

SCHOOL OF ARTS PRESS





ABOUT US

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.

School of Arts Press (SOAP) is Sunway University's School of Arts monthly newsletter in which we highlight and provide information on student and staff achievements, past events as well as a notification platform for upcoming events.

ISSUE HIGHLIGHTS

In this month's issue, SOAP highlights the various achievements of SOA students & staff, virtual events that happened recently and Life After SOA featuring Graeme Tan!

School of Arts Press —

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MESSAGE FROM THE INTERIM DEAN

Greetings dear reader, to this the 2021 August edition of the School of Arts Newsletter. I write this, following Prof. Don's retirement, as Interim Dean. If all goes to plan, this role will keep me extra busy only for the next three months until the new Dean arrives. It is a great honour, even temporarily, to be introducing you to the impressive range of activities and achievements our staff and students have achieved over the last few months.

There are research activities, including journal publications, conferences, as well as the establishment of an international 'virtual and augmented reality' network. In the area of education, you can find out about an impressive industry collaboration and visit online showcases of Interior Design and Graphic and Multimedia graduating students. There's additional student work from all three of our Dept's in the ART: UNLIMITED feature.

If you want something more personal, you can read about Mr. Lyon's (Dept. of Communication) amazing 23 years of service at Sunway, or how Digital Film Production graduate Graeme Tan is putting together what he needs for career success. Happy reading!



Professor Matthew Sansom
Interim Dean of School of Arts

WELCOME NEW STUDENTS AND STAFF!

The School of Arts is thrilled to wish a warm welcome to the new August intake students and to returning students, welcome back!

As highlighted in last month's issue of SOAP, our former Dean, Prof. Donald Bowyer has left the University to retire at the end of July. That being said, a new Dean will be joining SOA towards the end of the year. Between then and now, Prof. Matthew Sansom who is the Pro Vice-Chancellor (Education) will be serving as the Interim Dean.

On the other hand, the Department of Communication recently welcomed their newest faculty member as well — Dr. Norizzati (also known as Dr. Ty) who has a PhD in Cross-Cultural Communication and also sings professionally.

We hope everyone will have a wonderful semester ahead!



DR. ANDREW FILMER'S CAMBRIDGE PUBLICATION



Photo Source: Dr. Andrew Filmer

Musical Interactions in Practice is an e-book published by The Centre for Intercultural Musicology at Churchill College, Cambridge. The title stems from a conference of the same name organised by the centre in October 2019. In fact, several authors of the e-book presented their papers which have now been expanded into chapters. One of them was Dr. Andrew, who is an Associate Professor from the Department of Film and Performing Arts, and his co-author, Dr. Chen. The two of them collaborated on an article titled "From Intersections to Crossroads: Navigating Interactions between Performers, Researchers and Composers".

Read his experience with working on this incredible achievement below:

"My co-author, Dr. Chen Zhangyi from the National University of Singapore calls this research "collaboration on collaboration". Both of our presentations at a Cambridge University conference at the end of 2019 dealt with our musical partnerships: Zhangyi

is a composer who worked with three soloists for his triple concerto, I'm a researcher and performer who worked with a New Zealand composer to produce a work that not only explores new sounds, but new technical possibilities for the viola. These presentations dealt with the musical end products, and less on the process of collaboration.

We watched each other's presentations, then shared a train ride from Cambridge to London, and through our conversation found that the collaborative process itself was quite interesting. We continued this conversation, and that's how this article came about. I'm very glad that the Centre for Intercultural Musicology at Churchill College, University of Cambridge under the leadership of Professor Valerie Ross has this article available without a paywall.

Though Zhangyi and I have known each other for over a decade, it was meeting again at this conference that sparked this collaboration – as well as another project: a virtual performance of a new composition that included some of my technical advancements for the viola, at a virtual concert for the Cambridge Festival 2021.

My takeaways from all this: one of the biggest advantages of conferences is networking, and don't underestimate the value of a conversation on a train – even if it's with an old friend." – Dr. Andrew Filmer

To read Dr. Andrew's publication and other chapters, click [here](#).



Assoc. Prof. Dr. Andrew Filmer is versatile in the arts, combining his musicology training with that of viola performance and a passion for teaching. Andrew has won commendations and prizes in teaching, public speaking, research, performance and leadership. He was part of a three-person team that constructed the first harpsichord built in Malaysia.

