



Dr. Zulkifli Muslim

Qualification:

PhD in Communication Design, University of Science Malaysia
MA in Communication Design, Manchester Metropolitan University
BA in Art & Design (Graphic Design), Institut Teknologi Mara, Shah Alam, Selangor

Working Experience:

Faculty of Design and Architecture, Universiti Putra Malaysia
University of Dammam, Saudi Arabia
MimarSinan Fine Art University, Istanbul, Turkey
Media Department - World Assembly Islamic Youth (WAMY), Riyadh, Saudi Arabia
Cultural Centre, University Of Malaya
Research & Development Department, PROTON

Field of Specialization:

Transformation & Innovation in Design System Islamic Design Principle based on Al Quran & Hadith analysis.

Research Areas of Interest:

Islamic design & conceptual analysis, graphic design.



+603 8946 4066 / +6012 317 9931



Department of Industrial Design, Faculty of Design & Architecture, UPM



zulkifli@upm.edu.my / zulmuslim@yahoo.com



Dr. Zulkifli Muslim is an academician, researcher and design consultant in the Faculty of Design and Architecture, Universiti Putra Malaysia. In 2016, he was a Visiting Researcher in Mimar Sinan Fine Art University, Istanbul, Turkey and Universiti Putra Malaysia for six months. He was appointed as an Visiting Professor for the University of Dammam, Saudi Arabia, in February 2012, as well as External Examiner for the Graphic and Multimedia academic program for the same university in Saudi Arabia. During his visit to Saudi Arabia and Turkey, he was the Advisor for the Media Department in the World Assembly of Muslim Youth based in Riyadh, Saudi Arabia. He had a few years of working experience in advertising agencies before serving as Assistant Director in the Cultural Centre, University of Malaya. He was also attached with the National Automobile Industry (PROTON) as an Assistant Manager for the Research and Development unit.

He obtained Gold, Silver and Bronze Medals in the Invention, Research and Innovation Exhibition (PRPI) UPM 2012. In 2013, he was awarded The Best Award received from Japan Intellectual Property Association, A Gold Medal Award and The Best Design Award for his research and innovation invention in the 12th International Design Expo and Awards 2013, and a finalist for the Prime Minister's Innovation Award in 2010. He has won many logo design competitions organized by government agencies and corporate organizations

and these include the International Islamic University (UIA), Takaful Malaysia, Pernas Holding Sdn. Bhd. and State Municipal Councils.

His areas of expertise are graphic symbols focusing on the Islamic design, conceptual analysis, meaning and processes in the making of the symbols. His specialization is in the area of Transformation and Innovation through nature in the Symbol System. His writings predominantly discuss on Islamic symbolism, symbolism and nature, geometrical symbol, symbolism in medication and symbolism in the spiritual manifestation. His research also includes examining techniques for communication from text form into symbols such as mind maps and the symbol system. His current research is on biomorphic design for product design and creation. He has a profound interest in examining the relationship between graphic elements and nature, as well as spiritual symbols. His approach is towards the creative and systematic application of visual transformation processes in all aspects of life.

The philosophy of his work is TRUTH in one's intention, SINCERE in one's manifestation of the heart, STRAIGHT in one's soul and OBEDIENT in one's physical action towards God, the Majestic Creator.