

Sunway University • School of Arts Newsletter • August 2018

Sunway University School Of Arts

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August 2018 Edition

ABOUT US

As one of the leading schools of arts in Malaysia, the School of Arts at Sunway University offers a variety of disciplines, ranging from Advertising and Public Relations to Design, Architecture, Film Production, Theatre and Music. We are preparing a new generation of students and researchers in the domain of creative digital media (CDM), merging core attributes of the arts, sciences, humanities, media and technology.

School of Arts Press (SOAP) is a monthly newsletter where we provide information on student and staff achievements, past events as well as a notification platform for upcoming events!

MESSAGE FROM THE DEAN

Happy August! This is one of my favorite times of the year, because I know students will soon be on campus again for another semester. The Sunway University School of Arts (SOA) is delighted to present this premiere issue of our newsletter - School of Arts Press (SOAP). Our student PR Assistants, Chivonne Kueh and Nicole Cheong, have been working diligently to create this new instrument to help spread the word about all the exciting things going on in SOA.

Please forward this email to anyone who would be interested in receiving a monthly review of upcoming events and past successes in the SOA. Links to subscribe or unsubscribe are included at the bottom of the newsletter.

Sincerely,
Don Bowyer, Dean
Sunway University School of Arts

UPCOMING SOA EVENTS

- SOA Diploma in Interior Design Graduation Show at Sunway Velocity Mall
2-6 August 2018

- SOA Diploma in Graphic and Multimedia Design Graduation Show at Sunway Velocity Mall
7-12 August 2018

- August Semester Class Begin
20 August 2018

- Hosting : Hong Kong - Asia Piano Competition
9 September 2018

- Hosting : Malaysian Institute of Interior Designers (MIID)
13 October 2018

- Hosting : Malaysian Jazz Workshop 2018
26-28 October 2018

For more information on SOA events, contact Sammy Chong
atsammyc@sunway.edu.my

STUDENT AND STAFF ACHIEVEMENTS

MA in Visual Communication and Media Studies



Ahmet Ögüt giving a speech on his previous experiences.

On 3rd May 2018, the Centre for Research-Creation in Digital Media (CRCDM) launched the MA in Visual Communication and Media Studies (VCMS) in Wei-Ling Gallery, The Gardens Mall. Ahmet Ögüt, a highly-respected artist was invited to present on his working experiences around the world on the understandings he derived.

The first post-graduate programme in the School of Arts, the MA in VCMS allows students to venture into the concepts of media through a framework of branding narratives. Besides, it helps to develop in-depth understanding on how contemporary media has developed narratives as an organising principle and what that means for society.

UNIMAS 14th Mini Film Fest 2018

Congratulations to Sunway University School of Arts students from the BA (Hons) in Digital Film Production, for awards won in several international film festivals.

The film “家爱- From Home With Love” was being selected as the Semi-Finalist in the Sun Mauro Torinese International Film Festival 2018 (Italy), Finalist in the Cinemi Cinemà International Short Film Festival 2018 (Italy), and Official Selection in the UNIMAS 14th Mini Film Festival 2018 (Malaysia). The production team consisted of Steven Soon, Chan Cheok Hymm, Charmaine Kong, Alisha Edmund Claran, Wyman Wai, and Kan Peik Quan.



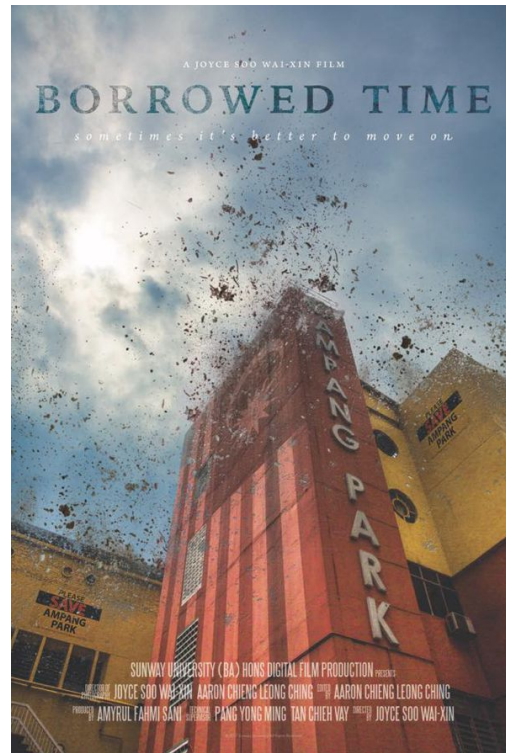
Promotional poster for "家爱 - From Home With Love".

