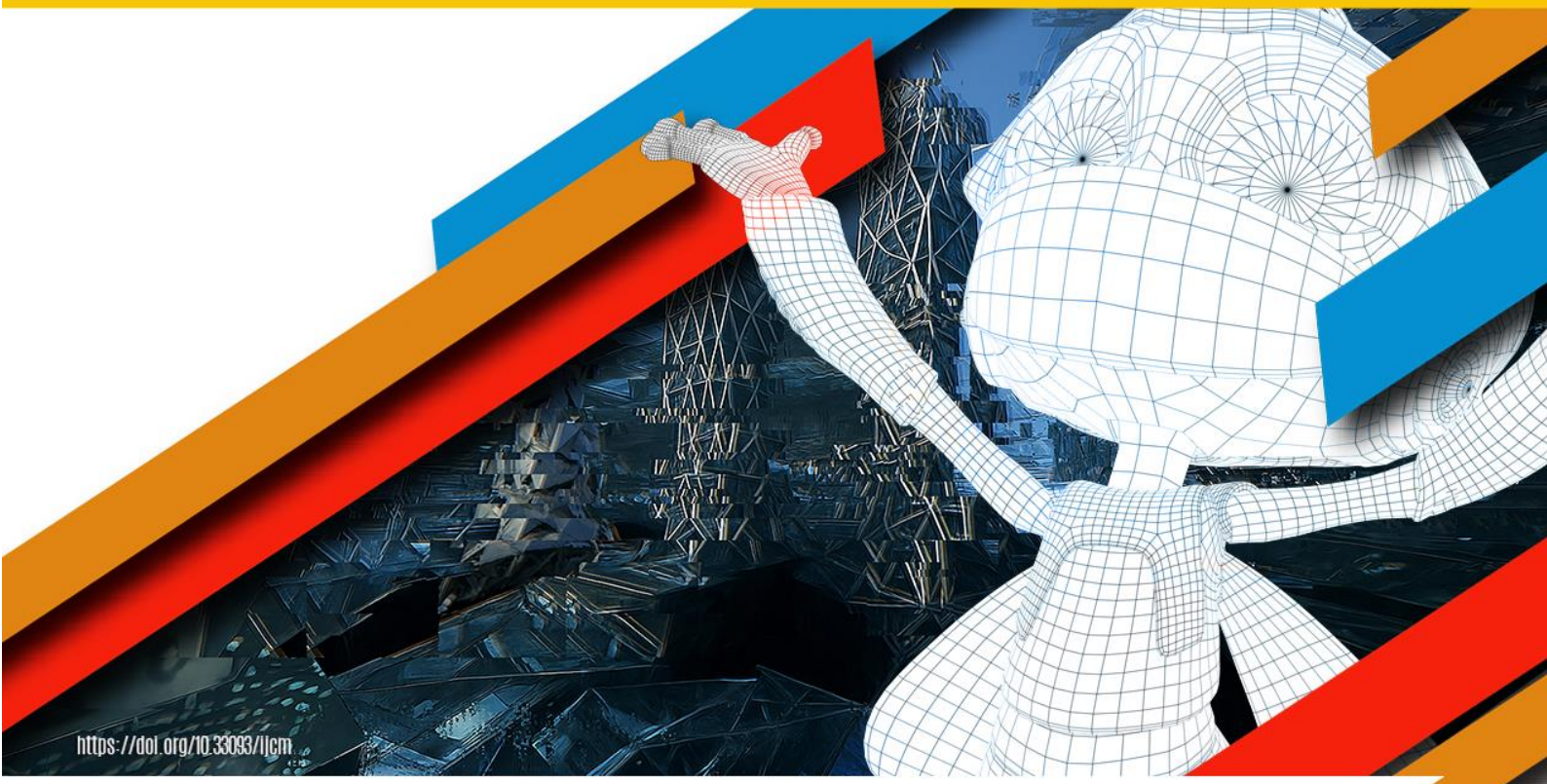
SEPTEMBER 2025 VOL. 6 ISSUE 2

E-ISSN: 2716 6333



INTERNATIONAL JOURNAL OF CREATIVE MULTIMEDIA

MMU MULTIMEDIA UNIVERSITY | PRESS

International Journal of Creative Multimedia

September 2025 Vol. 6 Issue 2

E-ISSN: 2716-6333

doi: https://doi.org/10.33093/ijcm

Editorial Board

Editor-in-Chief

Vimala Perumal
Multimedia University
63100 Cyberjaya, Selangor, Malaysia
vimala.perumal@mmu.edu.my

