

SCHOOL OF ARTS PRESS

# Newsletter







## About us

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 various projects by the lecturers and students, a music performance recital, World Café by the international students, and a collaboration with University of Asia and the Pacific!

## The School of Arts Press

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# Message From The Dean

The second half of the semester returned in full swing as competitions, workshops, exhibitions, and showcases took place this month. It is encouraging to see our academic staff and students taking active participation in these activities, making the most of their time on campus. Notably, we held SOA World Cafe - the first event organised by and showcasing our international student community at the School of Arts! This community has grown significantly over the years, and we look forward to welcoming more international students to the School in future.

**PROF. MATTHEW MARSHALL**





# School of Arts Lecturers Excel in Teaching and Learning Poster Competition


On the 1st of November, Sunway University held its annual Teaching and Learning Poster Competition for staff members. Several lecturers from the School of Arts participated and also won prizes with their submissions! Dr Zuhaili Ismail and Mr Firdaus Anuar collaborated to win second place for “MIROMIND: Where Innovation Meets Artificial Intelligence (AI) In Creative Research”. Coming in third place was Ms Priyadharshini Ahrumugam with “Encouraging Creative Critical Inquiry: Producing An Infotainment Documentary Video”.

Other participants from the School of Arts included Dr Norizzati Azudin with “Grow Model In Research Supervision: Supporting Students’ Independent Learning” and Prof. Bradley Freeman with “Global Classroom: Bridging Borders in Higher Education”.



(Photo Source: Ms Priyadharshini Ahrumugam )



# MIROMIND

WHERE INNOVATION MEETS ARTIFICIAL INTELLIGENCE (AI) IN CREATIVE RESEARCH

Dr Zuhaili Akmal Ismail, Mohd Firdaus bin Mohd Anuar  
Department of Communication / Department of Art, Design & Media  
School of Arts, Sunway University

## Introduction

The demand for enhanced creative research support has become critical in the evolving educational landscape. Students' dissatisfaction with existing systems reveals the pressing need for innovation—a challenge embraced by MiRoMind. Traditional methods of research support, rooted in mentor feedback and extensive knowledge repositories, now clash with advanced technology, intensifying student discontent. Studies by Kaur et al. in 2020 and Ismail & Ab Rahman in 2022 underscore the urgency of bridging the pedagogical support gap. Their findings reveal that 85% of undergraduates are dissatisfied due to the lack of innovative technology integration in research support. Ismail & Ab Rahman's (2022) data reinforces this need, with 78% of students favouring AI-driven research platforms. MiRoMind responds to this demand by pioneering an AI-based virtual research assistant within a platform. With real-time interactions and a focus on nurturing creativity, this innovative platform aims to surmount current pedagogical challenges, enrich undergraduate research in creative disciplines, and provide 21st-century academic support.



## Innovation

- **Introducing MiRoMind**  
A groundbreaking digital platform revolutionizing education for Malaysian students as the first AI-driven creative research support system.
- **Exceptional Features**  
AI-driven real-time coaching, immersive learning environments, collaboration, and timely feedback mechanisms.
- **Innovative Development**  
Leveraging cutting-edge technology in an iterative design process, MiRoMind promises an innovative future for Malaysian students.

## Observable Outcomes

Data on the impact of MiRoMind on students' research experiences, including real-time guidance, exploration of novel research avenues, research outcome impact, and research productivity.



## Method

WITH MIROMIND

**A**

WITHOUT MIROMIND

**B**

**50**

STUDENTS

Implementation of the separation across specific courses with a focus on research components.

Demographics of the selected cohort, including age and gender distribution

Use of built-in analytics features in MiRoMind for quantitative data collection.

Surveys crafted for both groups and cross-referencing with actual usage data.

## Recommendations

**Research-Informed Curriculum:** Institutions can enhance innovation by integrating research-based learning. This prepares students for modern job demands and can be boosted by AI tools like MiRoMind for improved research outcomes.

**Scaling and Best Practices:** To maximize MiRoMind's potential in education, it's vital to scale its use and maintain inclusivity. A framework for best practices ensures effective and consistent integration.



# SOA Lecturers' Flood Management Projects Featured At FCRI Exhibition

From the 3rd to 10th of October, the Future Cities Research Institute (FCRI) Sunway University and Lancaster University held an exhibition titled "FCRI Urban Living Lab: Redefining Urban Limits". During this time, the flood management project regarding senior citizens' flood experience and consequent needs was showcased. This was a collaboration between School of Arts lecturers, including Dr Goh Yi Sheng, Dr Catherine Lee, Ms Bibi Zafirah Hanfa, and Dr Helen Guek among other academics, artists, students, and industry partners. Exhibition materials included the research project, artistic renditions of senior citizens' emotions collected through a photography FCRI Seedcorn photography competition, and a Flood Response Kit designed to aid senior citizens in flood situations.



