

ARTS

- Prospectus -
2022

SUNWAY
UNIVERSITY



A CLASS ABOVE



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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



CONTACT:

SUNWAY UNIVERSITY DU025 (B)
Owned and governed by the Jeffrey Cheah Foundation
 Registration no : 200701042913 (800946-T)



📍 No. 5, Jalan Universiti, Bandar Sunway, 47500 Selangor Darul Ehsan, Malaysia.

🌐 university.sunway.edu.my

✉ info@sunway.edu.my

☎ +6 (03) 7491 8622

📘 SunwayUniversity

🐦 @SunwayU

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INTRODUCTION

Humans were dancing, creating music, and painting on cave walls at least forty thousand years ago, satisfying an imperative built into the human condition: communicating emotion through the act of creation. We build on this tradition in the School of Arts by helping each student to realise the potential of his or her creative talents, leading to productive careers and fulfilling lives.

As a student in the School of Arts you will learn how to communicate through one or more of a variety of disciplines ranging from advertising and public relations to design, architecture, film production, theatre, and music. You will explore and develop your individual creativity, establishing a frame of mind that increases your opportunities for employability. Our aim is to develop a new generation of professionals in the creative arts who merge core attributes of the arts, sciences, and humanities with business acumen and an entrepreneurial spirit.

Studies are supported by distinguished academic staff who are active, practicing professionals in their respective fields. When it comes to the Arts, we like to say that "Those who can, do...and they teach in the School of Arts at Sunway University."

Sunway University's School of Arts is an excellent choice for quality higher education, recently ranked within the top 2% of universities in the world (QS World University Rankings), and in the top 1.5% of universities in Asia.

VALIDATED BY:



*Only certain programmes are validated by Lancaster University.

11th

Ranked 11th in the UK
 (The Complete University Guide 2022)

* Many programmes under the Sunway University School of Arts are validated by Lancaster University. Upon the successful completion of the programme, graduates are awarded 2 certificates; one from Sunway University and another from Lancaster University.

DISTINCTIVE SUNWAY EXPERIENCE

- Practice led and academically rigorous
- Contemporary employment-focused curricula
- Incorporates entrepreneurial, business skills
- Award winning, culturally significant, and industry leading top academics
- Stylistically and creatively led by the students, with emphasis on nurturing and empowering students as creative individuals with their own stories, ideas, style and approach.
- Students learn both theory and practice throughout their courses, graduating with a portfolio of productions created during their studies.

#CampusWithAConscience is an underlying principle that embraces everything you will experience during your time at Sunway Education Group. This is the fundamental spirit at the heart Sunway Campus Life as we educate, encourage, and engage all aspects of our diverse community to adopt a lifestyle and lifestyle habits that truly reflect a society determined to create a better living environment for this generation and generations to come.

This # campaign aims to encourage conscientious efforts of the Sunway campus community in areas such as...

- The goals of the UN SDGs;
- Acceptance and tolerance towards each community member of the campus and the wider national and global community;
- Inclusiveness of all and unity with all;
- Well-being, both physical and mental;
- Doing things right for society.

Join our journey as we seek to create a better environment for all, starting with you.

#MostHappeningCampus is a vibrant concept to promote a positive sense of inclusiveness whilst also generating a genuine feeling of community spirit. This # campaign has been successful in developing positive energy, togetherness and working as a team towards a common goal. It encompasses all the energy of Sunway life and supports student activities that happen on our campus.

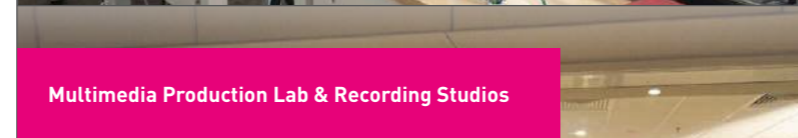
May it be iconic events hosted on campus, unique student activities, academic presentations, or even visits by global personalities that inspire us, **#MostHappeningCampus** expresses our feeling of positive energy and encourages all our community to work together and develop personal attributes and qualities that will support their academic achievements at Sunway.

The most happening part of our campus is YOU.

FACILITIES



- Mac Labs software:**
- Ableton Live
 - Adobe Suites (Adobe Premiere, Adobe After Effects, Adobe Photoshop etc)
 - Final Cut Pro X
 - Final Draft
 - Finale
 - Logic Pro X
 - Microsoft Office (Word, PowerPoint, Excel)
 - Pro Tools
 - Sibelius
 - Unity



