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Selected articles from the 3rd International iVENTX Creative Exhibition 2025

July 21st – August 21st, 2025

Faculty of Creative Multimedia, Multimedia University, Malaysia

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

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Practice-Led Art and Design as Emotional and Experiential Inquiry

Guest Editor

Ts Dr Chee Weng Khong, Multimedia University, Malaysia

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Guest Editor's Cover Note

This Special Issue of the International Journal of Creative Multimedia (IJCM) brings together nine practice-led contributions developed in conjunction with the 3rd International INVENTX Creative Exhibition 2025 (iVENTX), hosted by the Faculty of Creative Multimedia, Multimedia University, Malaysia. Curated under the theme Practice-Led Art and Design as Emotional and Experiential Inquiry, the issue reflects contemporary trajectories in creative multimedia where artistic practice, design experimentation, and technological mediation function as primary modes of investigation and knowledge production.

The selected manuscripts originate from diverse art and design practices encompassing digital art, immersive installation, augmented and virtual reality, interactive systems, sound-based works, and speculative spatial interventions. Rather than conforming to conventional empirical research models, these contributions articulate inquiry through making, reflection, embodiment, and audience engagement.

Central to this Special Issue is the understanding of practice-led inquiry as a process in which meaning emerges through the act of creation itself. Across the nine works, artistic and design practices are not presented as outcomes alone, but as investigative processes that interrogate sustainability, cultural memory, technological mediation, psychological endurance, diasporic identity, and emotional renewal.

This Special Issue positions IJCM as a platform that recognises and supports diverse forms of knowledge production within art and design, affirming the journal's commitment to evolving research paradigms that bridge creative practice, technological innovation, and critical reflection.

Ts Dr Chee Weng Khong
Guest Editor

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