

CURRICULUM VITAE

PERSONAL DATA		
i.	FULL NAME	MUHAMMAD YUSUF B. MASOD
	Date of Birth	3 September 1983
	Address	Department Of Printing Technology, College of Creative Arts , Universiti Teknologi MARA, Cawangan Selangor, Kampus Puncak Alam 42300 Puncak Alam, Malaysia
	Institution	Universiti Teknologi MARA, Cawangan Selangor,
	Faculty	Faculty of Art & Design
	Present Designation	Senior Lecturer
	Tel. No.	+60123888201
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	Google Scholar	https://scholar.google.com/citations?user=pLnvcj0AAAAJ&hl=en
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ii. Academic Qualification

No	Qualification	Institution	Year
1.	M.A Visual Communication & New Media,	Faculty of Art & Design, Universiti Teknologi MARA, Shah Alam.	May 2008-Nov2009
2.	Degree In Printing Technology (HONS)	Faculty of Art & Design, Universiti Teknologi MARA, Shah Alam	May 2004-May 2006

iii. Current Professional Membership

No	Appointment/Position	Universities/Government/ Private Agencies/ Professional Bodies	Year
1.	Educational Members	The Ghent Workgroup. An international organization made up of graphic arts users, associations & developers building best practices for publishing and packaging workflows.	2022-2025

iv. Current Teaching and Administration Responsibilities

iv.a. Current Administration

No	Appointment/Position	Institution/Faculty/Department	Date(s)
1.	Program Coordinator (academic)	Department of Printing Technology, Faculty of Art & Design, Universiti Teknologi MARA	1 January 2011- 31 December 2018
2.	Senior Lecturer	Department of Printing Technology, Faculty of Art & Design, Universiti Teknologi MARA	Current
3.	Prepress Coordinator	Vivar Printing Sdn Bhd	2006-2009

iv.b. Teaching Administration

No	Course Taught	Course Code	Level of Studies
1.	Prepress Electronic & digital Press Control	PRT562	Degree
2.	Advance Offset Lithography	PDT500	Degree
3.	Digital Printing	PDT552	Degree
4.	Basic Offset Lithography	PDT450	Degree
5.	Basic Printing Process	PRT110	Diploma
6.	Print On Demand	PMA616	Degree
7.	Basic Printing Processes	EAD401	Degree

Online visibility

Youtube channel for online teaching

PRINTHINK : Printing Technology Online Learning Courses feature printing industry-focused courses developed and presented by the subject matter expert in printing technology. There are free courses in categories such as print production and tutorials of software and instrument used in print production.

<https://www.youtube.com/c/PRINTHINK>

Online E-book Platforms

1. https://issuu.com/myusuf252/docs/prb_dynamic_e-book_edition
2. https://issuu.com/myusuf252/docs/printing_showcase_dynamic_41st_gen_ebook

iv.c. Supervision – Ph.D Thesis/Dissertation

Year	Student's Name	Research Title	Thesis Submission Date
nil			

iv.d. Supervision – Master/LLM Thesis

No.	Student's Name	Research Title	Thesis Registration Date
1.	Shalida Binti Mohd Rosnan	Factors That Lead To The Success Of Book Printers In Printing Industry	1 September 2014

iv.f. Supervision – Undergraduate Thesis

Semester/Year	Student's Name	Research Title
September 2011-Febuari 2012	Nurul Azlina Binti Zainan	An Investigation Of Digital Prepress Competency
2014/Mac-Julai2014	Nor Shafikah Binti Abu Bakar	An Investigation Of Iso Standard In Printing Waste Management
2014/Mac-Julai2014	Nor Hidayah Binti Ahmad Zainal	A Survey Of Digital Print Quality Issues
2014/Mac-Julai2014	Nurul Hanis Izyani Mohd Zaini	An Investigation On Consumer Perception Towards Waste To Wealth Product By Digital Printing

v. Working Experience

No	Position	Institution/Faculty/Department	Date(s)
1.	Pre-Press Coordinator,	Vivar Printing (M) Sdn. Bhd. Rawang, Selangor	6.May.2006-10 Oct 2009
2.	Lecturer, Department of Printing Technology	Faculty of Art & Design,UiTM	8 Jan 2010 - now