Multimedia Production Lab & Recording Studios



Design Studio



Drafting Studio



Music Practice Rooms



Film Shooting Studio



Live Arts Space

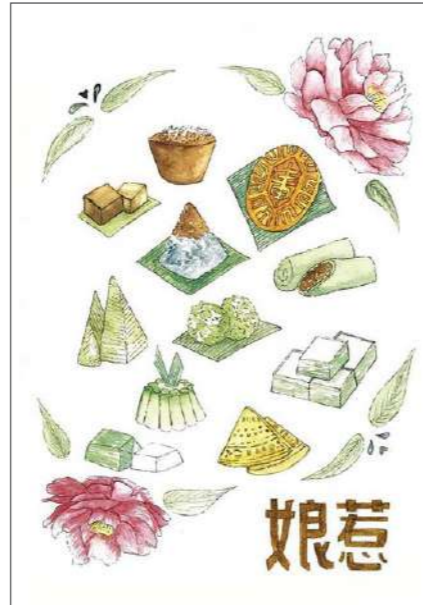
STUDENT WORKS



Check out more students' work at:
<http://university.sunway.edu.my/soashowcase>



Chan Jing Ning
BA (HONS) DESIGN COMMUNICATION



Andrea Yeow Jie Yin
BA (HONS) DESIGN COMMUNICATION



Sheryl Ching
BA (HONS) DESIGN COMMUNICATION



Wong Xiang Yuan
BA (HONS) IN INTERIOR ARCHITECTURE



Harraaj Singh
BA (HONS) IN INTERIOR ARCHITECTURE

Sharmin Leong Weng Kei
BA (HONS) IN INTERIOR ARCHITECTURE



Kee Jiong Han
BA (HONS) IN INTERIOR ARCHITECTURE

Rebecca Khoo Foong Mun
DIPLOMA IN GRAPHIC & MULTIMEDIA DESIGN



Choo ShaoJi
DIPLOMA IN GRAPHIC & MULTIMEDIA DESIGN



Soh Jin Wen
BA (HONS) DESIGN COMMUNICATION



Yoong Jian Shin
DIPLOMA IN INTERIOR DESIGN



PHANG ZHI JUN & REBECCA KHOO
BA (HONS) DESIGN COMMUNICATION



LOW JIA YEE & KIM MINJOO
DIPLOMA IN GRAPHIC & MULTIMEDIA DESIGN



Chong Poh Chan
BA (HONS) DESIGN COMMUNICATION



Lee Yin Zhi
BA (HONS) DESIGN COMMUNICATION

ENTRY REQUIREMENTS

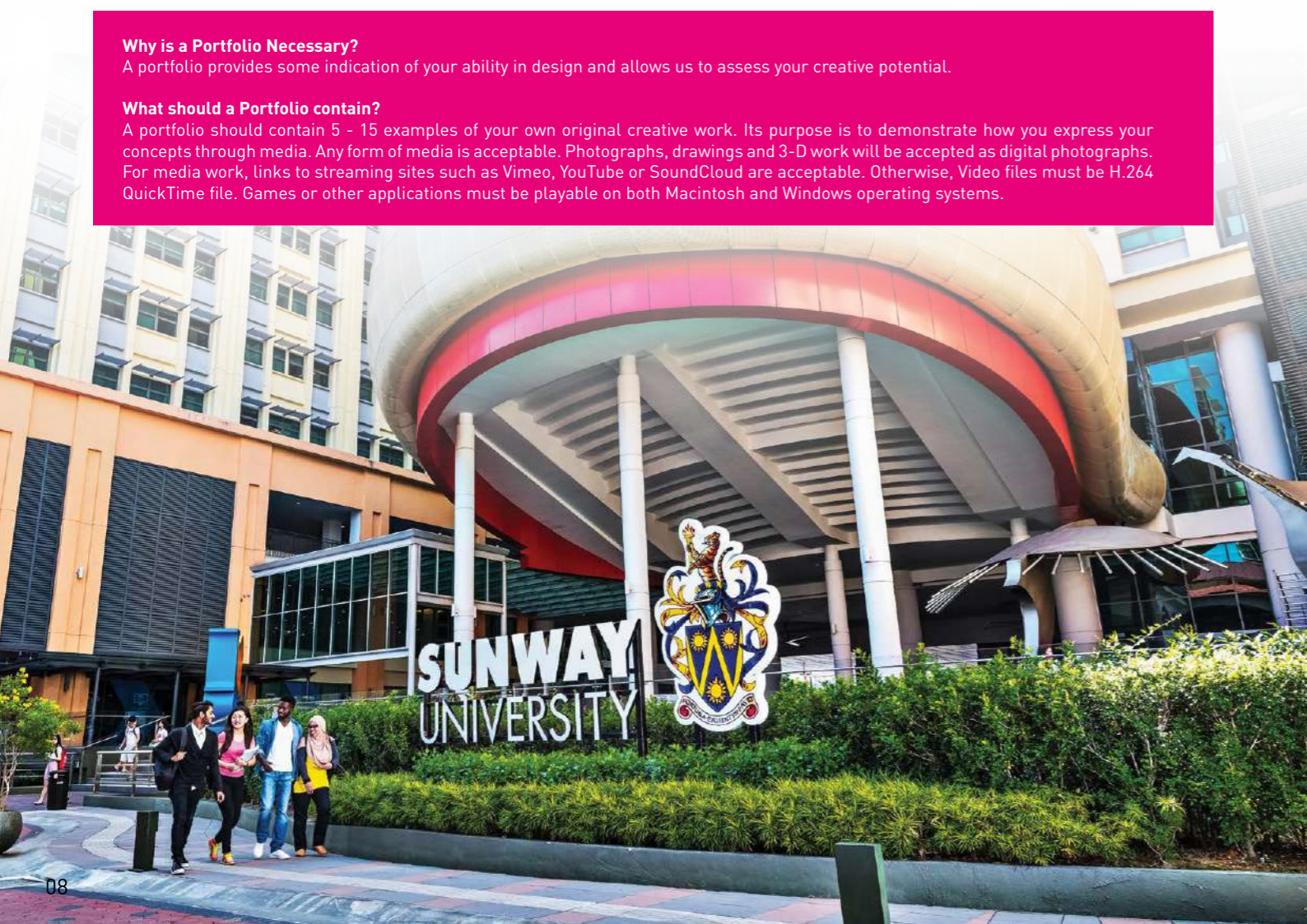
| PROGRAMME | ENTRY REQUIREMENTS |
|---|---|
| <p>Diploma in Graphic and Multimedia Design</p> <p>Intakes January, March, August Duration 2.5 years</p> | <p>SPM/O-Level Pass with minimum 3 credits including a pass in Art / Technical Drawing / Portfolio</p> <p>UEC Pass with minimum 3 Grade Bs including a pass in Art / Technical Drawing / Portfolio</p> <p>Portfolio Requirements Pass a Portfolio review by the University</p> |
| <p>Diploma in Interior Design</p> <p>Intakes January, March, August Duration 2.5 years</p> | |
| <p>Diploma in Performing Arts</p> <p>Intake March Duration 2 years</p> | <p>SPM/O-Level Pass with minimum 3 credits including English</p> <p>UEC Pass with minimum 3 Grade Bs including English</p> |

