

ARTS

Postgraduate
- Prospectus -
2022

SUNWAY
UNIVERSITY



A CLASS ABOVE



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CONTACT:

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SUNWAY IS ONE OF THE TOP 150 UNIVERSITIES IN THE WORLD UNDER 50 YEARS OLD

Sunway University is a leading not-for profit private university committed to the pursuit of educational excellence through scholarship, research and enterprise.

The University is ranked among the top 750 universities in the world according to the QS World University Rankings 2021 and is ranked among the top 18% in the QS Asia University Rankings 2022. It has a 5-Star institutional rating in the QS Stars University Ratings in its latest assessment, demonstrating excellence in the individual categories of "Teaching", "Employability", "Facilities", "Inclusiveness" and "Social Responsibility".

The University also enjoys the 5-Star "Excellent" rating in the National SETARA quality assessment, a rating that has been consistently maintained since 2009.

All these accolades bear testament to Sunway's resolve in ensuring high quality teaching, research and service excellence.



United Nations chosen destination for Sustainable Development Goals in Asia



WELCOME

I am delighted to welcome you to this latest brochure of postgraduate programmes at Sunway University. In today's highly competitive job market where it is important to maximise your opportunities, studying for a postgraduate qualification can give you a significant edge.

In this brochure you will find a range of advanced programmes which includes both taught Master's programmes and research Master's and Doctoral programmes. Each of these programmes has been carefully designed to give you the advanced skills and knowledge to be a future leader in your chosen field of activity. Full time and part time mode are offered in order to suit your own particular lifestyle and needs at the current stage of your career. Whether you are a fresh graduate (or soon-to-be graduate), or are already in work and wishing to upskill yourself to prepare for a career move or promotion, I'm sure you will find something of interest.

At Sunway University we have outstanding facilities to support our postgraduate programmes, including state-of-the-art laboratories and a dedicated graduate centre. We have expert lecturers and research professors in many areas who teach our postgraduate programmes and supervise postgraduate research theses. The University is relatively young by global standards, but is already ranked within the top 2% of universities in the world (QS World University Rankings). In the 2022 edition, Sunway University is ranked no. 121 in the QS Asia University Rankings 2022, as well as being ranked within the top 150 universities in the world under 50 years old. We also offer scholarships for many of our postgraduate programmes — you will find all the details in the following pages. Do get in touch and discuss your own particular requirements and aspirations with our academics who will be delighted to help you.

Thank you for considering Sunway University for your postgraduate studies. I very much hope to welcome you to Sunway in the near future.

G Wilkinson

Professor Graeme Wilkinson

DPhil (Oxford) FBCS FRSA
(Vice-Chancellor)

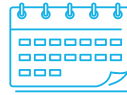


MASTER OF ARTS (MA) IN CREATIVE ARTS AND MEDIA



DURATION

Full-Time - 2 years
Part-Time - 3 years



INTAKES

January, March, June, September

The Master of Arts (MA) in Creative Arts and Media at Sunway University is unique and innovative. It provides students with an opportunity to carry out interdisciplinary research and contribute new understanding and insight to disciplines aligned with the School of Arts. Students can opt for a conceptual or research-creation path.

By conducting independent scholarly work within a specialist area of creative arts and media, graduates can contribute to the advancement of their respective discipline.

The creative aspect of the MA programme offers students the opportunity to develop their work through artistic or academic forms. Students may integrate creative arts practice and the creation of artworks or other artefacts as part of their research. These research-creation works lead them to give interpretations of existing artworks, as well as creative arts practice itself.

Possible areas of investigation include the **digital worlds** and media (virtual reality, immersive experiences, broadcasting, social media, new media, branding and advertising), **performance and creation** (film, music, theatre, the traditional arts, design, performance and creative processes), **culture and heritage** (history of cultures, history of art, material culture, crafts, popular cultures, gender studies, ethnomusicology, Southeast Asian film etc.), and **cities** (space, streets, architecture, etc.).

We welcome historical, theoretical or philosophical approaches along with analytical interpretative inquiry into the works and practices of the creative arts and media. Potential candidates should contact the Programme Leader to discuss prospective research topics in the area of creative arts and media.

