

SCHOOL OF ARTS PRESS



SUNWAY UNIVERSITY | OCTOBER 2021



Chini Dragon Legend
Watercolour on Paper
60cm X 40cm
2021

Dr. Perlina Siek Hwee Ling
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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 personal & academic achievements of SOA students & staff and Life After SOA featuring Anis Faizal!

School of Arts Press —

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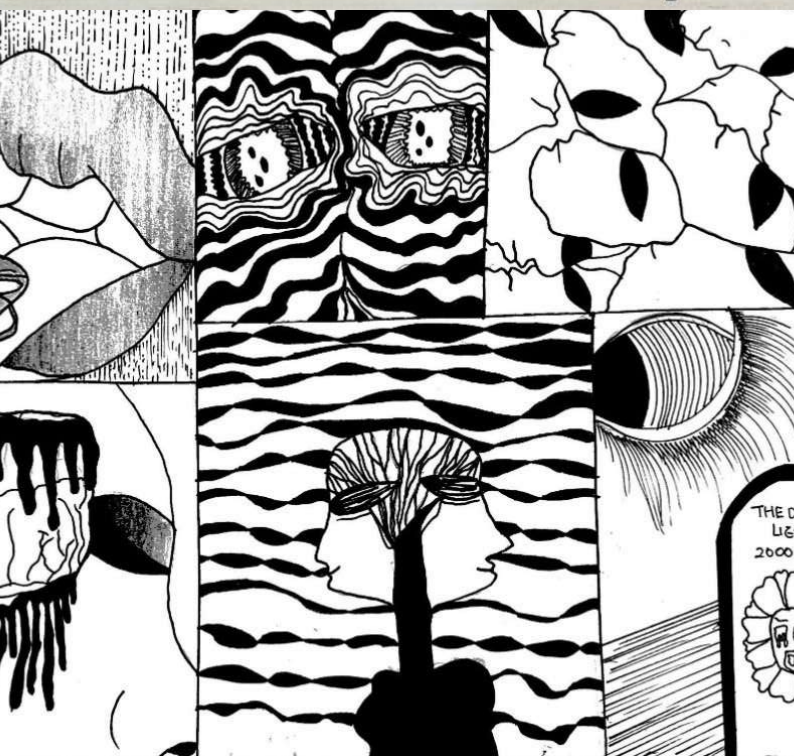
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Shoplifters



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MESSAGE FROM THE INTERIM DEAN

Welcome back, staff and students!

As we enter the final months of the year, it is encouraging to see the campus buzzing with activity after the months of fully online learning. Despite the uncertainties and challenges, our students and staff have persevered, even producing achievements of which we can be immensely proud.

Please forward this email to anyone interested in receiving monthly updates or future events and past successes in the SOA. Links to subscribe or unsubscribe are included in the email.



Professor Matthew Sansom
Interim Dean of School of Arts

DR. PERLINE'S ARTWORK FOR [GUMUM_ISM]



Dr. Perline Siek Hwee Ling is pleased to announce that her research artwork has been selected as the book cover for [Gumum+ism]. Gumum + ism is an event that invited a total of 80 local and international artists in one location to exchange knowledge, network and collaborate in the arts to promote and support the environmental conservation of Lake Chini.

The program is supported by the East Coast Economic Region Development Council (ECERDC); National Gallery of Visual Arts; Ministry of Tourism, Malaysia; Universiti Kebangsaan Malaysia (UKM) through Tasik Chini Research Center (PPTC) and Pahang Tourism, local art groups such as Silence Art Group and PerUPA & PerUPA TV.

This exhibition showcases the artworks to allow audiences to understand the values, natural resources, and communities (Orang Asal) of this magical land; where these creative and beautiful works of art will also be exhibited at the Curatorial Room Gallery, Academic Heritage Museum at Universiti Kebangsaan Malaysia, Bangi in early 2022.

You are welcome to refer to the e-book [here](#).

(You may refer to Dr. Perline Siek's art works at page number 41 and 42 as well) and go into the virtual gallery to view the artworks on [Artsteps](#).

The School of Arts would like to congratulate Dr. Perline on this incredible achievement!



Dr Perline Siek ran a design college in Kuala Lumpur, Malaysia for 20 years prior to joining Sunway University. She believes in learning the perspectives of both the West and the East towards culture and design, which prompted her to complete her education in both Australia and Taiwan. She is active in watercolour painting and has participated in a number of international conferences. She has also been invited as a guest speaker for several design talks and design workshops in Taiwan.

