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AUGUST 2022

In this month's issue, SOAP features the various film achievements of DFP students, publications and activities of lecturers and students, along with a throwback to the DADM graduation showcases held in July.

SOAP wishes everyone a Selamat Hari Merdeka as Malaysia celebrates another year of independence!

Message from the Dean



Firstly, welcome to all new students! It was a pleasure to address you in person at the recent School of Arts Orientation day. I sincerely wish you the best in your studies here.

This month, we continue to celebrate the achievements and success of our staff and students at the School of Arts. These stories serve as an encouraging start to the new semester and it is exciting to consider the stories that will come forth in the weeks to come!

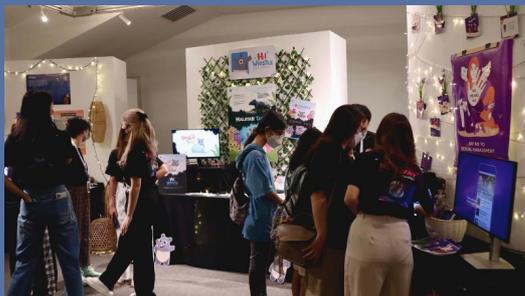
- Prof. Matthew Marshall



Throwback: Dept. of Art, Design and Media July 2022 Graduation Showcases

Last month, the students of the Department of Art, Design and Media held their final year project showcases. The showcases featured the work of students from the Diploma in Graphic and Multimedia Design (DGM), Diploma in Interior Design (DID), BA (Hons) Design Communication (BDC), and BA (Hons) Interior Architecture (BIA) programmes.

(Photo source: Mr Firdaus Anuar)



(Photo source: Ms Bibi Zafirah)

Diploma students from both DGM and DID held their showcase titled 'Sunway Universe' from the 16th of July to 21st July 2022. The showcase was held daily from 10am to 6pm at the SOA View Gallery and the Level 9 Design studio.



(Photo source: Mr Firdaus Anuar & Ms Syafinaz Tajudin)

The degree students from BDC held their showcase titled 'OUT-OF-THE-BOX' from the 25th to 29th July in the SOA View Gallery. Meanwhile, the students from BIA held their showcase, 'PERSPECTIVE', from the 25th July to 30th July 2022 at the Level 9 Design Studio & Drafting Studio.



(Photo source: Ms Syafinaz Tajudin)

The showcases were a great success, with each project clearly displaying the fruit of the students' hard work over the semesters. All of us from the School of Arts would like to congratulate the students on the completion of their final year projects!

School of Arts Launches SUN4U Campus Radio Station

REBRANDING

You heard it right! But, our team is coming back stronger with a new different name call "Sun4U"

We will still be having our regular podcasts on Spotify and Youtube so fear not! Super excited to show you guys what we have planned for the future!!



On 6th August 2022, the Department of Communication launched our very own campus radio station: SUN4U Radio! The grand launch happened live at the Sunway University foyer, while also streaming to the [SOA Facebook page](#).

SUN4U, previously known as SunFM, is run by a student-led broadcasting club from the School of Arts. Their aim is to connect with the students while sharing all the latest news and ideas across the campus. They upload podcasts about various topics which can be found on their Spotify and Youtube channel. Despite rebranding themselves, they still keep their regular content while planning to add more exciting content in the near future.



(Photo source: @sun4u_radio on Instagram)



Don't forget to check out their podcasts as well as their Instagram page for latest updates and more content!

Dr Norizzati Azudin Publishes Article for The Edge Malaysia

Last month, Dr Norizzati from the Department of Communication wrote an article for The Edge Malaysia titled, "What does it take to be a great communicator?"

In the article, Dr Norizzati shared her experiences living in several countries as she

learned about cross-cultural communication. Overcoming her fears, interacting with the locals, and learning about their cultures are some of the things that helped her become a great communicator over time. Through the experience, she even gained more confidence as she can now speak multiple languages.

We congratulate Dr Norizzati on the publication of her article.

Read the [full article here](#).



(Photo source: Felica Tan)

DOC Alumna Felica Tan Secures Place to Further Studies in NUS

DOC alumna, Felica Tan managed to secure a place in NUS to do her masters. It was prior to graduating that she thought of furthering her studies in the areas of digital media and society. The National University of Singapore (NUS) caught her eye because of their interdisciplinary learning which is why she applied for her masters there.

She feels honoured and blessed to have this opportunity to further her studies at one of the most prestigious universities. Besides that, she is also grateful for those who have been supporting her.

Felica hopes to gain a lot of experience and enjoy her time at NUS. She believes that NUS will teach her a lot about learning to be human in a digitally driven world.

We wish Felica all the best in her studies!



Alumnus Tan Ce Ding's Short Film Nominated at 79th Venice Film Festival

The short film, 'Please hold the Line' by School of Arts alumnus Tan Ce Ding has been nominated in the Best Short Film at the prestigious 79th Venice Film Festival that will be held on August 31st 2022. To be nominated is no easy feat as only 12 titles are selected for the finals. Written and directed by him, the film depicts a phone scammer in a moral dilemma as she tricks her family to afford her abortion. The film features stars like Puie Heng, Ruby Raye, and Billy Ng, with mainly Cantonese dialogue.

The School of Arts sends congratulations on this tremendous achievement!