CAREER PROSPECT



- Creative Industries (Advertising, Music, Movie, Newspapers and Magazines, Performing Arts, Visual Arts, Radio, TV, and Gaming)
- Academia
- Arts and Culture



▲ Photo taken by Hisu-Lee on Unsplash and edited by SaCha.

ENTRY REQUIREMENTS

POSTGRADUATE PROGRAMME

MASTER OF ARTS (MA) IN CREATIVE ARTS AND MEDIA

Bachelor's Degree

- A Bachelor's degree with minimum CGPA of 2.75 or its equivalent.
OR
- A Bachelor's degree with CGPA between 2.50 and less than 2.75 may be accepted with rigorous internal assessment
OR
- A Bachelor's degree with CGPA lower than 2.50 with at least 5 years' work experience in the relevant field may be accepted subject to rigorous internal assessment.

Other Qualifications

- Any other qualifications will be considered on a case-to-case basis.

ENGLISH LANGUAGE REQUIREMENTS (for International Applicants):

IELTS

- 6.0 or equivalent

PROGRAMME STRUCTURE

The programme is research-based culminating in a thesis (which may include a practical creative arts component, where applicable) that demonstrates mastery of the advanced points, craft and discipline of the area of research. The student is required to complete one taught module – Research Methodologies – before proceeding to the Proposal Defence. This core module introduces students to the fundamentals of academic research and methodologies at the postgraduate level in order to conduct an independent research project.

During the course of their studies, the students will independently design and carry out an extensive research project with the assistance of the supervisor. The emphasis between theory and practice will vary according to the project. Students will develop significant research outcomes that are of national and international significance, and publicly disseminate these results to engage with the scholarly community.

Class schedule for Research Methodologies

This is an intensive course. Classes are spread over three weeks (12 to 15 hours per week) for Full-time or Part-time students. These classes are followed by tutorials when the students conduct their research project. Weekly schedules may vary from one year to another.



◀ Photo taken by Sean Kong on Unsplash.

AREAS OF RESEARCH

1. Digital Worlds and Media

(Digital Humanities, VR, Digital Content Creation, Media Studies, Broadcasting, Social Media, New Media Creation).

2. Culture and Heritage

(History of Cultures and Art, Crafts, Material Cultures, Music Traditions and Popular Music, Gender Studies, Southeast Asian Films, Sustainable Cultures, Eastern and Western Cultures).

3. Performance and Creation

(Music and Theatre Performance, Graphic Design, Visual Arts, Fine Art).

4. Cities

(History of the City and Urbanisation, Architecture, Cities in the South and Southeast Region, Cities in the West, Liveable Cities, Green Cities, Smart Cities, Touristic Cities).

STATEMENT OF RESEARCH INTEREST

The statement of research interest should comprise a maximum of 1,000 words and covers the following structure:

- a. Working Title;
- b. Nature of the research that interests you and why; and
- c. Reference to anything you have read relevant to this research area

HOW TO APPLY

Candidates are requested to send the completed application with the following supporting documents to: cam@sunway.edu.my

- Sunway University Postgraduate Application Form
- A photocopy of NRIC (applicable for Malaysian applicant)
- Photocopy of full set Passport including hardcover (applicable for International applicant)
- One passport size photo (for Student ID Card)
- Copy of certified Bachelor Degree transcript
- Copy of certified Bachelor Degree completion certificate
- Copy of updated Curriculum Vitae (CV)
- Soft copy of thesis/written project and/or any appropriate supporting portfolio of materials/prior creative works, where applicable
- Research interest statement
- Evidence of English Proficiency
Cambridge 'O-Level' with grade C or above / IELTS score of 6.5 or above. Most candidates who completed their undergraduate studies in Malaysia will have met the English language requirement through having successfully completed SPM English language.

CONTACT

For more information, please email **Prof Sabine Chauche** (Programme Leader) at sabinec@sunway.edu.my



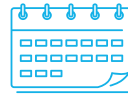
◀ Photo taken by Panitan Puan Puan on Unsplash.

MA IN VISUAL COMMUNICATION & MEDIA STUDIES



DURATION

Full-Time - 1 year
Part-Time - 2 years



INTAKES

March, August

The world we live in is defined by the media we live with. Be it Netflix, Facebook, Instagram, your favourite online game, or an interactive installation you just saw in a museum, media messaging is a part of your life.