(Photo Source: Dr Goh Yi Sheng)





(Photo Source: Dr Goh Yi Sheng)



# Exegesis Writing Workshop

## with Professor Mohd Anis Md Nor

On 10th November, the School of Arts' postgraduate students attended a workshop by adjunct professor Prof. Mohd Anis Md Nor. Titled, "Writing an Academic Exegesis," the students gained a better understanding on the process of producing an exegesis - which assists with explaining the purpose and effect of the students' creative output. This was particularly useful for School of Arts postgraduate students, who are offered research-creation as an option for the PhD programmes.

This workshop marks the third time Prof. Anis has given a workshop to the school's postgraduate students. Prof. Anis pioneered the study of Zapin dance and music in Southeast Asia. He has published more than 20 books as well as 151 conference papers which focuses on music, dance and theatre around Southeast Asia.



(Photo source:  
School of Arts Press,  
ISACCE Website )

**SUNWAY UNIVERSITY**  
A CLASS ABOVE

## WRITING AN ACADEMIC EXEGESIS

Postgraduate workshop with  
**PROFESSOR MOHD ANIS MD NOR**

**DATE:** 10 November 2023 (Friday)  
**TIME:** 10.00AM - 4.00PM  
**VENUE:** Jeffrey Cheah Square  
(Level 11, Sunway University)

Professor Mohd Anis Md Nor is Adjunct Professor with the School of Arts, Sunway University. He is the managing director and research fellow of the Nusantara Performing Arts Research Center (NPARC) based in Kuala Lumpur.

He received his BA (Hons.) from the University of Malaya, MA (Dance Ethnology) from the University of Michigan, and Ph.D. (Southeast Asian Studies and Musicology) from the University of Michigan, Ann Arbor, Michigan. He pioneered the study of Zapin dance and music in Southeast Asia and has published widely on the topic.



# Next Gen Talk Series Returns with Mr Chit Quah of SPIN Communications

On 16th November, BA (Hons) in Advertising and Branding students were invited to the 4th Next Gen talk. This talk series gives the students a chance to have a glimpse inside the advertising industry and hear directly from the seasoned professionals in the field.

Mr. Chit Quah is the founder and managing director of SPIN communications. With years of experience in the advertising industry, he is all about abandoning the old rules and creating new ones. Blending all strategic, creative, technology, and production skills needed to excel in this modern economy, SPIN communications helps brands to connect with people as well as creating meaningful outcomes.

During the talk, Mr. Chit Quah emphasised the importance of human insights in storytelling when helping a brand connect with its audience. Along with his team, they shared valuable insights into the advertising field and answered probing questions from the audience.





(Photo source: School of Arts Press)



# Dr Pauline Leong Receives Certificate of Completion for ADLP Master Trainer

Congratulations to the Department of Communication's Assoc. Prof. Dr Pauline Leong, who has received the Master Trainer certification by the ASEAN Digital Literacy Programme (ADLP)! This programme involved a Training of Trainers session that took place earlier in the year on the 10th of June. During this programme, also known as the Media and Information Literacy programme, educators had the opportunity to learn and train others concerning digital literacy. The programme was a collaboration between Asia Centre, ASEAN Foundation, and Google. Its aims were to enhance digital literacy among Malaysian communities and combat the spreading of misinformation in society.



(Photo Source:  
Dr Pauline Leong Pooi Yin)



# Music Performance Students Take the Stage in a Lunchtime Recital

On 22nd November, students from all years of the BA (Hons) Music Performance programme graced the stage in a series of captivating recitals, which was held at the School of Arts Gallery. During the hour-long recital, each student captivated the audience and showcased their skills and artistic depth, which were finely tuned through their Principal Study module. The recital was organised by subject lecturer Mr Soon Kun Ming, featuring piano, violin and vocal performances. Each performer received a personalised introduction by programme leader Assoc. Prof. Dr Andrew Filmer.



(Photo source: School of Arts Press)



# Memorandum Agreement Signed between Sunway University and University of Asia and the Pacific

Associate Dean, Dr Mayco Axel Santaella and Associate Professor Dr Padma Pillai were hosted by the University of Asia and the Pacific to sign a memorandum agreement. This significant collaboration will create exciting opportunities including student exchanges and research collaborations. During their visit, Dr Mayco and Dr Padma had a meaningful discussion with the School of Communication Dean, Dr Jerry Kliatchko and the Media and Entertainment Management Program Director, Veronica Isla, regarding collaborations with the Department of Communication.



(Photo source:  
[Dr Mayco Santaella on LinkedIn](#))





# School of Arts World Cafe: An Enriching Global Experience

On 29th November, the international students from the School of Arts brought together cultures from 44 nationalities through the SOA World Café! From traditional games to mesmerising live music, captivating films to interactive activities, visitors were transported to different corners of the world. Visitors were able to mingle around and play board games while different types of teas and snacks from various cultures were served throughout the event. This event served as a melting pot of cultures and was able to cultivate a strong relationship between the peers.



(Photo source: School of Arts Press)





(Photo source: School of Arts Press)





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**Thank you for reading the  
November 2023 issue of the  
School of Arts Press Newsletter.**

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