AZMYL YUNOR TAKES ON 'ORANG KITA' IN LATEST SINGLE AND MUSIC VIDEO

Come Malaysia Day 2021, Bangi-based troubadour Azmyl Yunor launched the music video for the song 'Orang Kita' - the latest single from his latest album John Bangi Blues - on his YouTube channel (<https://www.youtube.com/azmylyunor>).

Released amidst the backdrop of persisting identity politics in Malaysia, it also marks the 1st anniversary of the album's digital launch on his Bandcamp page, 10 days earlier than the CD format launch last year.



"As an ethnic Malay, you'll probably be familiar with the phrase 'orang kita' being bandied around, obviously referring to fellow Malays within conversations between Malays. For sure different ethnic groups have their own phrases to describe themselves also but I thought 'orang kita' is an interesting phrase to repurpose and make it more inclusive since 'kita' means 'us'. Identity is always fluid but it is also a powerful currency wielded by those in power for their own benefits to sway the masses."

"The song is a symbolic resistance to this – if you strip away all the layers of race, gender, and religion – institutions that construct differences – we're all just human – hence the 'AKU MANUSIA!' refrain. We are all the same species. Never forget that," he added.

"Let's celebrate being Malaysian with a capital M! I'm just sick and tired of the racist rhetoric that still persists in this country. The real Malaysia is enshrined in the Constitution, not the words and slander of politicians."

Directed by aspiring writer and director Alina Wong, the music video was shot at different stages early August last year. "I was inspired by the odd state of arts in Malaysia, where art is encouraged, but the artists themselves are held back by written or unspoken rules. I just love the idea of contradiction, chaos and everything that doesn't make sense, so the story just spiralled from that basis," she explained.

"I guess this is dedicated to all artists and art lovers out there, and well, to those who love to control it too. The song, to me, is about questioning who Malaysia actually belongs to - does it really belong to all of us who live here? It explores a chaotic rage and frustration as the song tries to answer this," she added.



The 10-song album was recorded live in the studio in three hours in November 2019 with Ammar Khairi (The Maharajah Commission) on drums and Kristopher Chong (Salammusik) on bass and produced by Ariff Akhir – a creative collaboration that began with 2010's Warga album.

Bucking the trend, the album is still not available on Spotify or any of the usual digital streaming services. It is exclusively available digitally on his [Bandcamp](#) page and his [YouTube](#) page.

All his recent music videos have included English subtitles so that foreign audiences may also understand the lyrics and contexts of the songs.

Click [here](#) to watch the MV on YouTube!



Azmyl Yusof (also known by his stage name 'Azmyl Yunor') is a renowned Malaysian bi-lingual independent singer-songwriter, musician, radio host, and writer who has performed in countries around the region since the late 1990s. He has published his research on the cultural politics of Malaysian music subcultures and mediated moral panics, and is currently researching on contemporary protest songs in Malaysia. Since 1997, he has released nine albums and three Extended Plays (EP) as a solo artiste and also albums with his other band projects.

DR. ZUHAILI WINS THE SILVER AWARD FOR TALPI CONFERENCE 2021

Recently, Dr. Zuhaili won the Silver award for a research paper competition organised by Universiti Teknologi MARA (UiTM) at the Teaching and Learning Poster Ideas (TALPI) Conference 2021. His paper, *Enhancing Graduate Employability Through Community-Based Learning Project*, was a collaboration between his fellow researcher in Universiti Tun Abdul Razak (UNIRAZAK) and himself.

The TALPI Conference is an annual event that aims to contribute to developing innovative techniques in teaching and new educational approaches in education. This year's event drew 173 submissions from Malaysia, Indonesia, and Brunei, showcasing the strength and diversity of research in teaching and learning strategies.



Below is the abstract of the paper:

"Graduate employability is used as a measurement by both Higher Education Institutions (HEI) and employers on the graduates' marketability. It has shifted from demand-led skills sets toward a holistic view of "graduate attributes" (Ghavifekr et al., 2016). Most literature acknowledges the definition of graduate employability as a set of graduated skills, understandings, and personal attributes that make graduates succeed in their chosen fields (Saibon and Kamis, 2019). This research is mixed methods research that utilizes both qualitative and quantitative methods. The research identifies the primary attributes that contribute to Graduate Employability and evaluates the effectiveness of the new Community-Based Learning Framework in



Dr. Zuhaili Akmal Ismail

Shamsul Hamimi Ab Rahman

enhancing Graduate Employability. The research method framework is divided into pre-design and development (focus group) and post-design and development (online survey). The pre-design & development phase encompassed a focus group with twenty (20) recruitment specialists from various industries. Through the pre-design and development (focus group),

the researcher discovered five (5) primary attributes (Emotional and Social Intelligence, Resilience, Thought Leadership, Cognitive Flexibility, and Digital Literacy) that employers see as rising in prominence. These attributes were later adapted to design a new Community-Based Learning Framework, the Razakian's Community-Based Learning Framework. After three (3) months of implementing the Razakian's Community-Based Learning Framework to the final year students at UNIRAZAK, twenty (20) recruitment specialists from the pre-design & development phase were contacted to complete an online survey. In this phase, a model fit analysis was performed using Poisson Regression to identify the correlations between variables in the dataset. The result reflects an optimistic employer's attitude towards the Razakian's Community-Based Learning Framework and an improvement in UNIRAZAK Graduate Employability by 28% in 2019 based on the Ministry of Higher Education (MoHE) Graduate Tracer Study."

