General

UMPSA organises AI Creativity Competition 2024: Art in the Era of Science, Technology, and Innovation (STI) to foster students' interest in technology

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PEKAN, 17 December 2024 – The Faculty of Manufacturing and Mechatronic Engineering Technology (FTKPM), Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA), in collaboration with the Ministry of Science, Technology, and Innovation (MOSTI), organised the AI Creativity Competition 2024: Art in the Era of Science, Technology, and Innovation (STI) as a platform to introduce artificial intelligence (AI) technology to students and the younger generation.

The programme aimed to cultivate interest in AI technology while providing participants with the opportunity to explore science and technology innovation in a practical, fun, and educational manner.

The closing ceremony of the programme was officiated by the Deputy Dean (Research and Postgraduate Studies) of FTKPM, Ts. Dr Ahmad Rosli Abdul Manaf.

In his officiating speech, he emphasised the importance of AI technology in driving innovation in the era of Industrial Revolution 4.0.



“May programmes like this shape future talents who are competitive in the fields of science, technology, engineering, and mathematics (STEM).

“It is hoped that this programme will catalyse the development of young talents who excel and are creative in AI and STEM fields.

“I also believe that continuous efforts like this will help produce a highly skilled workforce capable of contributing to national development in the digital era,” he said.

The programme successfully attracted 253 students from 11 schools in Pahang, including Sekolah Menengah Kebangsaan (SMK) Mahmud, SMK Gudang Rasau, SMK Tengku Afzan, SMK Tengku Abdullah, SMK Indera Syahbandar, SMK Sungai Soi, SMK Peramu Jaya, SMK Ubai, SBPI Kuantan, and SMK Seri Pekan.

The presence of participants demonstrated an overwhelming response among students towards new technology and innovation.

Throughout the programme, various engaging activities were conducted, including webinars titled ‘Video Editing Using AI Tools’ and ‘Poster Editing Using AI Tools,’ held online on 12 December 2024.

These activities introduced participants to the use of AI technology in the creative field.

Additionally, the Creative AI Poster Design Competition and the Creative AI Video Competition provided students with a platform to channel their creativity in producing AI-based works.

These competitions not only tested participants’ creativity but also encouraged critical and innovative thinking to solve problems while introducing AI concepts in visual art.

The highlight of the programme was the AI Tech Forum titled ‘Artificial Intelligence: Exploring the Future of Education and Careers’, which offered in-depth insights into the role of AI in shaping the future of education and careers while discussing AI’s immense potential in meeting global industry needs.

The forum also inspired participants to view AI technology as an essential element in their future lives and careers.

The programme’s closing ceremony was enlivened with a showcase and presentations by the competition finalists.

Participants had the opportunity to display their creative works to the judges and audience.

The active participation of students in all activities highlighted the immense potential of the younger generation to master future technologies.

The event, held at the Centre for Modern Languages Lecture Hall, UMPSA Pekan, successfully achieved its goal of fostering students’ interest and involvement in AI technology.

This AI Week programme concluded with resounding success, further demonstrating FTKPM’s commitment to empowering education in technology and innovation among the younger generation.

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