Why is a Portfolio Necessary?

A portfolio provides some indication of your ability in design and allows us to assess your creative potential.

What should a Portfolio contain?

A portfolio should contain 5 - 15 examples of your own original creative work. Its purpose is to demonstrate how you express your concepts through media. Any form of media is acceptable. Photographs, drawings and 3-D work will be accepted as digital photographs. For media work, links to streaming sites such as Vimeo, YouTube or SoundCloud are acceptable. Otherwise, Video files must be H.264 QuickTime file. Games or other applications must be playable on both Macintosh and Windows operating systems.



| PROGRAMME | ENTRY REQUIREMENTS | SPECIFIC REQUIREMENTS | ENGLISH REQUIREMENTS |
|---|---|---|---|
| <p>BA (Hons) in Communication</p> <p>Intakes January, March, August Duration 3 years</p> | <p>STPM Average C or CGPA 2.00 (Minimum 2 principals)</p> <p>A-Level Minimum 8 points (Minimum Grade D in at least 2 subjects)</p> | <p>BA (Hons) in Communication BA (Hons) in Advertising and Branding</p> <p>Credit in English at SPM level or Pre-University level or equivalent</p> | <p>IELTS or equivalent 6.0</p> <p>MUET Band 4</p> <p>SPM English B3 or B+</p> <p>UEC English B4</p> <p>O-Level English (1119) Credit</p> |
| <p>BA (Hons) in Advertising and Branding</p> <p>Intakes January, March, August Duration 3 years</p> | | | |
| <p>BA (Hons) Digital Film Production</p> <p>Intakes March, August Duration 3 years</p> | <p>Australian Matriculation ATAR 55</p> <p>Canadian International Matriculation Programme 55%</p> | - | <p>Sunway Intensive English Programme (IEP)* Pass Level 4 with minimum 65%</p> <p>*For BA (Hons) in Communication, and BA (Hons) in Advertising and Branding, IEP cannot be used to substitute a lack of Credit in English at SPM or Pre-University level.</p> <p>ESL / English Satisfactory level in Pre-University programmes, where the medium of instruction is English</p> |
| <p>BA (Hons) Contemporary Music (Audio Technology)</p> <p>Intakes March, August Duration 3 years</p> | <p>MUFY 55%</p> <p>Sunway Foundation Programmes (FIA / FIST) CGPA 2.00</p> <p>UEC Maximum 28 points from 5 subjects (all grade Bs)</p> | <p>BA (Hons) Contemporary Music (Audio Technology) BA (Hons) Music Performance</p> <p>All candidates must pass an audition</p> <p>Candidates should prepare three 1.5-minute pieces to be sung or performed on the instrument of their choice</p> | |
| <p>BA (Hons) Music Performance</p> <p>Intakes March, August Duration 3 years</p> | <p>IB Diploma Completed with minimum 24 points (excluding bonus points)</p> <p>Sunway Diploma CGPA 2.00 or equivalent</p> | <p>For further details, please contact: BA (Hons) Contemporary Music (Audio Technology) cmat@sunway.edu.my or BA (Hons) Music Performance musicp@sunway.edu.my</p> | |
| <p>BA (Hons) Design Communication</p> <p>Intakes January, March, August Duration 3 years</p> | <p>Other Qualifications Any other qualifications will be considered on a case-to-case basis</p> | <p>BA (Hons) Design Communication</p> <p>Portfolio Requirements Pass a Portfolio review by the University</p> | |
| <p>BA (Hons) in Interior Architecture</p> <p>Intakes March, August Duration 3.5 years</p> | | <p>BA (Hons) in Interior Architecture</p> <p>Portfolio Requirements Pass a Portfolio review by the University</p> | |

For A-Level points calculation:
A = 10 points B = 8 points C = 6 points D = 4 points E = 2 points

DIPLOMA IN GRAPHIC AND MULTIMEDIA DESIGN

PROGRAMME INTRODUCTION

Our Diploma in Graphic and Multimedia Design aims to provide graduates with a broad-based education that's industry oriented. The programme also helps develop advanced skills while encouraging entrepreneurship as well as driving creativity and innovation among our students.

A deeper knowledge of visual expression and communication in art and design are also key factors in the creative industries. These qualities go a long way in ensuring employability in various local and international organisations.