Click [here](#) to watch Dr. Zuhaili's Conference Presentation Video and congratulations on winning the award!



Zuhaili graduated from Syracuse University under the guidance of advertising gurus, Donny Deutsch and Edward Jones with a degree in Advertising Creative. Right after graduation, Zuhaili joined McCann Erickson in New York and worked his way up as an Art Director, working on various accounts like Mastercard, Conde Nast, Crate & Barrel, Avis, Breyers, Marc Jacobs, Vera Wang and Mercedes Benz Fashion Week. Having been a finalist for the Cannes Lion twice, Zuhaili bagged in three Golds and Best of Show from the Advertising Federation of New York. He was inducted into New York Art Director Club in 2009 and was chosen as one of the Top 10 Art Directors in the States for 2009. After eight years of interlude in New York City, Zuhaili came back to Malaysia to become an educational advocate and a creative consultant. Currently, Zuhaili is burning the candle at both ends in curating borderless learning and writing a weekly style column, Gaya Seri, in Utusan Malaysia.

SHORT FILM BY DFP STUDENTS SELECTED TO BE FEATURED

A short film titled "What I Miss Most" by Digital Film Production (DFP) students, Qabir Singh and Mun Jun Seak, from the Department of Film and Performing Arts (DFPA) was recently selected for the Noble International Film Festival and First-Time Filmmaker Online Sessions.

The short film is about how a young man suffers from a tragedy and overcomes his misery with his mother's assistance. Defying the odds, "What I Miss Most" was shot during the lockdown and separately at two different locations, edited online, and involved Qabir's brother and mother.

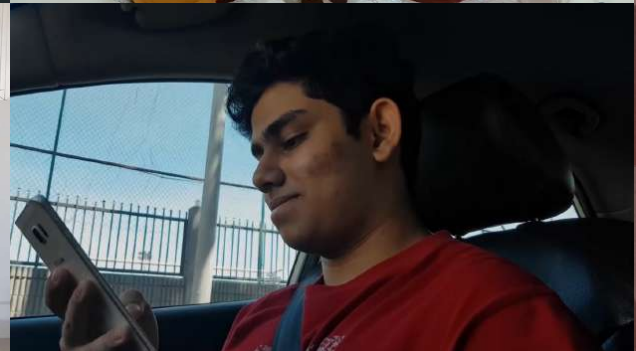
Congratulations Qabir and Jun, keep making the School of Arts proud!

To watch the short film, click [here](#).

Writer/Director: Qabir Singh

Writer/Editor: Mun Jun Seak

Actors: Rajvir Singh, Manjeet Kaur



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.

'TUITION CENTRE', DEBUT EP FROM 'SUBANG ROCK' BAND, SHOPLIFTERS

DANIEL LEE, MALAYSIA

BA (Hons) in Contemporary Music (Audio Technology)

Since the formation of the band in around 2017, we've found comfort in each other's odd music tastes and unorthodox goals in songwriting. Growing up feeling outcast by our peers in our creative expression or musical interests, this EP is kind of our way of creating something that we wish we had when we were younger; Music that actively fought against its boundaries and aims to forge its own path, all homegrown in Malaysia.



These songs are just the first stepping stone of many, we're already working on new music so stay tuned!

Click [here](#) to listen to SHOPLIFTERS' debut EP, Tuition Centre.

INSTAGRAM: [@shopliftersband](#)
YOUTUBE: [SHOPLIFTERS MY](#)

DISCOVERING NEW CREATIVE OUTLETS

KIMBERLY KOH, MALAYSIA

BA (Hons) in Communication

Like many others during the lockdown, I decided to pick up a new hobby to help occupy my time spent at home. Drawing isn't something I would pursue professionally but it is something I genuinely enjoyed doing

to express myself creatively. I was even able to incorporate this interest for an assignment last semester that required me to share my artwork on camera.