SUNWAY PROPERTY X SUNWAY UNIVERSITY CROSSOVER

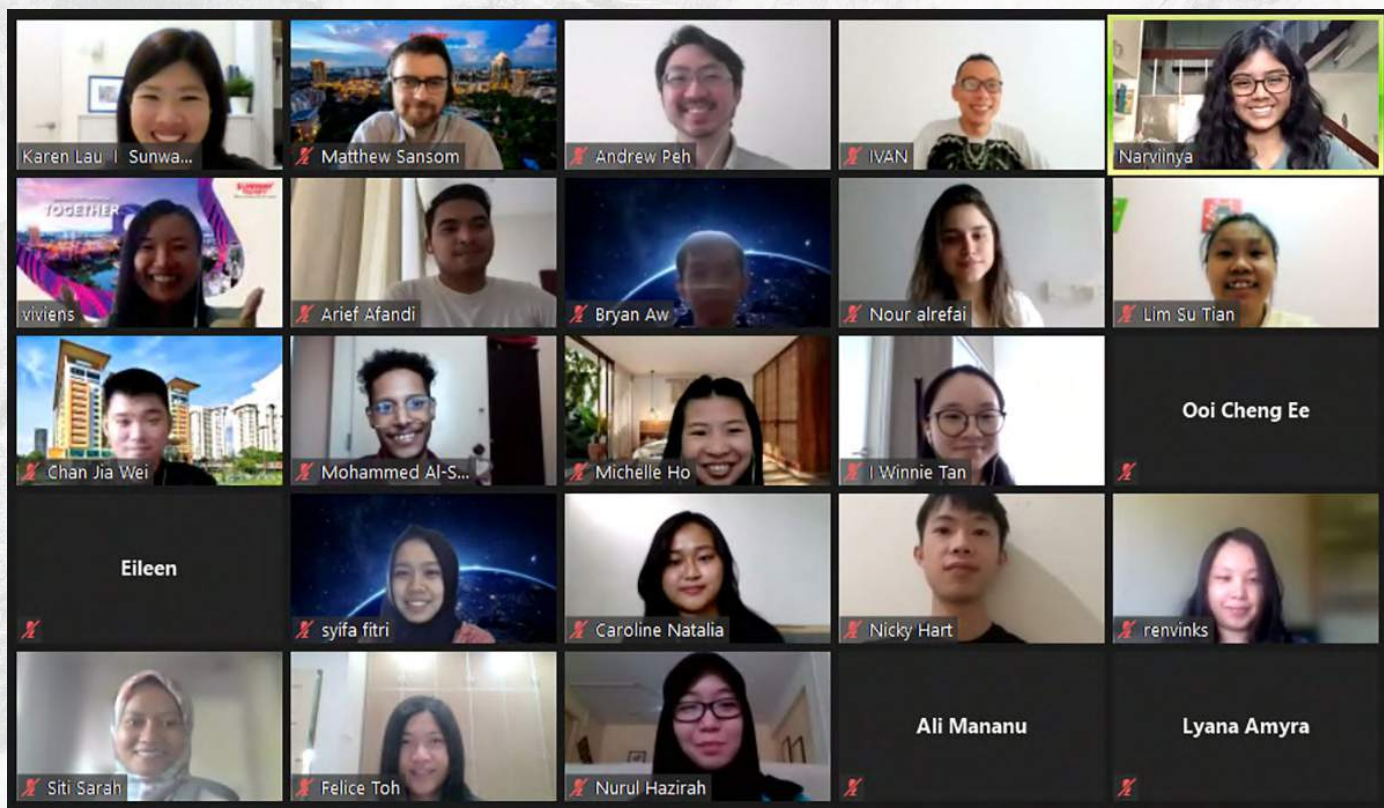


Photo Source: Sunway Stories

From Blueprint to Application: Sunway Property Collaborates with Sunway University Students to Deliver a Dream Home!

In a rare cross-over collaboration that has sparked ingenious creativity in designing a dream abode, the students of Interior Architecture at Sunway University participated in a cutting-edge initiative led by Sunway iLabs Foundry to design for Sunway Belfield – an upcoming high-rise residential development in Kuala Lumpur by Sunway Property. The [outcome](#)? Simply breathtaking!