These messages are narratives. In all forms of media, we see the shaping of messages through narratives. In this programme you will learn how to use contemporary media to develop new narratives. You will be able to apply storytelling into the latest forms of technology. By learning how to utilise the latest technologies such as 360° video, Augmented Reality, Virtual Reality and social media you will adopt new ways of telling your stories.

In this programme, you will learn how messages are formed and how they affect our society and culture. You will understand how various media are used to create messages. You will use this insight to be able to create your own messages using the latest technologies. You will learn this through a combination of theoretical knowledge and practical experience. Finally, you will create a research-based thesis project. This is an approach to research that combines creative and academic research practices. It supports the development of knowledge and innovation through artistic expression, scholarly investigation, and experimentation. The research-creation process results in an original artistic work with a scholarly component.



CAREER PROSPECT



- Identity branding
- Corporate communications
- Communication design
- Virtual reality design
- New media design
- Broadcasting
- Film making
- Advertising

ENTRY REQUIREMENTS

POSTGRADUATE PROGRAMME

MA IN VISUAL COMMUNICATION & MEDIA STUDIES

Bachelor's Degree

- A Bachelor's Degree or its equivalent, with a minimum CGPA of 2.75.
OR
- A Bachelor's Degree or its equivalent, with a minimum CGPA below 2.50, and not meeting CGPA 2.75, can be accepted subject to a rigorous internal assessment.
OR
- A Bachelor's degree or its equivalent, with a minimum CGPA of 2.50 can be accepted subject to a minimum of 5 years working experience in a relevant field.

Other Qualifications

- Any other qualifications will be considered on a case-to-case basis.

ENGLISH LANGUAGE REQUIREMENTS (for International Applicants):

IELTS

- 6.0 or equivalent

PROGRAMME STRUCTURE

This programme is an MA by coursework. You will take six (6) core courses in research, media theory and media practice. From there you will choose two (2) electives in either theory, practice or both. The MA culminates in a Research-Creation Project as a final work. This project will utilise research methodologies in order to create unique visual works expressing the knowledge gained from your research.

Core Modules

- Media Theory
- Research Methodologies
- Interactive Communications
- Narratives in Media
- Strategic Concept and Design
- Professional Practise & Ethics
- Research-Creation Project or Thesis

Electives (Choose 2)

- Emerging Media
- Technology, Development and Media
- Globalisation and Media
- Brand Identity and Narrative

HOW TO APPLY

Candidates are requested to send the completed application with the following supporting documents to:

vcms@sunway.edu.my

- Sunway University Postgraduate Application Form
- A photocopy of NRIC (applicable for Malaysian applicant)
- Photocopy of full set Passport including hardcover (applicable for International applicant)
- One passport size photo (for Student ID Card)
- Copy of certified Bachelor Degree transcript
- Copy of certified Bachelor Degree completion certificate

HOW TO APPLY (continued)

- Portfolio and/or scholarly writing sample
- Personal statement
- Evidence of English Proficiency
Cambridge 'O-Level' with grade C or above / IELTS score of 6.5 or above. Most candidates who completed their undergraduate studies in Malaysia will have met the English language requirement through having successfully completed SPM English language.

Portfolio

A portfolio should contain 5 – 15 examples of your own original creative work. It's purpose is to demonstrate how you express your concepts through media. Any form of media is acceptable. For media work, link to streaming sites such as Vimeo, YouTube or SoundCloud are acceptable. Otherwise, video files must be H.264 Quick Time files. Audio files must be in MP3 format. Photographs, drawings and 3-D work will be accepted as digital photographs. Games or other applications must be playable on contemporary versions of one or more of the following: MacOS, Windows, IOS or Android.

Personal Statement

Candidates must submit a written statement (500 – 750 words) outlining their interest and goals in pursuing graduate study. You should include a thoughtful description of your background, tentative plan of inquiry in the field as you now envision it, the outcomes you hope to get from the degree, your professional goals, and how this graduate programme will help you realise those goals.

All documents must be in English. Otherwise, they must be accompanied by certified translations in English.