ANONYMOUS

This photo was taken during one of my many travels, when borders around the world were open freely. Although teaching is my main passion, I have a great love for food, music and culture which blend together perfectly as I enjoy travelling more than anything. We are able to learn so much from the experiences we encounter, both on a daily basis and on special occasions. Personally, I often forget that travelling is a luxury not just in the financial sense but because of the rare opportunities it presents. Seeing the world, be it through famous landmarks or hidden gems, unlocks something different in every traveller. I don't think I could ever find the words to describe the magic of travelling, and even if I could, only those that have done it and appreciate it as much as I do, would understand.



LIFE AFTER SOA SERIES: A PASSION FOR ILLUSTRATION

Featuring Anis Faizal





Photo Caption: Group project in class.



Photo Caption: Working on assignments.

This month's issue of Life After SOA features Anis Anati Faizal, a Diploma in Graphic and Multimedia Design 2019 graduate. Her time in Sunway University wasn't really filled with exciting social outings, instead she enjoyed the daily interactions and jabber with her fellow classmates.

In between lectures, Anis and her classmates would have Tetris matches, or sometimes, they would get hold of the main computer and play a funny video or blast 2000s hits. "Sharing snacks, smuggling pillows and fighting for the plug points was always a nice feeling knowing that while we were all slumped with work, we were in it together," she says. During her studies, she used to "butt heads" with her lecturer, Mr. Travis. His teaching style was one of the reasons Anis' work style and mindset was prepared for the workforce. He knew he had to go hard on the students when they were slacking. He once said, "I could ignore these small mistakes now. But your bosses would do the same and fire you in the end", and that mindset has time and time again pushed Anis to strive better.



Photo Caption: Diploma exhibition with batch mates.



Photo Caption: Diploma exhibition with batch mates.

To know when it's okay to lose sleep in creating a good design or when to make a safe design that would not push you into burning out. After everything, Anis says that she can still hear Mr. Travis behind her while doing work and mentions that, "Honestly, I miss him". For Anis, he was also the one who urged her to join various design competitions such as the 'ACA Championships' and 'Hanzi Ang Pao Design' competitions which helped her gain connections and skills needed for her graduation year.

Whilst finishing her Bachelors in Illustration, Anis has been doing freelance graphics and illustration work. Upon returning back to Malaysia as a result of the pandemic, she also had a stint working under a Japanese Language academy as their social media designer and education material illustrator. The decision to join a new work environment from freelance was so that she would be creatively active during lock down. Anis knew she wanted to join something that could give back to the community and therefore found a local academy. Distinct from other language academies in Malaysia that teaches Japanese in English, the academy strives to teach the language in Malay. This is a refreshing concept to her as the academy had students of various age groups who do not live in the city or even the country joining in online.



Photo Caption: Hanzi Ang Pao Design Competition.



Photo Caption: Hanzi Ang Pao Design Competition.



Photo Caption: ACA Championship Design Competition.

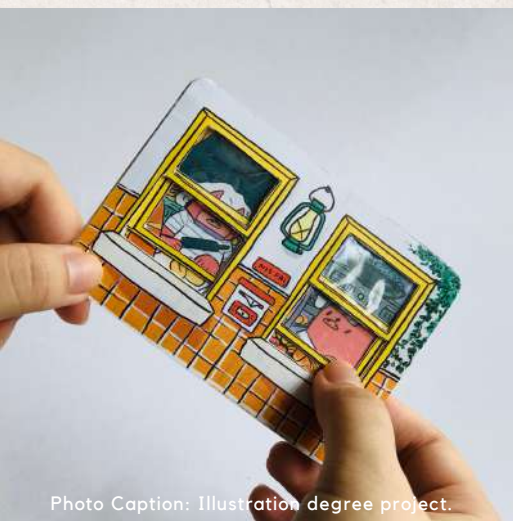


Photo Caption: Illustration degree project.



Photo Caption: Illustration degree project.



Photo Caption: Illustration degree project.

Currently, Anis is continuing her studies in Masters of Arts - Visual Art at the University of Malaya.

“

Hopefully, after I complete my Masters I'll be able to work as a part time lecturer in a local university. - Anis

”

Other than that, she does hope to open up her own studio and teach illustration classes. Ultimately, this might change in the course of time but she does hope to continue in her journey with an open mind.

Check out more of Anis' work on her website by clicking [here](#)!

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

To read past issues, [click here](#).

PEMERANG JILID II
GUMUM+ISM 2021

PAMERAN SENI ANTARABANGSA @ TASIK CHINI
(INTERNATIONAL ART EXHIBITION @ TASIK CHINI)

Galeri Bilik Kuratorkat
Museum Warisan Akademik
Universiti Kebangsaan Malaysia
08 / 05 / 2021 - 08 / 09 / 2021

**ORANG
KITA**



School of Arts



School of Arts, Sunway University



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