



School of Design lecturer Ivan Lam (right) and 3D animation students at his art exhibition.

UCSI lecturer draws on life to liven up his students

DRAWING inspiration from life experiences has brought Ivan Lam to where he is.

The Sedaya International University College (UCSI) School of Design lecturer not only encourages his students to visit the library to find inspiration related to their field, he also takes them on field trips to broaden their minds.

He recently earned his fame and name from the success of his solo art exhibition titled *Panorama*. Lam constantly reminds his students who pursue a degree in 3D animation design to hold on tight to their real-life experiences.

"Design involves the tactile senses, which are not available in today's trend of sourcing information from the Internet, and as a result, designs become flat and uninspiring."

Lam believes taking his students out gives them an industry perspective.

"I find that when students see for themselves where the materials for their project come from, or how their art works can be displayed, this broadens their perspectives, and open up their minds when they sit down to design projects."

Lam, who uses elements of philosophy to teach his students, also emphasises that students should learn the history of art to know the origin of arts and its effects.

"Drawing and painting by hand are important, as one gets to see and feel their creations before being rendered on computers."

"It's a lot like learning how to crawl before you walk, and walk before you run. Being

able to create your designs on paper is important to translate them into digital art."

His students also get exposed to current events related to the art industry, especially since he has access to these events as an industry expert who has won accolades and recognition.

According to Dr Irene Tan Ai Lian, dean of the Faculty of Social Sciences, Music and Design, getting students involved in university-level events exposed them to the real world. "Through events, they learn to meet deadlines, and work as a team."

For details on UCSI Bachelor of Creative Arts (Hons.) in 3D Animation Design, call 03-91018880, visit www.ucsi.edu.my or enquire at www.ucsi.edu.my/onlineenquiry.