vi. Conferences and Training

No	Title Of Paper	Name Of Conference/Seminar	Date And Place	Type Of Contribution
1.	Identifying Key Digital Prepress Competence Requirements For Printing Technology Workforce	2012 Ieee Symposium On Business, Engineering An Industrial Applications	2012 / Penang	Main Author
2.	An Overview Of The Print And Publishing Industry In Malaysia	5th Asian Symposium On Printing Technology Philipines 2014	2014/Manila	Main Author
3.	Enhancing The Appearance Of Printed Products Using Special Effects	International Symposium On Research Of Arts, Design And Humanities	2014/ Langkawi	Main Author
4.	The Study On The Roles Of Electronic Artwork Pre- Flight Checking In Digital Prepress Workflow Among Selangor Publication Printers	2011 Ieee Colloquium On Humanities, Science And Engineering Research (Chuser 2011)	2011/ Penang	Main Author
5.	Digital Data Exchange In Digital Prepress Technology: The Adoption Of A New Standards	2013 Ieee Business Engineering And Industrial Applications Colloquium (Beiac 2013)	2013/Kuching	Main Author
6.	An Overview Of The Digital Inkjet Printing For Fine Art Painting Reproduction	International Symposium On Research Of Arts, Design And Humanities	2014/ Langkawi	Main Author
7.	A Survey Of Offset Lithography Print Defects	International Symposium On Research Of Arts, Design And Humanities	2014/ Langkawi	Main Author
8.	The Survey into the Implementation of Certified Digital Proofing	International Colloquium of Art and Design Education Research (i-CADER 2015)	2015	Main Author

9.	Basic Production Control in Magazine Production at Ultimate Print: A Case Study	International Colloquium of Art and Design Education Research (i-CADER 2015)	2015	Main Author
10.	The Implications of E-Book on Print-Book Industry: Will Printers Survive?	International Colloquium of Art and Design Education Research (i-CADER 2015)	2015	Main Author
11.	An Overview of the Print and Publishing Industry in Malaysia	Journal of Printing Science and Technology	2015	Main Author
12.	An Overview of the Digital Inkjet Printing for Fine Art Painting Reproduction	International Colloquium of Art and Design Education Research (i-CADER 2015)	2015	Main Author
13.	Enhancing the Appearance of Printed Products Using Special Effects	International Colloquium of Art and Design Education Research (i-CADER 2015)	2015	Main Author
14.	Microscopic Image and Text Examination of Conventional and Digital Printouts	International Colloquium of Art and Design Education Research (i-CADER 2015)	2015	Main Author
15.	Practicing Environmental Protection in Printing Industry	Journal of Printing Science and Technology 55 (6), 566-569	2015	Main Author
16.	Implementing Management Information System for the Printing Industry for Managing Efficiency and Effectivity in Processes—an Applied Research Case Study of PT. Suara Merdeka ...	Journal of Printing Science and Technology 55 (6), 566-569	2015	Main Author
17.	Reinventing Printing Business towards Industry 4.0	Journal of Printing Science and Technology 55 (6), 566-569	2018	Main Author
18.	Building Innovation Technology Concept in Creative Industry into Vocational Education Study Case in Indonesia, Malaysia and Thailand Industries	Journal of Printing Science and Technology Vol 56, Issue 1	2019	Co-Author
19.	AI Adoption in the Printing Industry: A FVM perspective	Environment-Behaviour Proceedings Journal Vol 6 Issue 15,	2020	Main Author
20.	PDF Output Workflow Conformance Test to the PDF/X-4 Standard (ISO 15930-7: 2010)	2021 IEEE 9th Conference on Systems, Process and Control (ICSPC 2021)	2021	Main Author

vii. **Research and Publications**

vii.a. **Research**

No	Research Title	Date of Completion	Chief Researcher & Members and Nature of Your Contribution	Research Grant/ Amount
1	Identifying Key Digital Prepress Competence Requirements For Printing Technology Workforce	Mei 2012	Muhammad Yusuf B, Masod Ketua Projek	RM 5,000
2	An Image Identification And Characterization Between Digital And Conventional Printouts	30 Jun 2014	Muhammad Yusuf B, Masod Ketua Projek	RM 20,000