Executive Director / Managing Editor

Khong Chee Weng, Multimedia University, Malaysia

Advisory Board Members

Neo Tse Kian, Multimedia University, Malaysia
Hassan Muthalib, ANIMAS, Malaysia

Secretarial

Elyna Amir Sharji, Multimedia University, Malaysia
Md. Syahmi Abd. Aziz, Multimedia University, Malaysia
Kamal Sujak, Multimedia University, Malaysia

Editors

Azira Abd. Aziz, University of Ha'il, Kingdom of Saudi Arabia
Azman Bidin, University Malaysia Kelantan, Malaysia
Ekky Imanjaya, Bina Nusantara University, Indonesia
Hafizuddin Md. Yusof, Bahrain Polytechnic, Kingdom of Bahrain
Heidi Tan Yeen-Ju, Multimedia University, Malaysia
Jongcheon Shin, Sangji University, South Korea
Koo Ah Choo, Multimedia University, Malaysia
Lim Kok Yoong, RMIT, Vietnam
Md. Fuad Md Arif, Uni. Technology MARA, M'alaysia
Md. Izani Zainal Abidin, Higher College of Technolgy, UAE
Md. Nizam Ayub, University of Malaya, Malaysia
Neo Mai, Multimedia University, Malaysia
Norman Yusoff, University Technology MARA, Malaysia
Roopesh Sitharan, Multimedia University, Malaysia
Shilpha Ranade, Indian Institute of Technology, India
Sojung Bahng, Carleton University, Canada
Tan Wee Hoe, Sultan Idris Education University, Malaysia
Yap Sau Bin, Multimedia University, Malaysia

Reviewers

Nunnapan Puathanawat, MUIC, Thailand
Ng Yiing Y'ng, University of Wollongong Malaysia
Ian Chai, Multimedia University, Malaysia
Ng Kok Why, Multimedia University, Malaysia
Delas Santano, Sunway University, Malaysia
Heidi Tan Yeen-Ju, Multimedia University, Malaysia
Nazirah Mat Sin, Multimedia University, Malaysia
Zaini Kamarol Zaman, Multimedia University, Malaysia
Mohamad Razif Shah, Multimedia University, Malaysia
Md. Fairus Kamaruzaman, UiTM Shah Alam, Malaysia
Helena Song, Flinders University, Australia
Mastura Muhammad, UiTM Shah Alam, Malaysia
Rasmuna Shafiee, TAR UMT Penang, Malaysia
Wan Malini Wan Isa, Universiti Sultan Zainal Abidin, Malaysia
Muhammad Asyraf Mhd Pauzi, Multimedia University, Malaysia
Zainudin Siran, Multimedia University, Malaysia
Elyna Amir Sarji, Multimedia University, Malaysia
Lynn-Sze Ng, Multimedia University, Malaysia
Junita Shariza Mohd Nasir, Multimedia University, Malaysia
Alia Ali Idrees Mahmoud, Zarqa University, Jordan

MMU MULTIMEDIA UNIVERSITY | PRESS

Aim and Scope

The International Journal of Creative Multimedia (IJCM) is a peer-reviewed open-access journal devoted to publishing research papers in all fields of creative multimedia, including Digital Learning, Film & Animation, Media, Arts & Technology and Visual Design & Communication. It aims to provide an international forum for the exchange of ideas and findings from researchers across different cultures, and encourages research on the impact of social, cultural and technological factors on creative multimedia theory and practice. It also seeks to promote the transfer of knowledge between professionals in academia and industry by emphasising research where results are of interest or applicable to creative multimedia practices. We welcome all kinds of papers that connect academic research with practical and industrial contexts in the field of creative multimedia. The scope of the IJCM is in the broad areas of Creative Multimedia, following the five major thematic streams, including but not limited to:

- Digital Learning
- Media, Arts & Technology
- Games and Virtual Reality
- Cinema and Film Studies
- Animation and Visual Effects
- Visual Design and Communication

Copyright © 2025 by University Telekom Sdn. Bhd.