Another student film “Hang In There, Gentleman”, has been chosen for the Official Selection in the UNIMAS 14th Mini Film Festival 2018 (Malaysia)! Congratulations to the production team of Steven Soon, Derrick Ong Zhen Jieh, and Lim Wan Yin.



Promotional poster for "Hang In There, Gentleman".

In addition to the two short films, the documentary “Borrowed Time” also won the Best Documentary Award at the UNIMAS 14th Mini Film Festival 2018 (Malaysia)! This is the first time students from the BA (Hons) in Digital Film Production programme has won this award. A huge congratulations to the production team of Joyce Soo Wai Xin, Aaron Chieng Leong Ching, Amyrul Fahmi Sani, Pang Yong Ming and Tan Chieh Vay.



Promotional poster for "Borrowed Time".

Sunway University School of Arts is very proud of our students, and their achievements. Keep it up Digital Film Production students!



Students pose for a picture after winning several awards from the UNIMAS Mini Film Fest 2018.

ACA World Championships



Anis Anati Binti Mohd Faizal on stage with lecturers and representatives from the organizer.

Congratulations to Sunway University School of Arts students and lecturers from the Department of Art and Design (DAD) who won several awards in the ACA Championship Malaysia 2018! Anis Anati Binti Mohd Faizal won the 1st Place Champion, with a return flight and accommodation to Florida (USA), where she will continue to compete in the ACA Global Championships.

We also congratulate Michael Chuang for his 6th place award, as well as Ang Jia Chie and Aisyah Binti Abd Munir for finishing in the Top 30!

Of course, we should not forget about our lecturers who worked equally hard to help their students in this competition. Therefore, we congratulate our lecturers, Mr Wincen Foong and Ms Bibi Zarifah, for winning 1st place in the Passionate Lecturers Award!



Trophy for Passionate Lecturers Awards.

New Publication of Journal Article!

Congratulations to Ms. Perline Siek, lecturer in the Department of Art and Design (DAD) in Sunway University's School of Arts. Ms Siek's article, titled "Current Outlook on the Development of Malaysian Chinese Private Higher Education in Design", has been published in the *International Journal of Cultural and Creative Industries*. At Sunway University, our lecturers are also active in research and publication! Ms. Siek humbly provided a quote: "True research does not end. Instead, it points the way for yet another research". (Glesne, 1999)

RECENT ACTIVITIES

'beYOUtiful' Campaign



Year 2 students from the BA (Hons) in Communication programme, in the Department of Communication and Liberal Arts, School of Arts, Sunway University recently held a 'beYOUtiful' campaign. The aim of this campaign is to raise awareness for self-love and self-acceptance, as it has rapidly become a social issue in today's society.

Seeing the rise of negative perceptions of one self's body image, there is a need to address this social issue. People often chase after the ideal body image of certain shapes and sizes as portrayed in media. With the perception of a 'perfect' body, people compare themselves to these ideals, leading them to feel "not good enough". This is why there are so many people today who are insecure of their looks, who think of themselves as incompetent, and are dissatisfied with themselves. This social issue exists amongst both men and women of today's world. Therefore, this campaign aims to promote self-love and self-acceptance, as well as challenging the unrealistic standards of beauty as portrayed in media.

The overall duration of the campaign was 6 weeks, from 20 April 2018 to 1 June 2018. Throughout the 6 weeks of the campaign, students organised various different events, including the opening ceremony, "it's a beYOUtiful day", a photo exhibition and a closing ceremony. The campaign was mainly promoted through social media platforms such as Facebook and Instagram as well as word of mouth amongst students and lecturers.