PROGRAMME STRUCTURE - Subjects

Year 1

- Principles of Design (2D)
- Graphic Design 1
- Principles of Design (3D)
- Computer Graphics 2
- Drawing Studies
- History of Graphic Design
- Computer Graphics 1
- Multimedia Design 1
- Typography 1
- English for Artists & Designers
- Digital Photography

Year 2

- Typography 2
- Graphic Design 2
- Graphic Design 3
- Multimedia Design 2
- Multimedia Design 3
- Printing Technology
- Introduction to Packaging
- Introduction to Design Proposal Writing
- Packaging Design

Electives (choose 1)

- Ceramics
- Sculpture in Round
- Illustration
- Printmaking – Relief

Year 3 (6 months)

- Graphic & Multimedia Design Final Project
- Practical Training

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Appreciation of Ethics and Civilisation
- Moral Education
- Community Service
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:

- Malay Language for Communication 1
- Moral Education
- Community Service

DIPLOMA IN INTERIOR DESIGN

PROGRAMME INTRODUCTION

The Diploma in Interior Design enhances students' potential through a conducive learning environment that prepares them for the competitiveness of the working world.

The Diploma in Interior Design emphasises technical skills through design processes to ensure success in the field of interior design and related industries. With the support of experienced lecturers and world-class facilities, students will discover the intricacies of space planning, design processes and visual aspects of presentations as well as professional ethics, building materials, furniture design, building construction and project specifications.

PROGRAMME STRUCTURE - Subjects

Year 1

- Principles of Design (2D)
- Building Construction
- Principles of Design (3D)
- Furniture Design 1
- Drawing Studies
- History of Interior Design
- Architectural Graphics
- Colour, Materials & Finishes
- Interior Design 1
- English for Artists & Designers
- Model Making

Year 2

- Interior Design 2
- Specification & Contract
- Building Services
- Advanced Computer Aided Design
- Furniture Design 2
- Professional Practice
- Computer Aided Design
- Interior Design 3
- Introduction to Design Proposal Writing

Electives (choose 1)

- Computer Graphics 1
- Ceramics
- Digital Photography

Year 3 (6 months)

- Interior Design Final Project
- Practical Training

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Appreciation of Ethics and Civilisation
- Moral Education
- Community Service
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:

- Malay Language for Communication 1
- Moral Education
- Community Service

CAREER PROSPECTS

- Advertising designer
- Animator
- Art director
- Game artist
- Graphic designer
- Photographer
- Social media designer
- Visual effect designer
- Web & multimedia designer

CAREER PROSPECTS

- 3D visualiser
- Design consultant
- Display artist
- Exhibition designer
- Furniture designer
- Interior designer
- Project manager
- Retail designer
- Set designer
- Theme park designer



Lim Wei Mei
Exhibition

DIPLOMA IN PERFORMING ARTS

PROGRAMME INTRODUCTION

Our Diploma in Performing Arts interdisciplinary curriculum covers two major disciplines: theatre and film. Over two years, students rigorously hone the fundamentals of both crafts: onstage, backstage, in front of the camera, and behind the scenes. Students are supported by a diverse, experienced and dynamic faculty who reflect today's industry practices. Students are encouraged to find a voice and be critical of their work, while having ample opportunities to create for the here and now. This unique program provides a strong head-start for employment. Students may also choose to further their education in Sunway, or with our partner universities in Australia and the UK.

Students from the Diploma in Performing Arts have had successful careers not only in theatre and film, but also its related industries in television, radio, digital media, advertising, broadcasting, and social media.

PROGRAMME STRUCTURE - Subjects

Year 1

- Improvisation
- Theatre Practices
- Introduction to Audio-Visual Production
- Cinema Studies
- Professional Skills
- Audio-Visual Production
- Thought & Writing
- Media & Culture
- Script Writing
- Acting & Text
- Theatre Project
- Production Management

Year 2

- Production Design Theory
- Modern Theatre
- Directing for the Camera
- Audio-Visual Post-Production
- Career Management
- Malaysian Arts & Culture
- World Cinema
- Collaborative Screen Production Project or Collaborative Stage Production Project
- Community Service
- Internship

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Appreciation of Ethics and Civilisation
- Moral Education or Islamic Studies
- Community Service
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:

- Malay Language for Communication 1
- Moral Education
- Community Service



CAREER PROSPECTS

- Actor/Performer (Various Platforms)
- Cinematographer
- Director & Assistant Director
- Production Designer
- Production Editor
- Production/Stage Manager
- Production Researcher
- Scriptwriter/Playwright
- Technical Crew

JPT/BPP(U)[R2/212/4/0020/A4657]4/24

BA (HONS) IN COMMUNICATION

PROGRAMME INTRODUCTION

The BA (Hons) in Communication programme is an exciting and high-impact degree designed to produce industry-employable graduates in the fields of Corporate Communication and Public Relations. Combining communication theory and media practices, this degree covers a wide range of critical perspectives on media, and introduces students to the diversity of contemporary communication practices. Our close links with the media and communication sectors bring students into regular contact with industry professionals. This programme focuses on the enhancement of creativity, critical thinking, writing and oral presentation skills.