The **International Journal of Creative Multimedia** (E-ISSN: 2716-6333) is published biannually.

Typeset by MMU Press.
Cover Images by Elyna Amir Sharji.
Cover Design by Vimala Perumal.

Email: vimala.perumal@mmu.edu.my

International Journal of Creative Multimedia (2025)
doi: https://doi.org/10.33093/ijcm
© University Telekom Sdn. Bhd.
This journal is licensed under Creative Commons BY-NC-ND 4.0 International License.
Published by MMU PRESS. URL: https://journals.mmupress.com/index.php/ijcm

Vol 6 No 2 (2025) E-ISSN: 2716-6333

International Journal of Creative Multimedia

Table of Content

1. Integrating AR Technology with I-Space Theory for Safeguarding Henan's Clay Sculpture Intangible Cultural Heritage 1
Hexiang Lu, Mohd Ekram Alhafis bin Hashim

2 Extending Recursive Backtracking for Procedural Generation of Interconnected Rooms and Staircases in Multi-Level 3D Dungeon Layouts 23
Zhen Shern Soh, Kah Chun Chong, Bee Sian Tan, Jia Hui Ong, Chin Hui Ooi, Kim Soon Chong

3. Exploring Instructor Experiences with an E-Module for Online Teaching: A Qualitative Case from Maldives Higher Education 48
Fathimath Nasiha Abdul Muhaimin, Ts. Dr. Rozniza Zaharudin

4. Revisiting Family Television Viewing Culture in the Digital Age: The Role of Streaming, Technology and Changing Habits 65
Kelvin Inobemhe, Sharifatu Gago Ja'afaru, Daniel Ekhareafo

5. Conscientiousness and Gaming: A Scoping Review 89
Rosnani Abdul Rahman, Mohd Ikhwan Mohd Marzuki

6. Monetisation and Meaning: Examining YouTube's Economic Model, Content Homogenisation and Online Celebrity Culture in Pakistan 116
Syeda Saba Hashmi

7. Designing Serious Games for Cultural Heritage: A Framework Grounded in Critical and Experiential Theories 137
HongYuan Sun, Mohd Ekram Al Hafis Hashim

8. From Structural Logic to Visual Semiosis: Genealogical Trajectories and Digital Translation of Mortise-and-Tenon Craft 165
Shirong Feng, Mohd Ekram Alhafis bin Hashim

9. Integrating Animation and Immersive Media into Educational Storytelling: A Mixed-Method Classroom Study 185
Yu-Xuan Teo, Jun Wei Geuan

10. From Tradition to Transformation: Exploring Gender Portrayals in Pakistani TV Advertisements 202
Qirat Farooq, Aqsa Qandeel

11. Exposing the Distortion of Faith and Jurisprudence in Bidaah (2025 Through Social Criticism in Cinema 218
Aidatul Fitriyah

12. Conceptualising the Digital ESG Shift: A Stakeholder Theory Perspective on SMEs and Emerging Technologies 231
Anis Farzana Zulkefli, Memiyanty Abdul Rahim, Nor Suziwana Tahir \

13. City as Brand: A Review of Reimagine the City Advertising Design Final-Year Project Exhibition 249
Rosnani Abdul Rahman, Rubinden Kumar Ellyna Hashim, Muhammad Syahmi Abd Aziz

14. VFX Showcase Review: Projects at UNLOCK 2025 262
Anuar Hassan, Ahmad Azlan, Muhammad Firdaus Hashim

International Journal of Creative Multimedia (2025)
doi: https://doi.org/10.33093/ijcm
© University Telekom Sdn. Bhd.
This journal is licensed under Creative Commons BY-NC-ND 4.0 International License.
Published by MMU PRESS. URL: https://journals.mmupress.com/index.php/ijcm