

ICON-HMC Generates Ideas For The Creative Industry

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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

Translated by Nur Ida Faradilla binti Aziz

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UUM ONLINE: The two-day International Conference on Human and Multimedia Creativity (ICON-HMC) 2017 served as a platform for the meeting between practitioners in the creative industry and researchers in the various fields of creativity, from all over the world.

The conference, organised by the School of Multimedia Technology and Communication (SMMTC), discussed issues in the creative industry including the latest breakthroughs and initiatives in the industry.

According to the Dean of the SMMTC, Assoc. Prof. Dr. Ariffin Abdul Mutaib, ICON-HMC 2017 furnished the necessary space and opportunity for students, researchers and professionals to share their knowledge and learn from the experiences of experts in establishing a community for the future, which would be management smart.

"The theme of the seminar, "Diversification of Creative Confidence," invites us all to examine critically how the concept of diversity can build confidence in the creative multimedia environment.

"Creativity is not a mystical talent, but a skill that can be nurtured and developed through practice. It is evident in a variety of fields," said Assoc. Prof. Dr. Ariffin in his speech before declaring the conference open at the SMMTC Seminar Hall, UUM.

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