VALIDATED BY:



CAREER PROSPECTS

- Public relations manager
- Account manager
- Media planner
- Corporate communications director
- Corporate image consultant
- Branding/image strategist
- Social media manager
- Foundation programme officer
- Community outreach coordinator
- Advocacy director

PROGRAMME STRUCTURE - Subjects

Year 1

- Principles of Mass Communication
- English for Academic and Professional Communication
- Organisational Communication
- Principles of Corporate Communication
- Media, Culture and Society
- Creative Thinking
- Communication Theory and Practice
- Graphic Communication
- Principles of Public Relations
- Cultural Literacy

Year 2

- Media Technology
- Law and Ethics in Communication
- English Communication Skills
- PR: Planning, Campaign & Evaluation
- Integrated Marketing Communication
- Global Branding and Identity
- Digital Media Literacy
- PR: Issues, Crises and Strategies
- Entrepreneurship in the Arts

Year 3

- Communication Research Methods
- Corporate Social Responsibility
- Research Project
- Internship
- Online Communities

Discipline Electives (choose 3)

- Celebrity Culture
- Basic Narrative Analysis
- Psychology in Communication
- Media Relations and Public Affairs
- Public Relations Writing
- Intercultural Communication
- Investor Relations
- Political Communication
- Events Management

Free Electives

- Advertising Through the Ages
- Global Media and Culture
- Understanding Social Media

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- Community Service in Sustainable Development
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)
- Creativity for Sustainability
- Sustainable Development in Malaysia

For International students:

- Malay Language for Communication 2
- Appreciation of Ethics and Civilisation
- Community Service
- Sustainable Creativity
- Sustainable Development in Malaysia

Communication students conducted an event highlighting the need for Climate Change Awareness and Action.



JPT/BPP(U)[R2/321/6/0018/FA0350]04/26

*Free electives are courses offered university-wide. For example, the Department of Communication will offer the free electives Global Media and Culture, and Advertising Through the Ages. Students are encouraged to take the electives offered by other schools and departments.

BA (HONS) IN ADVERTISING AND BRANDING

PROGRAMME INTRODUCTION

The BA (Hons) in Advertising and Branding degree programme aims to nurture creative thinkers with the skills and knowledge to investigate, analyse, conceptualise and present visual information and creative ideas.

Students will acquire the necessary depth and breadth of specialised and contextual knowledge to address a range of appropriate advertising problems in industry. It is intended for those who wish to become advertising experts within the advertising industry. The subject combines Advertising, Communication, Design, Contextual Studies and Professional Studies with technologies and processes in a coherent and relevant manner. The programme aims to produce world-class graduates with a focus on competencies in creativity, critical thinking and entrepreneurial thinking, skills that are transferable across media and settings.

VALIDATED BY:



CAREER PROSPECTS

- Creative director
- Art director
- Brand manager
- Advertising account executive
- Copywriter
- Social media manager
- Creative production manager
- Account planner
- Media planner
- Web media advertising specialist
- Editors
- Strategists

PROGRAMME STRUCTURE - Subjects

Year 1

- Principles of Advertising
- Creative Thinking
- Designing with Type
- Graphic Communication
- English for Academic and Professional Communication
- Conceptual Art Direction
- Media, Culture & Society
- Communication Theory and Practice
- Digital Photography
- Cultural Literacy

Year 2 & Year 3

- Entrepreneurship in the Arts
- Strategic Advertising Campaign
- Creative Copywriting
- Global Branding & Identity
- Media Planning
- Digital Media Literacy
- Law & Ethics in Communication
- Advanced Graphic Communication
- Research Methodology in Advertising
- Integrated Marketing Communication
- Advertising Design & Production
- Research Project in Advertising
- Final Year Project
- Industrial Training
- English Communication Skills

Discipline Electives (choose 2)

- Basic Narrative Analysis
- Celebrity Culture
- Corporate Identity Design
- Design Thinking & Practice
- Introduction to Packaging

Free Electives (choose 3)

- Advertising Through The Ages
- Global Media and Culture
- Understanding Social Media

*Free electives are courses offered university-wide. For example, the Department of Communication will offer the free electives Global Media and Culture, and Advertising Through the Ages. Students are encouraged to take the electives offered by other schools and departments.

JPT/BPP(U)[N]321/6/0247/PA11421|07/26

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- Community Service in Sustainable Development
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)
- Creativity for Sustainability
- Sustainable Development in Malaysia

For International students:

- Malay Language for Communication 2
- Appreciation of Ethics and Civilisation
- Community Project
- Sustainable Creativity
- Sustainable Development in Malaysia



BRYAN SUAM JUN YI
Ambience Ad

BA (HONS) DIGITAL FILM PRODUCTION

PROGRAMME INTRODUCTION

The BA (Hons) Digital Film Production programme develops creative and professional skills in film production areas of study such as short film, documentary, scriptwriting, sound recording, acting, transmedia content creation, post-production, and entrepreneurship.

The degree aims to produce versatile creative producers skilled in audio-visual production across multiple platforms to enhance students' capabilities and competency in Malaysia's growing creative economy. The expertise acquired in this degree will be relevant to a diverse range of conventional and new career options within and beyond the current media landscape that has been revolutionised by digital technology.

