

**DIRECTORY OF EXPERTISE: SOCIAL SCIENCE AND HUMANITIES
FACULTY OF FILM, THEATRE & ANIMATION
UNIVERSITI TEKNOLOGI MARA (UiTM), PUNCAK PERDANA CAMPUS,
S.ALAM, SELANGOR, MALAYSIA**

1	NAME	Hafizah Binti Rosli
2	PHONE	0192416224
3	EMAIL	roslihafizah@yahoo.com
4	WEBSITE	-
5	ACADEMIC POSITION	Lecturer
6	QUALIFICATION AND GRANTING INSTITUTION	<ol style="list-style-type: none"> 1. Master in Art and Design - Visual Communication and New Media Digital in 2011, Universiti Teknologi MARA. 2. Bachelor Degree (Hons) - Art and Design (Graphic & Digital Media) Majoring in Advertising (2005), Universiti Teknologi MARA. 3. Diploma in Art and Design (Graphic) 2000, Universiti Teknologi MARA.
7	CURRENT ACADEMIC RESPONSIBILITIES	Committee Members of OBE (CDL-CQI / CDL-SCL)
8	RESEARCH INTERESTS AND PROJECTS	<ol style="list-style-type: none"> 1. Master 2. Bachelor Degree (Hons) - Art and Design (Graphic & Digital Media) Majoring in Advertising (2005), Universiti Teknologi MARA. 3. Diploma in Art and Design (Graphic) 2000, Universiti Teknologi MARA.
9	MAJOR RECENT RESEARCH & PUBLICATIONS	<ol style="list-style-type: none"> 1. <i>Traditional and Electronic Poster in Conference Paper: Artikel Art and Design Vol 4</i> 2. <i>Preventing Childhood Obesity by Educating The Parents Through Poster Design with New Design Element and Criteria: RiiD 2013 Research, Invention, Innovation & Design</i> 3. <i>Infographics: A Tone & Manner Of Advertising For Anti Dengue Campaign: RiiD 2013 Research, Invention, Innovation & Design</i>

10	INVOLVEMENT IN PROFESSIONAL ORGANIZATIONS	-
11	CONTINUING PARTICIPATION IN EDUCATION AND COMMUNITY SERVICES	-
12	AREA OF EXPERTISE AND INTEREST	<ol style="list-style-type: none"> 1. Visual Communication and New Media Digital 2. Advertising, Branding and Corporate Identity 3. 2D Animation/History of Animation and Idea and Concept.
13	CONFERENCES AND TRAINING	<p><i>Conference: International Colloquium of Art and Design Education Research (i-CADER2014)</i></p> <p><i>Training in University of Salford, Manchester, UK. Communication Storytelling: Journalism, Multi-Platform and TV Drama 14 – 20 February 2014</i></p>
14	PRODUCTIONS (THEATRE / FILM / OTHER PROJECTS)	-
15	SELECTED ART EXHIBITIONS	-
16	CONSULTATION PROJECT	-
17	HONOURS & AWARDS	<p>Preventing Childhood Obesity by Educating The Parents Through Poster Design with New Design Element and Criteria: <i>RiiD 2013 Research, Invention, Innovation & Design (Silver Award on Innovation of Design)</i></p>