[Read the full write up on The Star here.](#)

(Photo source: The Star Malaysia)



Prof. Kenneth Feinstein Presents Installation in Lisbon, Portugal

From 23 to 28 August 2022, Prof. Kenneth Feinstein presented “*MY HEAD IS MY ONLY HOUSE UNLESS IT RAINS*”, a project created during his artist residency at Carpintarias de Sao Lázaro, A Lisbon, Portugal. This project was in partnership with FLAD - Fundação Luso-Americana para o Desenvolvimento and supported by Polo Cultural Gaivotas Boavista and Camâra Municipal de Lisboa.

The concept promoted a dialogue and reflection about the assimilation of migrants in Lisbon and, more specifically, in Mouraria and the adjacent neighbourhoods of the cultural centre. It was presented as a multi-channel video installation in an endless loop, with the aim of being “a conversational piece and not definitive.” Prof. Kenneth wanted the audience to feel involved in this project as if they were in conversation with the speakers themselves.



(Photo source: Prof. Kenneth Feinstein)

Dr Pauline Leong’s Article Published in The Straits Times Singapore

Dr Pauline Leong from the Department of Communication has written an op-ed article in The Straits Times Singapore, titled “*Tech giants grapple with content moderation in South-east Asia*”. Published by the Institute of Southeast Asian Studies Yusof Ishak Institute, her article discusses the challenges social networks in Southeast Asia face in determining the removal of ‘objectionable’ content vis-à-vis protecting users’ freedom of expression. As the need for content moderation on social media is increasing, regional government and tech companies are placed under pressure to reach new understandings about mediating online content to serve the political and social good.

[Read the full article in The Straits Times Singapore here.](#)

**DFP Presents Award-Winning Final Year Projects:
Ms. Pontianak & KEJAM**



(Photo source: Mini Film Festival Facebook page)

Two Digital Film Production (DFP) Final Year Projects — '**Ms. Pontianak**', directed by Alina Wong, and '**KEJAM**', directed by Aldina Lydia — were screened at the 18th Mini Film Festival. '**KEJAM**' was nominated for the (MAS) See Films Students Category while '**Ms. Pontianak**' was nominated for, and won the (MAS) See Films Open Category!

The prize was received by Producer Raja Adam in Kuching, Sarawak on behalf of the team. This is the second DFP win at the Mini Film Festival ever since 2017, making it an award-winning milestone for DFP students.



(Photo source: School of Arts Facebook page)

Furthermore, '**Ms. Pontianak**' has also been selected for the Cinebalu Screening in September 2022 at the 13th Kota Kinabalu International Film Festival (KKIFF 2022)! The School of Arts congratulates the '**Ms. Pontianak**' production team on a job well done.

[To learn more about the festival, click here.](#)



(Photo source: School of Arts Facebook page)



Hannah Newman's Short Documentary Selected For 2022 Freedom Film Festival

Digital Film Production student Hannah Newman's short documentary, 'Distance', was selected for screening and nominated for the best student film award at the 2022 Freedom Film Festival! Filmed during lockdown, Hannah notes that the documentary's production proved to be challenging as she had to assume the positions of writer, director, and cinematographer by herself.

(Photo source: Hannah Newman)



“Overcoming the many challenges I faced to now having it bring me to my first film festival is almost like a full-circle moment for me. I’ve come very far from the writer and director I was when I produced 'Distance', but I’m proud that 'Distance' is my beginning. It is immensely special to me.”

- Hannah Newman

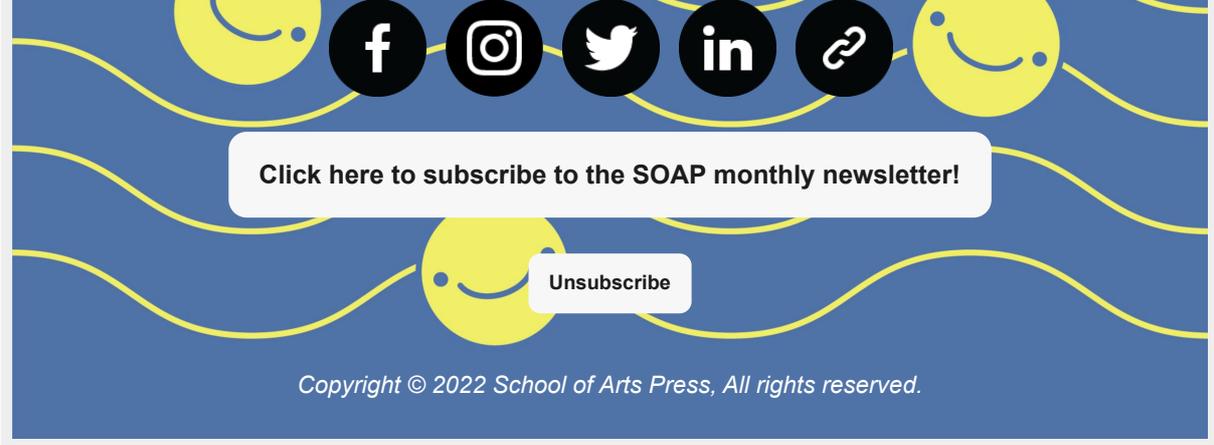


(Photo source: Hannah Newman)

A hearty congratulations to Hannah on her successful documentary!

Thank you for reading the **August 2022** issue of the
School of Arts Press Newsletter.

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