VALIDATED BY:



CAREER PROSPECTS

- Audio-visual producer
- Film producer
- Film director
- Cinematographer
- Film editor
- Scriptwriter

PROGRAMME STRUCTURE - Subjects

Year 1

- Introduction to Filmmaking
- Film Studies
- Editing Techniques 1
- Scriptwriting
- World Cinema
- Filmmaking: Documentary
- Producing for Film
- Directing for Film

Year 2

- Asian Cinema
- Digital Cinematography
- Editing Techniques 2
- Filmmaking: Short Film
- Media Writing
- Principles of Media Practice
- Visual Culture
- Media and Cultural Studies
- Collaborative Projects

Year 3

- Sound for Film
- Research Project
- Arts and Society in Malaysia
- Creative Industries and Entrepreneurship
- Creative Project
- Electives
- Internship

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- Community Project
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:

- Malay Language for Communication 2
- Appreciation of Ethics and Civilisation
- Community Project

Sheldon Chong, BA (Hons) Digital Film Production student receiving the Best Student Short Film Award for "With Love, Elaine" at the "Eye" Short Film and Music Video Competition



JPT/BPP(U)[R]213/6/0264/FA6233|09/25

BA (HONS) CONTEMPORARY MUSIC (AUDIO TECHNOLOGY)

PROGRAMME INTRODUCTION

The BA (Hons) Contemporary Music (Audio Technology) programme is both a technical and creative degree, providing students with a strong foundation in music theory and academic knowledge, while developing audio technology skills through studio practice and interdisciplinary collaborative projects. Subjects and areas covered include composition, performance, sound design, post-production and mastering, as well as music theory, history and aural training.

Graduates will be able to work in the music industry as performers, producers, composers, sound engineers and creative artists; or in the broader creative industries through work on film, TV, video games, theatre and dance, among others.

PROGRAMME STRUCTURE - Subjects

Year 1

- Music Theory and Musicianship
- Audio Recording and Production
- Applied Contemporary Musicianship
- Recording Studio Techniques
- World Music

Year 2

- Contemporary Music Composition and Arrangement
- Audio Post-production and Mastering
- Applied Contemporary Musicianship
- Applied Sound Design
- Studio Composition
- Malaysian Music
- Music History: Classical to 20th Century
- Collaborative Projects

Year 3

- Research Project
- Popular Music Studies
- Arts and Society in Malaysia
- Creative Industries and Entrepreneurship
- Creative Project
- Electives
- Internship

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- Community Project
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:

- Malay Language for Communication 2
- Appreciation of Ethics and Civilisation
- Community Project



JPT/BPPP(U)[R/212/6/0029/FA6234]09/25

BA (HONS) MUSIC PERFORMANCE

PROGRAMME INTRODUCTION

The BA (Hons) Music Performance degree focuses on Western art music, covering practical musicianship, music theory, and academic knowledge. This programme is ideal for students with an interest and background in performance. The programme welcomes singers and instrumentalists who pass a qualifying audition.

Graduates will be equipped to work in the music industry as performers, educators, session musicians, composers, conductors and arrangers, as well as to pursue post-graduate studies.

PROGRAMME STRUCTURE - Subjects

Year 1

- Instrument/Voice Lessons
- Large & Small Ensembles
- Music Theory & Musicianship
- Audio Recording & Production
- World Music

Year 2

- Instrument/Voice Lessons
- Large & Small Ensembles
- Music Theory & Musicianship
- Music History
- Composition & Improvisation
- Collaborative Projects

Year 3

- Research Project
- Music Pedagogy
- Arts and Society in Malaysia
- Creative Industries and Entrepreneurship
- Creative Project
- Electives
- Internship

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- Community Project
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:

- Malay Language for Communication 2
- Appreciation of Ethics and Civilisation
- Community Project

CAREER PROSPECTS

- Music producer
- Composer
- Mixing engineer
- Orchestrator
- Film composer
- Musician

CAREER PROSPECTS

- Performer
- Educator
- Session musician
- Composer
- Conductor
- Arranger



JPT/BPPP(U)[N/212/6/0035/FA8529]03/22

BA (HONS) DESIGN COMMUNICATION

PROGRAMME INTRODUCTION

The BA (Hons) Design Communication programme nurtures passionate, creative thinkers with a good understanding of design thinking and practices that drive the creation of innovative design solutions. Students' engagement with industry partners provides access to learning experiences in cutting-edge design, technology and digital media. Students will develop both individual creative skills and teamwork through participation in collaborative projects.

The highly digital, fast-paced multinational business environment provides the impetus for this programme, which prepares graduates for both the present industry and job creation through design entrepreneurship and innovation.

VALIDATED BY:



CAREER PROSPECTS

- Creative director
- Graphic designer
- 2D/3D animator
- Illustrator
- Copywriter
- Freelancer
- UI designer
- Event coordinator
- Interactive/Multimedia designer
- Game artist
- Film/TV assist producer
- Project coordinator
- Design entrepreneur
- Web designer

PROGRAMME STRUCTURE - Subjects

Year 1

- Creative Thinking
- Drawing Techniques & Process
- History of Art & Design
- Introduction to Computer Graphics
- Digital Photography
- Design Thinking & Practice
- Introduction to Visual Communication
- Digital Storytelling
- Advanced Computer Graphics
- 2D & Animation Principles

Year 2

- Digital Illustration
- Web Design & Interactivity
- Packaging in Graphic Design
- Sustainable Design
- Design & Typography
- Design Enterprise
- Visual Communication & Graphic Design
- Motion Graphics Design
- Digital Publishing

Electives (choose 1)

- Advanced Photography
- Ceramic Arts
- Digital Animation (3D)

Year 3

- Visual Culture & Technology
- Major Research Project
- Industry-Based Project
- Internship (3 months)
- Final Year Project

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- Community Project
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For International students:

- Malay Language for Communication 2
- Appreciation of Ethics and Civilisation
- Community Project



Kee Kher Wei
Kopitiam

JPT/BPP(U)[R/241/6/0172/FA8091]11/26

BA (HONS) IN INTERIOR ARCHITECTURE

PROGRAMME INTRODUCTION

The BA (Hons) in Interior Architecture programme is designed for the student who wants to become a 21st century innovative interior architecture professional. The degree engages students in various aspects of design for interior environments, while developing professional and creative skills which enable students to contribute to the profession with confidence. The degree employs a broad range of learning environments. Studio experience develops fundamentals of the design thinking and process involved in the practice of designing interior spaces in real-world industrial settings.

