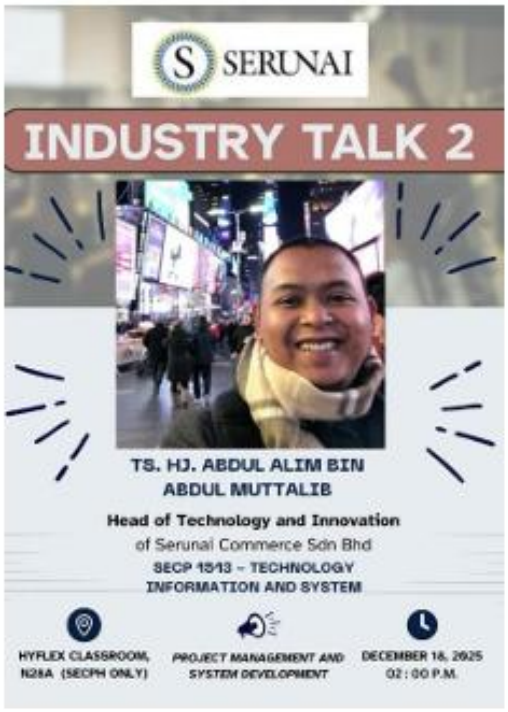
ACADEMIC WRITING REPORT

INDUSTRIAL TALK 2 WITH TUN HJ. ABDUL ALIM

TECHNOLOGY AND INFORMATION SYSTEM SECP1513/07



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This report summarizes the sharing session delivered by Tuan Hj. Abdul Alim, focusing on his professional experience and the importance of Project Management and System Development Life Cycle (SDLC) in computer-related programs. The session aimed to bridge the gap between university learning and real-world industry practice.

Tuan Hj. Abdul Alim is a graduate of University Technology Malaysia (UTM) from the 2014/2015 academic session. He has accumulated over 10 years of working experience across multiple companies, primarily involved in development projects. Currently, he serves as the Head of Technology & Innovation at Serunai Commerce. At Serunai Commerce, he leads the development of halal digital solutions, including systems that verify the halal status of products such as imported food items (e.g., Korean snacks). His work demonstrates how technology can support compliance, trust, and innovation within the halal ecosystem. During the session, he shared that he struggled during his first three years after graduation due to difficulty connecting academic knowledge with workplace demands. This experience motivated him to guide current students so they can better understand how theoretical concepts learned at university are applied in real industry environments.

Project management refers to the structured process of planning, organizing, executing, and monitoring tasks to achieve specific goals within a defined timeline and budget. The speaker emphasized the common principle: *"Fail to plan, plan to fail."* Effective project management helps reduce risks, control complexity, coordinate team members, and ensure successful project delivery. Two commonly used methodologies discussed is Waterfall Methodology and Agile Methodology. Waterfall Methodology is a linear and structured approach where each phase must be completed before moving to the next. This method is suitable for projects with fixed requirements while Agile Methodology is a flexible and iterative approach that divides work into short cycles (sprints). Agile is effective for projects that require frequent feedback and continuous improvement.

Other than that, Tuan Hj. Abdul Alim talks about The System Development Life Cycle (SDLC). The System Development Life Cycle (SDLC) is a systematic framework used to guide the development of software and systems from start to finish. It ensures that projects are developed in an organized, efficient, and maintainable manner. It begins with analysis to identify user needs, followed by design to plan the system structure and workflow. The implementation stage involves developing the system, while testing ensures that it works correctly. After that, the system is deployed for users, and maintenance is carried out to fix issues and improve performance. The speaker emphasized that SDLC is not only a theoretical concept but an essential framework used in real-world computer science and IT careers. SDLC can also be compared to cooking, where deciding on a recipe represents analysis, preparing ingredients represents design, cooking reflects implementation, tasting reflects testing, serving reflects deployment, and improving the recipe based on feedback represents maintenance.

Project Management and the System Development Life Cycle (SDLC) are fundamental to all computer science-related programs, including Computer Graphics and

Multimedia. In Computer Graphics and Multimedia program, project management is applied to coordinate team members such as UI designers, animators, developers, and testers. It also helps manage timelines and deliverables for assignments, Final Year Projects (FYP), and client-based projects, while scaling projects from individual efforts to large collaborative productions. The SDLC framework is applied in graphics and multimedia development by first analyzing user needs, such as game graphics quality, animation style, or platform constraints. This is followed by designing visual assets, rendering pipelines, and interaction flow. During implementation, 3D models, textures, animations, shaders, and other multimedia elements are created. Testing ensures rendering performance, animation smoothness, and overall user experience meet expectations. Once completed, the project is deployed by releasing the game, animation, or multimedia application, and maintenance is carried out to update graphics, fix bugs, and enhance visual quality. Regarding methodologies, the Waterfall approach is suitable for projects with fixed requirements, such as client-based advertising campaigns, whereas Agile is more appropriate for creative projects like games or interactive media, where designs evolve based on user and client feedback.

Amir learned that project management and SDLC are important even for student projects in Computer Graphics and Multimedia, and by applying these principles he will manage tasks efficiently and meet deadlines over the next four years. Nafis gained insight into applying SDLC in real projects, analyzing user requirements and designing clear development pipelines, which will help him complete projects systematically and achieve academic and practical success. Faris realized that creativity must be supported by structured development, and understanding Agile will enable him to work effectively in teams and adapt to changes in future projects. Iqbal noted that project management extends beyond coding, coordinating designers, animators, and developers, and applying these skills will ensure successful collaboration and project outcomes. Amin understood that SDLC ensures quality, performance, and user experience, and by approaching assignments like real industry projects he will improve project results and prepare for professional work in the next four years.

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