We decided to ask the 3 students who emerged as winners of the challenge on their thoughts and takeaways from the experience.



"Overall, I am so thankful that I have been chosen as one of the winners. It was a really great experience being given this rare opportunity. I'd say this experience is like killing two birds with one stone. We did this design challenge as an assignment in order for us to learn and at the same time, we were also getting some exposure from the industry.

At first, I did get stuck during the initial planning of my design since at that time I was feeling unconfident and uncertain on whether I will make it till the end. But, with the help of my lecturer pushing me out of my comfort zone as well as getting words of reassurance from my friends and family, I was able to overcome the block and continue to have fun doing it. Thank you to everyone that has helped me and to Sunway Group that made this happen."

— Syifa Fitri Dzikrina Firdausa





"Firstly, I would like to thank my lecturer, Mr. Arief for guiding me throughout this project and also my friends for giving me feedback and suggestions. For preparation, as usual, I went to the internet to find some ideas and I came across this architect named Alexis Dornier. He is an architect based in Bali. I felt that his works are interesting and it led to the concept that I chose, 'Modern Tropical Bali'.

Since I'm from Indonesia, I find it interesting to work with the concept and I feel more familiar and connected to what I'm working on. The interior was also inspired by the RuMa Hotel in Kuala Lumpur. The whole concept is a mixture of modern yet tropical and traditional blend together, which uses natural materials such as rattan, terrazzo, and wood with the combination of a modern wainscoting wall. Furthermore, the idea is to apply the Bali resort concept to the interior which gives the occupants a relaxing experience when they are at the resort on vacation."

– I Winnie Tan



"When I received the assignment on the Sunway Belfield Interior Design Challenge, my aim was just to ensure I completed the assignment on time, the challenge came second. The preparation for the project was like the many interior design assignments I have completed over the last few semesters in my course – concept development and design development. For this project, we were given the Floor Plan (Type E for Diploma students) and we took it from there to design the space after studying the floor plan.

I chose a Scandinavian design theme and incorporated the smart home living concept in it. With the hustle and bustle of a busy working life, my first thought of design was to provide the occupants with a calm living sanctuary when they return home after a long working day. My design involves calming hues of blue and green with minimalist furnishings, which is to exude a clutter-free living feeling. With smart home automation, the occupant can control devices such as the air conditioning, lighting system and entertainment system. For example, they can turn on the air conditioning and lights before reaching home and when they arrive, they will be greeted with cool air and a bright home. In a way, this design is somewhat based on the idea of my own future home - a modern, minimalistic home infused with the use of digitalisation.

The challenge in completing this project was ensuring the rendering was done well for a realistic outlook of the interior design. Winning this design challenge was very unexpected and it was a pleasant surprise. For this I would like to thank my lecturer, Mr. Ivan Yeong, whose guidance, advice and support were invaluable. Overall, it was an insightful experience to have."

– Bryan Aw





Photo Source: IGNITE'21 Facebook Page

IGNITE'21 is a virtual graduation showcase by the Diploma in Interior Design July '21 students for their Final Year Project! It carries the concept of igniting our inner creativity, and everyone having to find their inner spark.

Catch the showcase video [here](#).

The word 'IGNITE' is written in large, bold, white capital letters. The background is a vibrant, multi-colored explosion of paint or powder in shades of red, orange, yellow, green, and blue.

VIRTUAL GRADUATION SHOWCASE

RETROSPECT

Sunway University Diploma in Graphic and Multimedia Design 2021

[enter showcase](#)

[meet the teams](#)

[messages & credits](#)

[showcase opening](#)

Photo Source: Dr. Fiona Wong

Powered by  exabytes

A total of 20 design graduates of the Diploma in Graphic and Multimedia Design programme had successfully organised “RETROSPECT Virtual Graduation Showcase 2021” and held a virtual Opening Ceremony on 30 July 2021, Friday, at 6.00pm MYT.

Endorsed and supported by the Department of Art, Design and Media, School of Arts, the group of 20 graduating students had worked hard on their Final Year Projects and put together a virtual graduation showcase, supervised by programme leader Dr. Fiona Wong and lecturer Mr. Wincen Foong. The Opening Ceremony was graced by Prof. Elizabeth Lee, CEO of Sunway Education Group, who gave a congratulatory speech to the students, followed by a speech from Prof. Donald Bowyer, the Dean, and finally a speech by Assoc. Prof. Kenneth Feinstein, the Head of Department. The entire ceremony was also live-streamed on the School of Arts Facebook page. The graduates presented a video compilation of the good times and memories they had together as classmates on campus before the pandemic, as well as designed a launching animated video sequence that opened the showcase.