A balanced mixture of theoretical and practical subjects such as design practice, modelling, drawing, furniture design and sustainable design are coupled with communication, technology and entrepreneurship skills, creating a graduate profile that can be articulated beyond interior architecture to other design professions.

VALIDATED BY:



CAREER PROSPECTS

- 3D/CAD visualiser
- Creative director
- Design consultant
- Design entrepreneur
- Furniture designer
- Interior architect/Designer
- Lighting designer
- Product manager
- Project manager
- Retail designer
- Theme park designer
- VR/AR designer

PROGRAMME STRUCTURE - Subjects

Year 1

- Design Thinking & Practice
- Drawing Techniques & Process
- History of Architecture & Design
- Model Making
- Computer Aided Design 1
- Interior Architecture 1
- Building Materials & Construction 1
- Architectural Graphics 1

Year 2

- Interior Architecture 2
- Computer Aided Design 2
- Building Materials & Construction 2
- Building Services & Technology
- Architectural Graphics 2
- Colour, Materials & Finishes
- Interior Architecture 3
- History of South East Asian Architecture

Electives (choose 1)

- Introduction to Computer Graphics
- Principles of Advertising Design
- Digital Photography
- Design Enterprise
- Sustainable Design

Year 3

- Interior Architecture 4
- Lighting Design
- Furniture Design
- Design for Society
- Professional Practice
- Project Management
- Internship (Part 1)

Year 4

- Internship (Part 2)
- Final Year Project

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Appreciation of Ethics and Civilisation
- Philosophy and Current Issues
- Community Project
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)
- Introduction to Consumer Behaviour

For International students:

- Malay Language for Communication 2
- Appreciation of Ethics and Civilisation
- Community Project
- Introduction to Consumer Behaviour

Michelle Leong Li Xian
Sewing Workshop



JPT/BPP(U)[N/581/6/0091/PA8200]09/21

BRINGING YOU FURTHER

INTERNSHIP COMPANIES & COMPANIES THAT HAVE HIRED OUR GRADUATES

Aviation

- AirAsia

Architectural Design

- ABRAZ Arkitek
- ArkiPac Sdn Bhd
- CSM Architects Sdn Bhd
- KUEE Architect
- VERITAS Design Group
- WBH Architects

Arts Organisation

- Kakiseni

Architecture & Planning

- T.R. Hamzah & Yeang Sdn Bhd

Consulting

- Eureka! Campaign Consultant
- Runningscript

Creative Agencies

- A&A Concept Design & Contract
- Dentsu Media Malaysia
- Fearless Ideas & Design Sdn Bhd
- Forefront International
- Illusion Fecit Sdn Bhd
- IS Creative
- Leo Burnett Malaysia
- Publicis Malaysia
- SW1 Solutions Sdn Bhd
- TBWA Malaysia
- TrueFACES Creation Sdn Bhd

Design and Printing

- Matrix Max System Sdn Bhd

Entertainment

- 8TV
- Astro Productions
- Media Prima Berhad
- NTV7

Event Planning

- Jazzy Group (M) Sdn Bhd
- Livescape Events
- Monsoon Records
- Pico (Malaysia)
- Softpillow Mollycoddle & Co. Sdn Bhd

Education

- Sunway Education Group

Film Production

- Aparat
- Biscuit Films
- Enfiniti Vision Media
- Evo Picture Sdn Bhd
- Lab Zero Two Studio
- Passion Pictures
- Planet Films
- Rising One Media
- Vfilm Sdn Bhd
- Wayang Works

Fitness

- KFit Asia Sdn Bhd

Graphic Design

- Outsource Design Asia
- Red Communications

Interior Design

- 8 ID Plus PLT
- Balens Design
- Cube Creation Sdn Bhd
- DAV Interior Design
- Home Interior Design & Deco
- IN Reno Holding Sdn Bhd
- Miraclewatts Enterprise
- Nature Concept Contracts Sdn Bhd
- One Space Sdn Bhd
- PSQ Studio
- SIMSAN Design PLT

- TWLeong Design
- Your Homies

Insurance

- AIA Shared Services

Landscaping

- Nature Landscaping Sdn Bhd

Media

- Double Vision

Marketing and Advertising

- Berkeley Advertising
- BrandThink Malaysia
- BrandThink PR Sdn Bhd
- Creative Juice Kuala Lumpur
- FP Avante Sdn Bhd
- Grey Kuala Lumpur
- Havas Worldwide Kuala Lumpur
- IPG Mediabrands Sdn Bhd
- J. Walter Thompson Malaysia
- Arc Worldwide
- Milk PR Sdn Bhd
- Monster Interactive Sdn Bhd
- Naga DDB Tribal
- Ogilvy & Mather Malaysia
- Pixarus Communications Sdn Bhd
- Saatchi & Saatchi Worldwide Sdn Bhd
- Star Reacher Advertising Sdn Bhd
- Y&R Malaysia