CONTACT

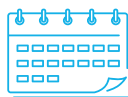
For more information, please email
Maslisa Zainuddin (Programme Leader) at
lisaz@sunway.edu.my

DOCTOR OF PHILOSOPHY (PHD) IN CREATIVE ARTS AND MEDIA



DURATION

Full-Time - 3 years
Part-Time - 4 years



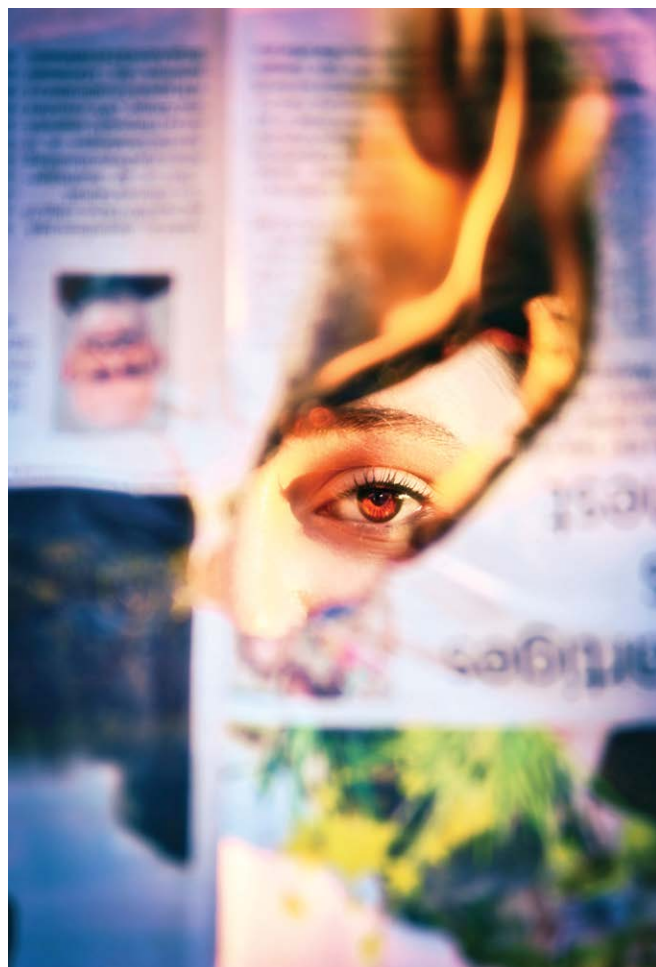
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January, March, June, September

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CAREER PROSPECT



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- Academia
- Arts and Culture

◀ Photo taken by Elias-Maurer on Unsplash and edited by SaCha.

ENTRY REQUIREMENTS

POSTGRADUATE PROGRAMME

Bachelor's Degree

Other Qualifications

DOCTOR OF PHILOSOPHY (PHD) IN CREATIVE ARTS AND MEDIA

- A Master's degree, with a minimum CGPA of 3.0 OR other qualifications equivalent to a master's degree, as accepted by the University's Senate.
- Any other qualifications will be considered on a case-to-case basis.

ENGLISH LANGUAGE REQUIREMENTS

IELTS

- 6.0 or equivalent

PROGRAMME STRUCTURE

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◀ Photo taken by Wengang Zhai on Unsplash.

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- Research interest statement
- Evidence of English Proficiency
Cambridge 'O-Level' with grade C or above / IELTS score of 6.5 or above. Most candidates who completed their undergraduate studies in Malaysia will have met the English language requirement through having successfully completed SPM English language.

CONTACT

For more information, please email **Prof Sabine Chauche** (Programme Leader) at sabinec@sunway.edu.my



RESEARCH SUPERVISORS' PROFILE

DR ADRIAN LEE YUEN BENG

Senior Lecturer and Head of the Department of Film and Performing Arts

- Cinema studies
- Media studies
- Cultural studies
- Gender and queer studies
- Broadcast production
- Creative cities and industries

DR ANDREW BRIAN FILMER

Associate Professor

- Viola repertoire and technique, particularly the use of non-conventional string tunings
- The editorial process for music editions