The “RETROSPECT Virtual Graduation Showcase 2021” website designed by the graduates showcases their Final Year Project works and individual portfolios. The students’ Final Year Project works not only displayed their creative thinking and design skills, but also conveyed messages and created awareness relating to the environment and the well-being of our society. Each project is endorsed and validated by an external organisations, such as Malaysian Nature Society (MNS), Forest Institute Research Malaysia (FRIM), Kuala Selangor District Council (MPKS), Zoo Negara Kuala Lumpur, Malaysian Design Archive (MDA), and even Sunway Counselling and Wellness, to name a few.

Department of Art, Design and Media | School of Arts | Sunway University

FINAL YEAR
SHOWCASEFINAL YEAR
SHOWCASE

RETROSPECT

VIRTUAL GRADUATION SHOWCASE 2021

Opening Ceremony

30 July 2021 (Friday) 6.00pm

We welcome you to our graduation showcase
Sit back, relax and enjoy the show



The students' creative outputs both online and offline despite the challenging situation of the COVID-19 pandemic and periodic lockdowns in the country were testimonials to their commitment, hard work, determination, and teamwork as emerging young graphic and multimedia designers ready for the real world.

Visit

www.retrospectshowcase.com
to view the showcase!



VIRTUAL CREATIVITY PUBLICATION

XR + Creativity Symposium

October 1-2, 2020
University of Newcastle



Photo Source: Sunway University

Since its inception in 2016, the [Centre for Research Creation in Digital Media \(CRCDM\)](#) in the School of Arts at Sunway University, has been very passionate about preserving fragile cultural heritage and always look for ways to “re-present” digital cultural heritage to a wider Malaysian audience.

The centre team has recently published 3 articles in the [Journal of Virtual Creativity \(JVC\)](#) resulting from the XR and Creativity Symposium organized by the FASTLab, School of Creative Industries at the University of Newcastle in October 1-2, 2020. The JVC presents research into the transformative effects of extended reality (XR) technologies, which have great potential to generate social good in a range of contexts including creative industries, connected health and well-being, psychology, medicine, remote collaboration, digital heritage, digital humanities, education and training.

The papers from CRCDM comprise: Harold Thwaites - *Heritage preservation in the post-digital era: How much information is enough?*, Delas Santano, Human Esmaeili, Harold Thwaites and Shamsul Amar: *Unmasking the Mah Meri mask: A digitization journey for AR and VR*, and Matthew Sansom and Zi Siang See: *Translating performative mediated art into virtual reality: A case study*. This SCOPUS indexed publication marks the continuing collaboration of the CRCDM research team with the team at the University of Newcastle and beyond.

VIRTUAL-AUGMENTED REALITY RESEARCH NETWORK

VARRN

Virtual & Augmented Reality Research Network

Sunway University, Malaysia

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Virtual and Augmented Reality is developing worldwide across a wide range of disciplines including the rapidly emerging heritage – health – education sectors. This network is housed with the Centre for Research-Creation in Digital Media (CRCDM) at Sunway University, Kuala Lumpur, Malaysia. VARRN empowers a collaborative transdisciplinary team of ASEAN region researchers who will focus on leading edge applications of technologies to the betterment of the human condition in these challenging times and beyond.

Photo Source: Sunway University

A new project is the establishment of the multi-partner Virtual-Augmented Reality Research Network - "Exploring human and social dynamics through virtuality." VARRN is funded by a 2020 Sunway University research network grant of RM50K. The network takes as its international collaborative network focus, how virtual systems, information networks and digital media intersect with the experiences of human condition across the different local social and cultural settings within which our research is located. It builds onto the concepts of sustainability, the cultural imaginary, the tangible, intangible, empowering knowledge mobilisation of virtuality applications across the ASEAN region, and between the CRCDM partners.