Students and lecturers taking part in the photo exhibition. (photo credits to Beyoutiful_su on Facebook)

At the closing ceremony held on 1 June 2018, Professor Graeme Wilkinson, Vice Chancellor of Sunway University, said that “the theme of this campaign is an extremely important one, because these days we live in a world where style is triumphing over substance. And that’s really wrong. Because image is the substance of who you are.” He then continued to acknowledge the students’ efforts whilst congratulating them on the successful execution of the campaign.

Though the campaign has ended, the message lives on. Self-love and self-acceptance are important, and each individual matters.

Congratulations to the student organisers of the ‘beYOUtiful’ campaign, as it truly is an unforgettable one.



Student committee and helpers behind the "beYOUtiful" campaign. (photo credits to Beyoutiful_su on Facebook)

Performing Arts Symposium

On the 12th and 13th of July 2018, the Performing Arts and the Royal Courts of Southeast Asia Symposium was held in Sunway University, Level 1, JC3. This event was organised by the Department of Performance and Media (DPM), School of Arts, Sunway University.

The two-day symposium featured performances from various Southeast Asian Royal Courts such as Thai, Javanese, Sundanese, Siamese and many more. Besides inviting experts from all over the world to conduct performances, our own DPM lecturer, Dr Mayco Santaella also conducted a performance titled “Honouring the Maradika: From Kaili Kingdoms to a Decentralized Neo-Royal Provincial Government”.



Performances from Southeast Asian Royal Courts on the first day of the symposium.



Performers gather on the stage to pose for a group photo.

Field Trip to Leo Burnett!

In May 2018, students majoring in Advertising Design in the Department of Communication and Liberal Arts (DCLA) were given a chance to visit one of the premiere advertising agencies within the Southeast Asia region, Leo Burnett. Besides touring around the offices in the building, students had a sharing session with the CEO of Leo Burnett, Mr Tan Kian Eng, as well as the creative director, Zaidee. According to Ms Vijaya, one of the lecturers who led the batch, students had a fresh perspective concerning the advertising industry in Malaysia as well as the potential prospects in advertising design after the visit to Leo Burnett.



Advertising Design students and lecturers pose for a photo in Leo Burnett.

DAD Intercultural Activities

The School of Arts Department of Art and Design has always been active in cross-cultural activities and events. Annually, DAD organises cultural exchanges to allow their students to have international experience.

In 2018, School of Arts Department of Art and Design hosted a workshop for Korean students who visited Sunway University in February.





DAD lecturer, Mr Travis Liew giving a presentation to Korean students who visited the campus in February 2018.

In May, a group of DAD students led by Mr. Travis Liew, a lecturer in DAD went to Taiwan for an educational trip. Besides visiting various colleges and universities in Taiwan, they attended advertising workshops as well as visiting cultural parks and other tourists attractions in Taiwan.



DAD lecturers and students participating in workshops and visiting tourist spots in Taiwan.

Following the education trip to Taiwan, DAD welcomed a batch of elite students from Taiwan colleges and universities in July 2018.



Mr Augustine Wong, Head of Department of DAD giving a speech on Malaysian Cross Cultural Business Management and Opportunities.

Elite students from Taiwan posing for a group photo with Taiwan representatives, Head of Department of DAD, Mr

Augustine Wong and Deputy Vice Chancellor of Sunway Education Group, Dr Pua Eng Chong.

