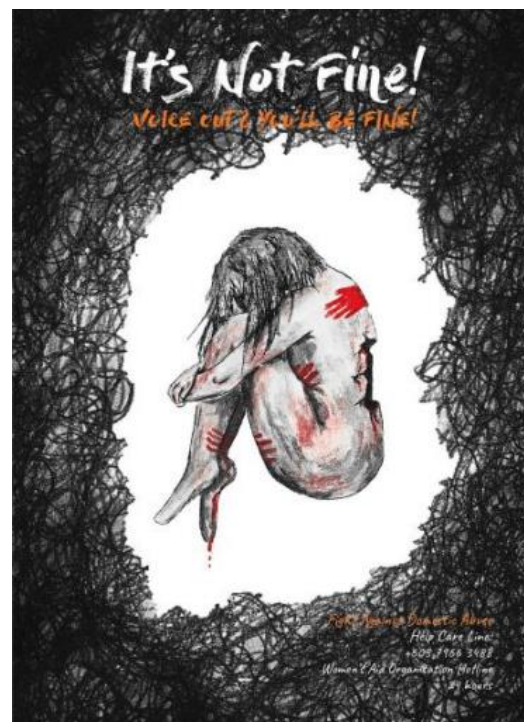


TAR UC Shines in China – ASEAN Competition



WHEN graphic design student Eng Jay Yee came across a Women's Aid Organisation video featuring survivors of domestic violence in Malaysia, she found the inspiration for her final year project.

Titled "It's Not Fine!", her artwork has recently been conferred the Bronze Award (Public Service Announcement category) at the China-Asean University Students' Charity Design and Creativity Competition 2020 organised by the Guizhou Institute of Technology. The Bachelor of Design (Hons) in Graphic Design student at Tunku Abdul Rahman University College (TAR UC) was exhilarated when informed by her supervisor Ooi Siew Fong of the win.

"I can't express how much this means to me. It is the result of my effort, research and work. "This feeling is the best reward for me!" said Eng, who beat thousands of other participants from around the globe to claim the prize. Ooi, too, bagged an award at the competition. The Faculty of Communication and Creative Industries (FCCI) lecturer won the Outstanding Instructor Award for her role in guiding her student, according to a press release from the university.

Ooi, however, played down her contribution to the project. “I was surprised to be listed for the award. I feel credit should be given to Jay Yee.

“Despite the time constraints due to her internship commitments and the challenge of designing her final year project to comply with the competition regulations, she managed to submit her entry and even won an award. “I’m happy and proud of her achievement,” she said.

Eng shared that in designing her artwork, she had intended to encourage victims of domestic violence – which has seen a spike in cases following the outbreak of the Covid-19 pandemic – to approach their communities for assistance. Many of these victims have been forced to stay at home due to the pandemic.

“I want to let them know that they are not alone in this. I also want to create societal awareness on the seriousness of domestic violence in Malaysia,” she said.

She expressed her gratitude for her lecturer’s “important role” in her creative process. “She guided me, gave a lot of advice that really played to my strengths, and helped me break my limits,” she said.

She added that her TAR UC education had helped prepare her for such competitive challenges. “I was able to apply my knowledge well and adapt easily to different situations,” she said



www.tarc.edu.my

Follow us on