The ASEAN/International team is composed of researchers from Thailand, Singapore, Malaysia, Indonesia, Australia, China and Ireland. The network highlights 3 key areas of research - Heritage – Health – Education, with five start-up projects underway in: Augmented Narratives, Storytelling and Soundscapes; Virtual Healthcare and Creative Ageing; Smart Heritage and Cultural

Futures; Upcycling and Augmented Memory and Heritage Sustainability and Archiving. Details can be found on the network website. Upcoming events include a webinar on "Virtual and Augmented Reality Implementation for Urban Arts and Cultural Industries" and a virtual exhibition entitled "TRANSMEDIA2 – Revisiting the Virtual and the Real", to take place in December on a virtual exhibition platform and with conditions permitting in the SOA View Gallery.

TRANSMEDIA2 expands upon the synergy of arts, humanities and digital technology and will showcase the correlation between Research and Creation, encourage knowledge sharing, collaboration and integration between content creators, academics and artists. It will present new concepts, forms and ideas in the arts and humanities in Malaysia to build awareness and appreciation of research-creation across the virtual and the real.

The CRCDM team led by Prof. Thwaites continues to innovate new projects and collaborations in Malaysia and beyond.

A portrait of Mr. Lyon Laxman, a man with dark hair, a beard, and glasses, wearing a light blue button-down shirt and a lanyard with a Sunway Education Group ID card. He is standing against a plain, light-colored wall.

Mr. Lyon Laxman 23 Years of Teaching

Mr. Lyon Laxman is a senior teaching fellow with the Department of Communication here at Sunway University. On the 10th of August, he celebrated an incredible milestone – being a lecturer at Sunway for 23 years.

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Mr. Lyon joined the School of Information Technology & Multimedia (SITM) in 1998, which eventually turned into the School of Computer Technology (SCT) when Sunway went through the transition of becoming a college-university. It was around 2010/2011 that Mr. Lyon transferred over from the IT department in college to the communications department in university.

"If you told me 15 years ago that I would be a lecturer that teaches both IT and communication-based subjects, I would've found it very hard, if not impossible to believe."



Over the years, Mr. Lyon has experienced several high-points in his career, one of them was being the first staff member to be sent by Sunway to Lancaster University to complete his postgraduate studies. He did his masters in media production in distribution, a topic that was more practical rather than research focused.

He was also able to make many new friends at Lancaster, one of whom he collaborated with to join a competition. They had developed a game that was playable and allowed two devices to communicate via Bluetooth. They both went on to win the competition, which was the icing on the cake for Mr. Lyon who finished his masters and graduated with a distinction.

"While it was extremely difficult to be without my family for 6 months, it was an immensely rewarding experience that I will never forget. I was given the chance to be exposed to technological advancements over there that had not even been introduced within our region of Asia at that time."





Another proud moment for Mr. Lyon was when he and a group of students had launched a 24-hour radio station in 2002 called "The Pit Zone". They hosted talk shows, played music and did a variety of other programmes that had listeners tuning in locally and internationally, some even from the USA. However, once the university started expansion Mr. Lyon and his students had to eventually abandon the project, but until today it is one of his top highlights while being at Sunway.

Although no journey is complete without both highs and lows equally, Mr. Lyon continues to start each day with a fresh perspective. No matter the situation, he never has to drag himself out of bed because he loves what he does wholeheartedly. He not only enjoys sharing his knowledge and skill set, but also discussing what he has read and watched with his students. He hopes that whatever he instills in them is carried on into the further stages of their lives and careers.

"I feel happy when students are able to apply what I have taught them for their internship placements and even future jobs. It makes me feel as if I have had a part to play in the success many of them have achieved in their life thus far."

Mr. Lyon credits his students as his main motivation and says that he has learnt a lot from them over the past 23 years. He noted that the way students have interacted has significantly changed each decade, and that at times he has to check with his children if he understands certain phrases correctly or is able to use some terms appropriately. To him, this is a win-win because he is able to teach students what he knows while they are able to educate him on current events. For Mr. Lyon, it's all part of the learning process as he wants all forms of communication to be reciprocated by all parties involved.

In a few years, Mr. Lyon hopes to set up a 3D exhibition that showcases the works of his students that celebrates stereoscopic vision. He aims to combine elements of IT and communications together to create an interactive experience for all the participants that are required to wear 3D glasses to view what is on display. Before he can get started on that dream, Mr. Lyon wants to first complete his PhD. He admitted that finding a single topic to research has been a challenge because he has many diverse interests and is unsure how to string them together for a structured thesis paper.