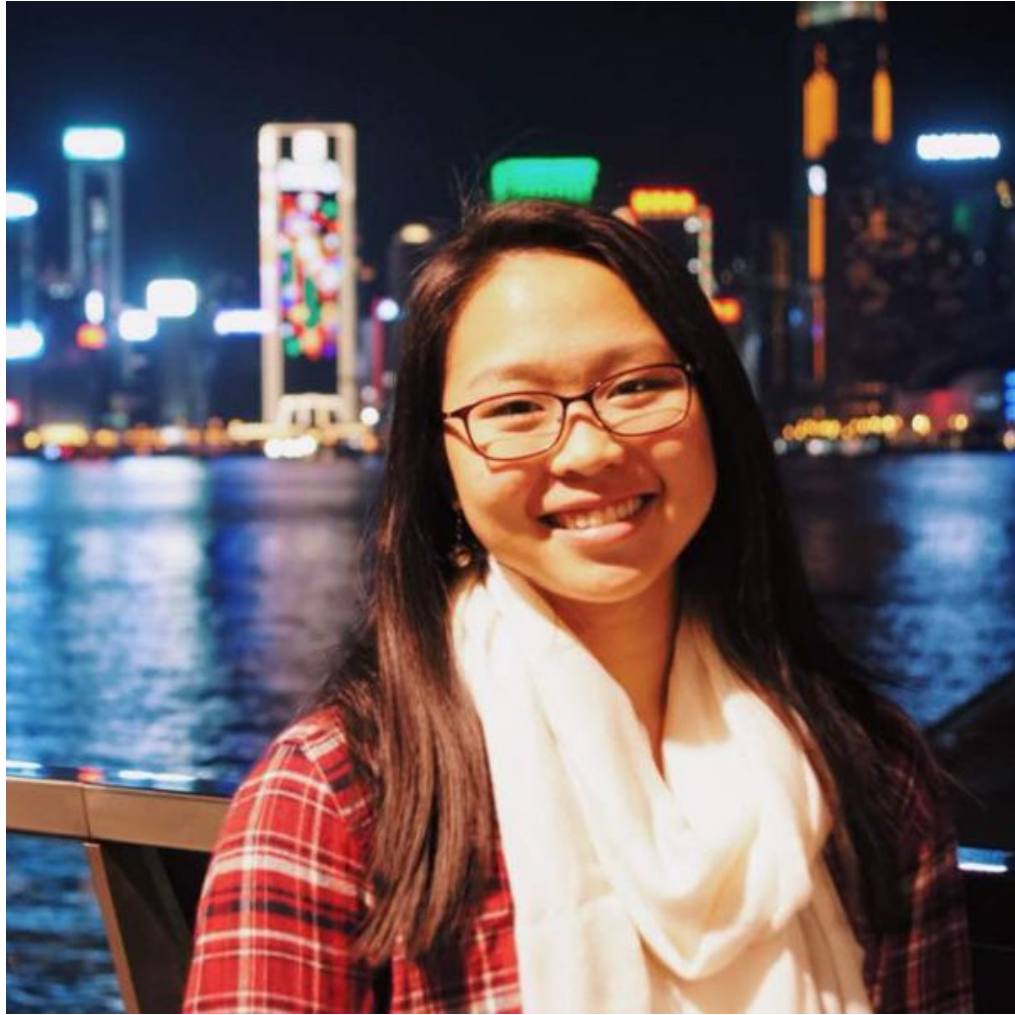


Introducing two new SOA Public Relations Assistants!



Hello there! Meet Chivonne Kueh, from Selangor. She is one of the writers for this newsletter. Being 20 years old, she is currently in her second year of BA (Hons) in Communication degree. Testifying to her love for travelling, Chivonne has been to Korea, Japan, Taiwan, Australia and Thailand throughout the past few years. Given that she likes to travel, she also likes to learn different languages. Chivonne is fluent in English, Chinese, and

Malay while learning the Korean language. As a Sunway University student, she is also a proud member of the Chinese Independent School Alumni Club.



Born in one of the historical states of Malaysia, which is also a food heaven - Penang, Nicole Cheong is a newsletter writer for Sunway University's School of Arts. She is 20 years old and is currently in the 2nd year of BA (Hons) in Communication degree. She has been living in various cities throughout her life, which includes Penang, Kuala Lumpur, Yangon (Myanmar), Nanjing (China) and Shenzhen (China). Due to her exposure in various different countries, she is able to speak English, Chinese, Cantonese, Hokkien and French. Recently, Nicole has started to learn Bahasa Malaysia to adapt better in Malaysia. Besides, she is also an active committee member of Sunway University Arts Faculty Committee (SAFCOM).

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