Music

- Maveriq Studios
- Real Time Studio

- Studio 21:05
- Supernova Media

Newspapers

- The New Straits Times Press (M) Bhd

Publisher

- Blu Inc Media Sdn Bhd

Public Relations

- Arcis Communications Sdn Bhd
- Cohn & Wolfe XPR Sdn Bhd
- Edelman Public Relations Worldwide Sdn Bhd
- GO Communication
- Shekinah PR Sdn Bhd
- Text 100 Malaysia Sdn Bhd

Property Development

- MCT Consortium Berhad

Retail & Merchandise

- DPulze Venture Sdn Bhd
- Pavilion Kuala Lumpur

Theatre Production

- Anomalist Production
- Dama Orchestra
- Monday Show Entertainment
- theatrethreesixty
- Damansara Performing Arts Centre
- Five Arts Centre
- The Kuala Lumpur Performing Arts Centre

Theme Parks

- Sunway Lagoon Sdn Bhd

Travel Agency

- SINI

MOBILITY & STUDY ABROAD

| PROGRAMME | MOBILITY OPTIONS* | | |
|---------------------------------------|----------------------|------------------|--------------------------------|
| | Lancaster University | | Korean Summer/Winter programme |
| | Summer Programme | 1+2 articulation | |
| DURATION | 3 weeks | 2 years | 2 weeks |
| Communication | ✓ | - | ✓ |
| Advertising and Branding | ✓ | - | ✓ |
| Digital Film Production | ✓ | ✓ | ✓ |
| Contemporary Music (Audio Technology) | - | - | ✓ |
| Music Performance | - | - | ✓ |
| Design Communication | ✓ | ✓ | ✓ |
| Interior Architecture | ✓ | - | ✓ |

*Subject to meeting requirements. Terms and conditions apply.



WHERE ARE OUR GRADUATES NOW?



HARRAAJ SINGH
BACHELOR OF ARTS (HONOURS) IN INTERIOR ARCHITECTURE

Position : Freelance Interior Designer



GABRIEL LEE PIN ERN
DIPLOMA IN PERFORMING ARTS

Company: Reanimated Productions
Position : Production editor and Assistant Director of Photography



ELEANOR LIM
BA (HONS) DESIGN COMMUNICATION

Position : Freelance Graphic Designer



TERENCE LIEW QI MING
DIPLOMA IN PERFORMING ARTS

Position : Freelance Filmmaker

• Winner, Bright Future Short, Seoul Guro International Kids Film Festival (2020), along with Gabriel Lee Pin Ern (above).



HARAKAWA KEIKO
DIPLOMA IN INTERIOR DESIGN

Company: Kokuyo International (Malaysia) Sdn Bhd
Position : Designer



EMILY ONG SHUYI
DIPLOMA IN PERFORMING ARTS

Pursuing further studies in Bournemouth University, United Kingdom.

• Best Young Director, SHORT to the Point International Short Film Festival (2018).



ANG JIA CHIE
DIPLOMA IN GRAPHIC & MULTIMEDIA DESIGN

Pursuing further studies in Royal Melbourne Institute of Technology (RMIT), Australia.



STEVEN SOON SOO ONN
BA (HONS) DIGITAL FILM PRODUCTION

Company: Flatfish
Position : Director & Videographer



BRIAN CHAN YEN HAN
DIPLOMA IN PERFORMING ARTS

Position : Freelance performer

• Recurring lead, Ola Bola The Musical by Enfiniti Productions

• Best Actor in a Leading Role in Musical Theatre, the 16th BOH Cameronian Arts Awards (2019)



AMYRUL FAHMI SANI
BA (HONS) DIGITAL FILM PRODUCTION

Company: Ninth Floor Pictures
Position : Director & producer



ABDUL AZEEM SHAH BIN AKBAR SHAH
BA (HONS) CONTEMPORARY MUSIC (AUDIO TECHNOLOGY)

Pursuing Master of Arts in Creative Arts and Media in Sunway University.



KAN PEIK QUAN
BA (HONS) CONTEMPORARY MUSIC (AUDIO TECHNOLOGY)

Company: Happy Studio
Position : Producer Assistant/ Composer/ Arranger



ELIZABETH MARIE EDWIN
BA (HONS) CONTEMPORARY MUSIC (AUDIO TECHNOLOGY)

Position : Coordinator - Public Engagement

• Director of 'Mahsuri: Retold' musical showcase

• 'A Song for Sunway' competition winner



MEERA PILLAI
BA (HONS) DIGITAL FILM PRODUCTION

Company: Silverfish Books Sdn Bhd
Position : Salesperson/ Proofreader



SYEDA MALIHA HUQ
BA (HONS) IN COMMUNICATION

Pursuing MA in Visual Communication and Media Studies in Sunway University.



DAMAYANTI A/P PANGATHODY NARENDRA
BA (HONS) IN COMMUNICATION

Company: MSL, Publicis Groupe
Position : Senior PR Executive



SHARIFAH ALIAH BINTI SYED ALWI ALHABSHI
BA (HONS) IN COMMUNICATION

Company: Zalora
Position : Marketplace, Senior Account Executive



EMILY JO CHEN
BA (HONS) IN COMMUNICATION

Company: Ensemble Worldwide
Position : Copywriter

SUNWAY UNIVERSITY

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