"I need to find a subject that aligns with what I love to do so that I don't feel burdened or stressed. I tell myself what I tell all my students, which is to pursue what you like so that you are able to enjoy yourself along the way."



Despite the plans he has, Mr. Lyon's priority is focused on his teaching. As an individual and as a lecturer, he wishes to continue improving his innovation & creativity when it comes to his content and teaching style.

He stated that as the semesters come and go, he realises the importance of adapting more and more, especially with the introduction of new programmes and teaching methods in the near future. Mr. Lyon also feels that he has been able to come out of his shell and considers himself more approachable now than he was 20 years ago.

"I am definitely more confident in facing larger groups of students (as many as 200 at one time) or even being one-to-one with a student. I am more confident in my abilities as a lecturer, more comfortable to speak publicly, do interviews, be part of video assignments, have articles written about me and so on."



To Mr. Lyon, there is no such thing as a 'perfect career'. He has had his fair share of ups and downs, an equal balance of tough times and proud moments, but the times that he has hit a 'brick wall' have taught him how to prevent himself from colliding with it again. His time at Sunway has taught him many life lessons, just as he has taught many lessons about life to those that have come to study at Sunway.

We thank Mr. Lyon for his 23 years of service as a lecturer and wish him all the best with his future adventures within the SOA.



ART : UNLIMITED

**ART: UNLIMITED IS DESIGNED TO SHOWCASE THE ART
MADE BY TALENTED MEMBERS OF THE SOA.**

**ART IS NOT CONFINED TO A CERTAIN STANDARD AS
THERE ARE HUNDREDS OF DIFFERENT
INTERPRETATIONS OF ITS CREATIONS AND**

**THIS MAY COME IN THE FORM OF PHOTOGRAPHY,
PAINTINGS, POETRY AND MORE.**

WE WELCOME ALL WORKS OF ART FOR THIS SECTION.

ONE STEP AT A TIME

CHEAH MAY ANN, MALAYSIA

BA (Hons) in Contemporary Music (Audio Technology)



Even though I began my dancing journey considerably late, I believe it is never too late to begin or learn something and with that belief I think it was worth it. At first I contemplated if I should continue as I faced various struggles in the beginning of my journey. However, slowly, I began to grasp the basic techniques and it allowed me to flow with it more naturally. I began to like it even more than I previously did.

I then was accepted into a dance crew (Éclat Crew) which shared the same interests as I do which is an exciting experience indeed. Even when the crew faced various hardships, the members still encouraged and allowed me to grow and enjoy the art of dance in ways that I never knew I could, which I am grateful for.



Though I still have much to learn, dancing will be one activity that I would never regret learning. Learning and mastering the art of dance, one step at a time.

Éclat Crew ([Instagram](#)).

Éclat Crew ([Youtube](#)).

IT'S AN OPENING, NOT THE END

JEANNELLE KHOR, MALAYSIA

BA (Hons) in Communication

You're frustrated. Just give up. Don't practise anymore.

These were the thoughts I had when I felt disappointed in myself. I couldn't play the violin well, and I hated myself for not playing as well as the professional violinists I worshipped.

Eventually, I lost my motivation – I thought that it would be a waste of time and money in case I continued. I wasn't going to be a violinist, nor was I going to pursue a music career.

When I joined the orchestra, my love for playing the violin returned. Before I knew it, I started to enjoy it again. Music opened up a path for me, and it was a sign of what I was meant to do. Through the music and the team, I found my passion in working behind the scenes, which was production, planning and event organisation. I also edited videos here and there.



Being in the orchestra also allowed me to meet so many talented musicians, and I loved how the stage felt underneath my feet. With the pandemic, much of the events had to be postponed or cancelled, but I took up audio editing in its place.

Although I did not walk into the music industry as my main career path, I knew I had to keep the music in my life. Regardless of everything, I'll still play the violin as a hobby, and perform if I ever have the chance.

Music is a true part of me, and it's okay if I'm not a professional yet. The violin is a promise of many great things in the future.

