artikel

artikel

VOL.4 MARCH 2014

CONTENTS

AD
TE-
ES   +   AD
IDEA-
TION

demo/
psycho
graphy

I'm sure
the Aroma is
Beautiful just lik
we smell t

Wan Nur Khalisah Shamsudin &
Lili Eliana Mohd Radzuan
Dept. of Graphic Design
& Digital Media
Faculty of Art & Design, UiTM Melaka

07

RASA Showcase 2013

Digital Art Showcase by Lecturers of Graphic Design & Digital Media Program, Faculty of Art & Design, UiTM MELAKA

By:
Wan Nur Khalisah Shamsudin
Lili Eliana Mohd Radzuan

'RASA'///

Digital Art is a form of art that uses computer software to perform various technique such as manipulation, illustration, modification and many more. RASA is a digital art design showcase participated by 17 lecturers from Graphic Design & Digital Media Program, under the Faculty of Art & Design, UiTM Melaka. 17 artworks were displayed in art Gallery Pakus Halus, Bandar Hilir a modern and contemporary art gallery located in the heart of Melaka Historical City.

The objective of the showcase is to increase awareness on digital art appreciation among the society especially when digital art do have a very high percentage of opportunity in promoting our treasure local elemen to the other country. Develop digital artist personality about art society among the academician in order to support the development of digital art such as art tourism in Malaysia.

The theme of this showcase is about the diversity of ingredients triggers a sense of the localcuisine, especially in Malacca. The concept of the work is in the form of digital artwork according to the expertise of the lecturers. Digital art bring new experiences to tourism and at the same time enjoying the local exquisite cuisine.

THE FLOW///

THEME:
The theme selection is very important to achive our aim in promoting Malaysian local elemen through digital art to the society. The theme is tradisional and local ingredients in Malaysian cooking.

SUBJECT MATTER:
RASA' artist selected one of the listed subject matter based on the theme chosen which local ingredients in Malaysian cooking.

DEVELOPMENT OF IDEA :
The stylization, modification and simplification for those local ingredients subject matter are totally from 'RASA' artist creativity and idea. It could be a digital art of packaging,motives, illustration, cartoon character and so on.

DIGITAL & PRINT:
Artist done with all the development of idea and digital process. Printing on a corvex canvas material and hang it on a poster frame format considered as the final step of production.
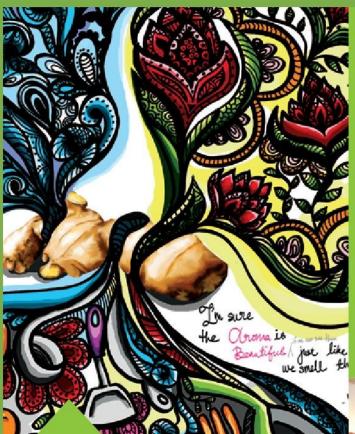
#rasashowcase2013
RASA2013   rasa_2013
http://admelaka.wix.com/rasa2013exhibition

DIGITAL ART///

There was so many form of digital art. It can be a motives, cartoon character, illustration, symbol and so on. Yet, still representing the main theme of the showcase. Promoting our treasure local elemen such as arts, cultures, lifestyle, foods in digital art form can be considered as one of the effective medium of promotion. It almost there when 'RASA' Showcase has won SILVER during RIID 2013 in design category in promoting our treasure local elemen through Digital Art media.

The advantage of digital art is it can be in a very wide range of applications. Especially in print media form. The artwork can reproduce and reprint in a many form of print media, which indirectly can expand the promotion of our local elemen to the society.

Digital art encouraging public and private investment on digital art by expanding the linckage of digital art though 'art tourism' with other country. Futhermore, digital art enable to xpand the linckage of digital artis among the academician in order to corporate with the development of digital art space in Malaysia.

THE SHOWCASE///

The location of the Gallery is in the vicinity of hotel and restaurant that make the showcase themes consistent with the atmosphere. This exhibition is also a platform for tourists to appreciate the artistic value in the digital artwork.

Commercialization opportunities through this exhibition could contribute to digital artwork principally appreciation to hospitality and relaxation. This showcase is also an early initiative from the lecturers as an initial step in expanding the 'art tourism' through digital art in Melaka. Thus it is also potentially to feature as participation in international exhibition based on the theme that maintains the unique local identity.

The Showcase area.

Pakus Halus Gallery.