3	Standardized Offset Lithography Print Quality	14 Disember 2014	Muhammad Yusuf B, Masod Ketua Projek	RM 50,000
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vii.b. Publication – Book/Chapter in Book

No	Title of Book/Chapter	Publisher	Date of Publication	ISSN/ISBN
1.	DYNAMIC	Department of Printing Technology, UiTM Puncak Alam	16/12/2021	9789672559504
2.	Printing Showcase: Dynamic: 41st Generation	Department of Printing Technology, UiTM Puncak Alam	17/12/2021	9789672559511

vii.c. Publication – Editorial Commitment/Translation Works

No	Book	Publisher	Date of Publication	Type of Contribution
1.	“Taking flight to ensure all are adequately addressed” (Print plus Magazine)	Print Plus Magazine	November 2011	Author for technical article
2.	“The Evolution of PDF Specification” (Print Plus Magazine)	Print Plus Magazine	October 2011	Author for technical article
3.	“Data Format in Digital Prepress technology” (Print Plus Magazine)	Print Plus Magazine	August 2011	Author for technical article

viii. Consultation

No	Appointment/Position	Universities/Government/Private Agencies/Professional Bodies	Date
1	Pengurus Percetakan, Steering Towards Distinction Reaching Our	ICAN, UiTM	2013
2	Jawatankuasa Grafik, Buku Roh Kesungguhan Melayu	IMPAK, UiTM	2015
3	Pengurus Penerbitan Dan Percetakan, Art & Design International Conference Andic 2012	FSSR, UiTM	2012
4	Panel Bengkel Kerja Standard Kurikulum Kolej Vokasional	Kementerian Pelajaran Malaysia	16-19 Julai 2012
5	Pengerusi Mesyuarat Jawatankuasa Penilaian Teknikal 3 Penilai Keupayaan Syarikat/Perniagaan	Kementerian Pelajaran Malaysia	10-16 Oktober 2011

ix. Community Service

ix.a. Service within Department/Faculty and the University

No	Appointment/Position	Institution/Faculty/Department	Date
1.	Penyedia Kertas Soalan Dan Skima Jawapan Januari 2013	FSSR, UiTM	7-9 Ogos 2013
2.	Penyedia Kertas Soalan Dan Skima Jawapan Sesi Mac-Julai 2012	FSSR, UiTM	1-2 Mac 2012
3.	Penyedia Draf Kertas Soalan Dan Skima Jawapan Peperiksaan Akhir Ijazah Jun 2013	FSSR, UiTM	20-21 Februari 2013

ix.b. External/Community Service

No	Appointment/Position	Institution/Faculty/Department	Date
1.	Ahli Jawatankuasa Jpt3 Bahan Bacaan Tambahan Dan Bahan Bantu Mengajar Untuk Pusat Sumber Sekolah	Kementerian Pelajaran Malaysia	8-15 Disember 2010
2.	Ahli Jawatankuasa Jpt3 Bahan Bacaan Tambahan Dan Bahan Bantu Mengajar Untuk Pusat Sumber Sekolah	Kementerian Pelajaran Malaysia	4-7 Julai 2011
3.	Ahli Jawatankuasa Penilaian Keupayaan Syarikat/Perniagaan	Kementerian Pelajaran Malaysia	11-20 April 2011

x. Other Relevant Information

x.a. Area of Expertise

No	Area
1.	Printing Technologies
2.	Digital Transformation
3.	Process Control in Printing
4.	Visual Communication and New Media

x.b. Innovation/Invention Awards

Title/Product	Recognition/Awards	Role and Type of Contribution	Date(s)
Sustainable Packaging : No Adhesive Required Secured Pocket	Bronze Medal	Main Author/inventor	September 2017

x.c. Glorification and Academic Awards

Recognition/Awards Title	Conferred by	Date
Penyelidik Terkehadapan (Vanguard)	UiTM	2 September 2014
Anugerah Perkhidmatan Cemerlang	UiTM	22 September 2014