[Sunway University Ensemble Youtube Channel](#)

FROM EXPERIENCE TO EXPRESSION

MOHAMED ZAYAAN WAHEED, MALDIVES

BA (Hons) in Design Communication



This is a portrait I did of a classmate. Drawn at around the start of MCO when I started to take a more fantasy based approach for my drawings. I gave her a look that you normally won't see her in as her main colours were always very pastel, so my intent with this piece was to portray her in vibrant colours and powerful glows that shows her bubbly personality.



This was an assignment piece I did based on Pac-Man. My theme was around robots and weapons for the project so I had to come up with an idea that represented both. I'm an avid gamer so this is something I tied back to my childhood when Pac-Man was still something you'd play.



An installation piece I did during sem 1. A headphone stand based on a blow dart pipe from Sarawak. I believe I took reference to this after watching a show where an Iban tribesman would use this to accurately shoot down balloons in a show and it was really cool haha. The reason it turned out to be a headphone holder was mostly due to the fact I was thinking of buying one, and this seemed a more interesting way to obtain it.

LIFE AFTER SOA SERIES: From Film to Production

Featuring Graeme Tan





Photo Caption: Graeme Tan with VC Graeme Wilkinson.



Photo Caption: Scholarship & Awards Ceremony.

This month's issue of Life After SOA features Graeme Tan Jie, a BA (Hons) Digital Film Production 2021 graduate. His experience during and beyond pursuing his degree has led him to evolve from filmography to becoming a full-fledged producer.

To Graeme, studying in Sunway has been "nothing short of amazing". After finishing his Diploma in Mass Communications from another institution, he was looking for a course related to production and filmmaking. After finding out that Sunway was offering the Digital Film Production course, he registered in a heartbeat. Additionally, he was also awarded a full scholarship to complete his 3-year degree here at SOA — The Chancellor's Scholarship. Initially, the scholarship included a transfer programme to Lancaster University in the UK, but unfortunately due to the pandemic, he was unable to travel there. "Ultimately, I am still really grateful for what Sunway has provided in terms of my tertiary education," he says.



Photo Caption: Firasat - Short Film Shoot.

Throughout his life at SOA, a particular lecturer that really stood out and challenged Graeme not just in his studies, but also how he viewed the world was none other than Mr. Azmyl. "He [Mr. Azmyl] is a phenomenal lecturer and in his class you not only learn about arts & film, but also how it affects our lives. One significant lecture I remembered vividly was when he was teaching us about punk music and also the story and period of that time — how different punk bands from all over the world performed and toured, and the story behind it. He is a really learned person and often asks thought-provoking questions to challenge our beliefs, and that to me was really inspiring and value adding."

Furthermore, Graeme was also part of the Sunway Student Ambassadors (SSA) club. His involvement as a member of the student body led him to be a part of the organising committees of incredible events such as 'Sunway's Got Talent'. It also gave him the opportunity to give back to the community as he was able to visit Rumah Juara, a children's home and use his videography skills to capture and edit a short video highlight of the visit.



Photo Caption: Dr. Elizabeth Lee at the Rumah Juara Puchong Bake Sale.

