Title : The Effectiveness of Visual Rhetoric in Public Awareness Prints Advertising as a Social Culture Space in Malaysia

- THE 2nd INTERNATIONAL CONFERENCE OF COMMUNICATION & MEDIA 2014 (iCOMES2014), Langkawi Island (October, 2014)
  Title: The Visual Rhetoric in Public Awareness Print Advertising Toward

Malaysia Perceptive Social Culture Design

- Kuala Lumpur International Business, Economics & Law Conference (KLibel2014), Kuala Lumpur (November 2014)
Title: Visual Rhetoric as Persuasive Response in Public Service Announcement Print Advertising Toward Malaysia Social Culture

- International Postgraduate Conference on Arts, Communication and Educational Studies 2015, Langkawi Island (May 2015)
Title: Visual Rhetoric: Malaysia Communication on Social Culture Design Perspective

Conference Proceeding

- THE 2nd INTERNATIONAL CONFERENCE OF COMMUNICATION, MEDIA & SOCIETY 2014 (iCOMES2014), Bandung Indonesia (February ,2014) Title : The Effectiveness of Visual Rhetoric in Public Awareness Prints Advertising as a Social Culture Space in Malaysia

- Kuala Lumpur International Business, Economics & Law Conference (KLibel2014), Kuala Lumpur (November 2014)
Title: Visual Rhetoric as Persuasive Response in Public Service Announcement Print Advertising Toward Malaysia Social Culture

- Australian Journal of Basic and Applied Science (ISI/ THOMSON REUTERS)
Title : Visual Rhetoric: Malaysia Communication on Social Culture Design Perspective
Conference: International Postgraduate Conference on Arts, Communication and Educational Studies 2015, Langkawi Island (May 2015)

Published Journal (ISI, SCOPUS, ERA,)

- International Journal of Innovation, Creativity and Change, Vol 11, Page: 53-74
Title: The Use of Malaysian Phonology in Developing a Malaysian Mouth-chart for the Animation Industry
Date Published: 2020
Level: International

- International Journal of Interactive Mobile Technologies, Vol 14, Page: 35-51
Title: AR Mobile Application in Learning Hajj for Children in Malaysia
Date Published: 2020
Level: International

- International Journal of Innovation, Creativity and Change, vol 6, Page: 401-414
Title: Documentation of Historic Malay Houses in Kuala Lumpur Using Virtual Reality Modelling Language (VRML)
Date Published: 2019
Level: International

- International Journal of Innovation, Creativity and Change, Vol 6, Page: 386-400
  Title: Development of a Visual Rhetorical Framework Model as Advertising Guidelines in Malaysia
  Date Published: 2019
  Level: International

- E-Journal of Islamic Thought and Understanding, Vol 2, Page: 109 -123
  Title: Religion as Brand Image in Local Beauty Brand Advertising
  Date Published: 2019
  Level: National
  Publisher: UiTM

- Journal of Management & Muamalah, Vol 9, No 1, eISSN 2180-1681, Page: 52-67
  Title: Islamic Commodification as a Visual Communication in Billboard
  Date Published: 2019
  Level: National
  Publisher: Penerbit KUIS

- IDEALOGY Journal, Vol 3, Page: 15-24, UiTM
  Title: The use of religious symbols in local brand advertisement as objects of trade
  Date Published: 2018

- Procedia - Social and Behavioral Sciences, ELSEVIER
  Title: The Visual Rhetoric in Public Awareness Print Advertising Toward Malaysia Perceptive Social Culture Design
  Conference: THE 2nd INTERNATIONAL CONFERENCE OF COMMUNICATION & MEDIA 2014 (iCOMES2014), Langkawi Island (October, 2014)

- Springer Science+Business Media Singapore 2015, Education Research (i-CADER 2014)
  Title: The Effectiveness of Visual Rhetoric in Public Awareness Prints Advertising As Social Culture Space in Malaysia
  Conference: INTERNATIONAL COLLOQIUM OF ART AND DESIGN EDUCATION RESEARCH 2014 (iCADER2014), Penang (April,2014)

- Australian Journal of Basic and Applied Science (ISI/ THOMSON REUTERS)
  Title : Visual Rhetoric: Malaysia Communication on Social Culture Design Perspective
  Conference: International Postgraduate Conference on Arts, Communication and Educational Studies 2015, Langkawi Island (May 2015)

Books Publication

- VIVO2022, Moving Forward, 2022, Penerbit Universiti Pendidikan Sultan Idris (UPSI)
-
- Buku Panduan Akademik Program Sarjana Muda Sesi 2019/2020 (Pindaan 01), 2020, Penerbit Universiti Pendidikan Sultan Idris (UPSI)

- Nur Safinas binti Albakry,"Gaya Hidup Lestari Through Environmental

Preservation",Setia Caring Schools Programme,2017, Penerbit Universiti Pendidikan Sultan Idris (UPSI)

- Typo Travelog, Seni 3, 2017 : International Collaboration Art Project Series 54, UPSI and Faculty of Fine Arts, Thaksin University, Songkhla Thailand

References

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