PROFESSOR BRADLEY FREEMAN

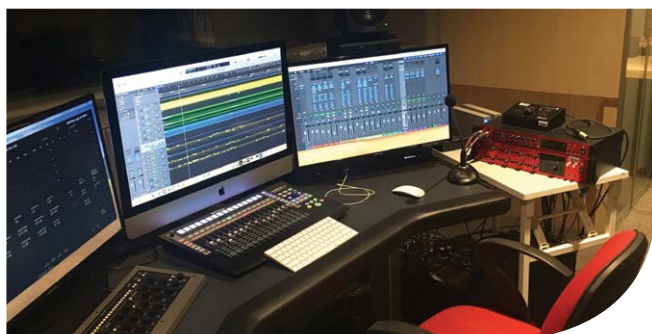
Assoc. Dean (Education)

- Radio and audio media studies
- Political and environmental communication
- Popular culture, society and media
- Comparative media systems

DR CATHERINE LEE CHENG EAN

Senior Lecturer

- Employer communication
- Mobile technologies
- Public relations
- Social media
- Technology-enhanced learning



PROFESSOR CRISPIN BATES

Head of SAIOS (Research Centre)

- The 'subaltern' in South Asian history
- Indian migrant labour and the South Asian diaspora
- Modern history of the Indian Ocean
- The economic, social and political history of central India from 1700 to the present
- Trans-modernity and cosmopolitanism in Indian thought
- The history of the adivasis (tribes) of India from the mid-18th century to the present
- The Indian Uprising of 1857
- Gandhi and popular movements in the Indian independence movement
- Postcolonial theory
- Contemporary South Asian politics and society

DR FIONA WONG E CHIONG

Lecturer

- Analytical studies on motif and pattern designs of local cultural arts and crafts
- Art and design of various Southeast Asian cultures, arts and heritage
- Graphic design, illustration, typography, visual identity design
- Sculpture, functional art, conceptual art, installation art
- Sustainability of local tangible/intangible cultural arts heritage (with a strong focus on Wayang Kulit Kelantan, Baba Nyonya culture, Sarawakian Dayak culture, Malayan Chinese shophouse façade designs, Kuching built heritage, etc)

PROFESSOR GEORGE JOHN HESS JR

- Music technology pedagogy
- Music composition and arranging
- Music production
- Music performance
- Distance learning

DR GOH YI SHENG

Senior Lecturer

- Consumer behaviour in creative industries
- Product design and branding strategies
- Sustainable design

PROFESSOR HAROLD THWAITES

Head of CRCDM (Research Centre)

- Digital heritage
- Cinematic and intermedia arts
- Digital humanities
- Audience / user media impact
- Virtual and augmented reality

DR KENNETH FEINSTEIN

Assoc. Dean (Employability & Engagement)

- Media theory
- Philosophy of photography
- Media ethics
- Interactive media
- Game design
- Game theory
- Experimental film
- Digital humanities

DR MAYCO SANTAELLA

Assoc. Professor and Assoc. Dean (International)

- Contemporary music
- Choreomusicology
- Ethnomusicology
- Performing arts of Southeast Asia
- Popular music

DR NICOLE FU CHEW XIANG

Lecturer

- Furniture design
- Biomimicry design
- Industrial design
- Chair design
- Creative design

DR NORIZZATI BINTI AZUDIN

Senior Lecturer

- Communication
- Cross-cultural communication

DR PADMA PILLAI

Head of Department (Communication)

- Human communication
- Social media
- Instructional communication
- Integrated marketing communication
- Communication

DR PAULINE LEONG POOI YIN

Assoc. Professor

- Freedom of speech and expression
- New media
- Political communication
- Law and ethics in communication

PROFESSOR SABINE CHAOUCHE

*Assoc. Dean (Research and Postgraduate Studies):
Lead of the research cluster ElastiCities*

- Performance studies and practices
- Creative processes
- History of cultures and art
- Gender studies
- Material culture and consumer culture
- Arts and emotions
- Costumes
- Popular entertainments
- History of the city
- The theatrical enterprise

DR ZUHAILI AKMAL ISMAIL

Senior Lecturer

- Advertising design
- Brand experience
- Brand identity
- Design thinking
- Experiential education
- Service design
- Visual communication