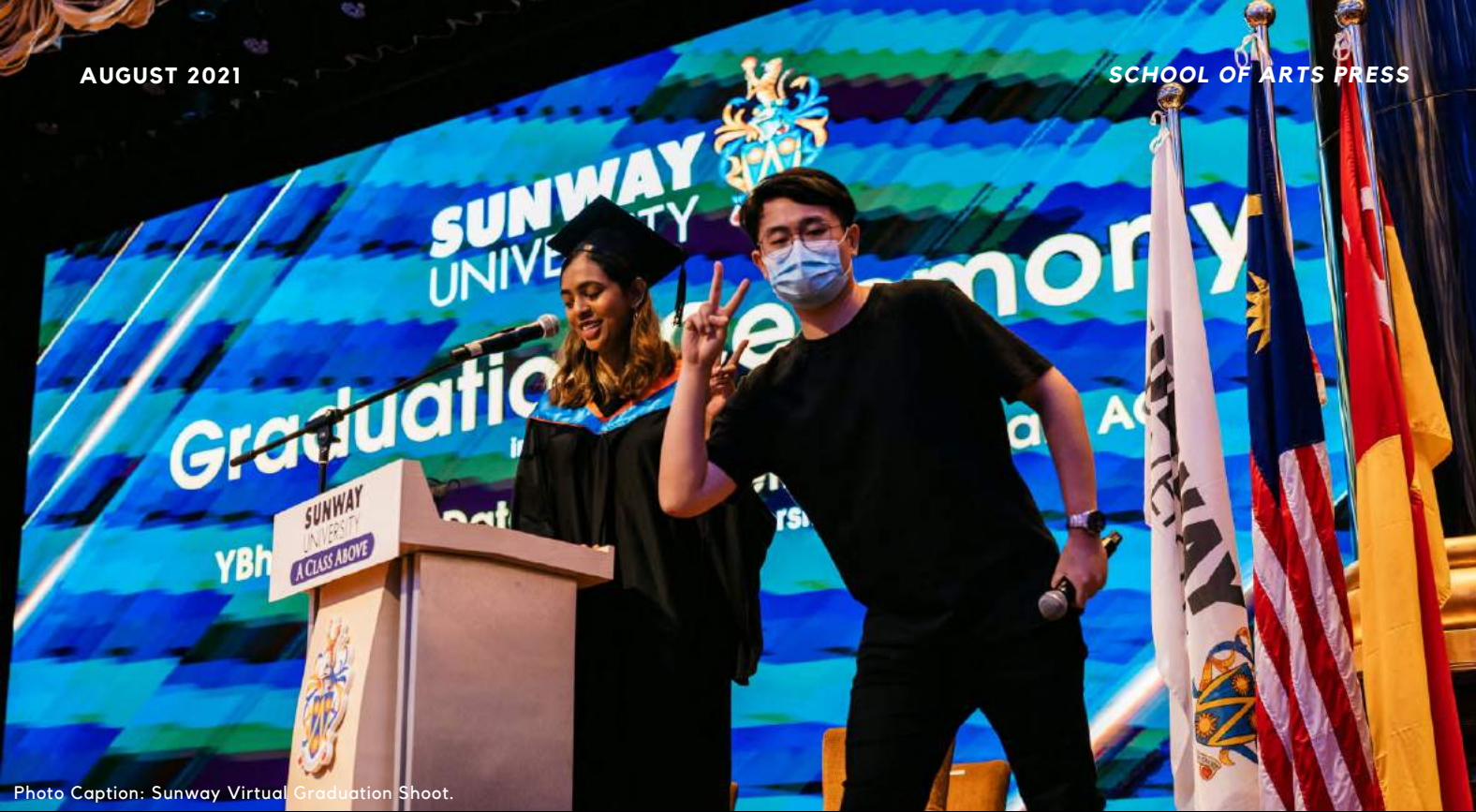


Photo Caption: Sunway Virtual Graduation Shoot.

Graeme was also a part of the filming crew for the classes of 2020 and 2021 Sunway Virtual Graduation ceremonies. He mentions that it was an interesting experience having to shoot everything in one day and exporting four different outputs.

“

Filming and working together with some of my classmates to execute this project is really memorable. What a way to end our degree. - Graeme

”





Photo Caption: 526 - Final Year Project Shoot

Presently, Graeme is working as an account executive in a digital agency called Blankslate. He looks into coming out with content on a monthly basis and also does a lot of project management from campaigns to giveaways. According to Graeme, he chose to be in this industry even though he graduated with a degree in digital film production because even as he was studying film, he realised that he always had a passion for producing; the person who looks into the logistics of a shoot and not just cameras.

"I can shoot, I can edit, but being a producer really challenged me and I find that interesting. I love to solve problems and come up with solutions (albeit sometimes unorthodox), and being an account executive does just that. Every month we have a new set of "problems" that we need to solve. Dealing with clients, coming up with content direction, managing expectations left, right, and centre. I live for that."

Ultimately, the lessons that he learned in SOA taught and prepared Graeme for the working world. "Under promise, over deliver. This has been a constant mantra of mine, to always over deliver on what is expected. Upon applying in the workplace, it has really helped me to manage my work better."

As for his future plans, Graeme's wishes to do well in his work and eventually build a career out of it. However, he also mentions that, "Deep down inside, I still have hopes to start my own music school or café. I always loved teaching and sharing what I know and I'm into music, and coffee. Come on... who doesn't love coffee?!" Those are some of the big dreams that he one day hopes will become a reality, but for now, Graeme simply wants to focus on gaining all the experiences he can!

Thank you for reading the - August 2021 - issue of the School of Arts Press.

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