BURSARY & SCHOLARSHIPS

POSTGRADUATE PROGRAMMES BY TAUGHT

Eligibility Criteria for Sunway University Graduate Merit Scholarship

- Validity period of the Bachelor degree academic result to apply for Graduate Merit Scholarship is 2 years AND with a CGPA of 3.50.
- Value of the scholarship is 50% off the total tuition fee of the applied Taught Masters programme.
- Application is applicable to ALL Bachelor degree graduates within Sunway Education Group as well as other higher education institutions.
- Applicants are only entitled to ONE scholarship offered by Sunway University at any one time, whichever amount is higher. It is not to be combined with any other scholarship or bursary.
- Applicants are required to submit their application to Student Life by submitting the following documents:
 - Academic qualifications/results (certificates and complete transcripts of Bachelor degree).
 - A copy of national identity card (Malaysian students) or passport (all pages for International students).

Eligibility Criteria for Alumni Bursary

- NO validity period of Bachelor degree academic results to apply for Alumni Bursary.
- Value of the Alumni Bursary is 30% off the total tuition fee of the applied Taught Masters programme.
- Application is ONLY applicable to Sunway College and Sunway University Bachelor degree graduates.
- Applicants are only entitled to ONE bursary offered by Sunway University at any one time, whichever amount is higher. It is not to be combined with any other scholarship or bursary.

POSTGRADUATE PROGRAMMES BY RESEARCH

Scholarships are open to all **full time postgraduate** students enrolled for programmes **by research**. Eligibility criteria are given in the table below. Additionally, applicants must meet all necessary entry requirements for their chosen programme of study and be in receipt of an unconditional offer from the University.

Awards made to students under this scheme shall take effect from the 1st day of enrolment and shall, subject to satisfactory performance and successful progression, last for the normal duration of the programme. The University reserves the right to withdraw the award at any time should the student's behaviour or performance be unsatisfactory, or the student withdraws or is withdrawn from the postgraduate study.

The student must have successfully completed their proposal defense, have received ethics approval and be able to demonstrate that data collection has commenced by the end of Year 1 to continue the scholarship funding for Year 2.

ELIGIBILITY CRITERIA FOR BURSARY OR SCHOLARSHIP

Programme	FUNDED PROJECT SUPPORT SCHEME		BURSARY*		SCHOLARSHIP**	
	Mode of Study	Quantum	Mode of Study	Quantum	Mode of Study	Quantum
Masters by Research	Full-Time	100% tuition fee waiver	Full-Time	30% tuition fee waiver	Full-Time	60% tuition fee waiver
PhD by Research	Full-Time	100% tuition fee waiver	Full-Time	50% tuition fee waiver	Full-Time	100% tuition fee waiver

* Bursary is only offered to Sunway graduates from Sunway Education Group higher education institutions.

** Scholarship is open to Sunway and non-Sunway graduates.

IN PARTNERSHIP WITH THE WORLD

UNIVERSITY OF CALIFORNIA, BERKELEY

HARVARD UNIVERSITY

MASSACHUSETTS INSTITUTE OF TECHNOLOGY



LANCASTER UNIVERSITY

UNIVERSITY OF OXFORD

UNIVERSITY OF CAMBRIDGE



LE CORDON BLEU

ALIBABA BUSINESS SCHOOL



As part of our nation building ambitions, Sunway University has travelled the world seeking out the finest educational opportunities, bringing them closer to you.

LIVE

Whilst most universities have a campus, only Sunway University has a city. Experience a world-class education right here at Sunway City, Malaysia's model smart-sustainable city enabled by 5G.

LEARN

International collaborations with the world's most renowned institutions offer Malaysians world-class education at local prices, avoiding the expensive cost of overseas travel and unfavourable exchange rates.

LEAD

Currently pioneering research with the University of Cambridge to collaborate on ways to combat the Covid-19 pandemic in the Jeffrey Cheah Biomedical Centre at the University of Cambridge.

LEGACY

Located at Sunway City, Malaysia, Sunway University joins New York & Paris as one of the three United Nations Sustainable Development Solutions Network (SDSN) Centres in the world to coordinate continent-wide sustainable initiatives.

ONE UNIVERSITY, A WORLD OF OPPORTUNITIES.

A CLASS ABOVE

