

ARTS

Postgraduate
- Prospectus -
2024

SUNWAY
UNIVERSITY



A CLASS ABOVE



CONTENTS

- 1 • Why study at Sunway University?
- 2 • Entry Requirements
- 3 • How to Apply
 - Scholarships & Bursaries
- 4 • Master of Arts (MA) in Creative Arts and Media
- 6 • MA in Visual Communication & Media Studies
- 8 • Doctor of Philosophy (PhD) in Creative Arts and Media



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.

sunwayuniversity.edu.my

info@sunway.edu.my

+6 (03) 7491 8622

SunwayUniversity

@SunwayU

This brochure is valid for our 2024 intakes. All information is correct at the time of printing (November 2023).
 Copyright Notice: The content of this brochure shall not be reproduced in any form nor distributed in part or in its entirety, without prior written permission from the University.

WHY STUDY AT SUNWAY UNIVERSITY?

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

As one of Malaysia's leading and internationally recognised private universities, Sunway University is positioned amongst top universities in the world by QS World University Rankings. Sunway University is ranked #586 globally in the QS World University Rankings 2024 and is the #1 non-government linked private university in Malaysia in the Times Higher Education World University Rankings 2023.

Sunway University has been awarded #1 in Graduate Employability among all universities in Malaysia by Talentbank Group for two consecutive years (2022, 2023) through the National Graduate Employability Index.

The University emerged as an Overall 5 Star rated (Excellent) institution in the QS Stars University Ratings, as well as Five-Star ratings for the individual categories: teaching, facilities, employability, social responsibility, inclusiveness, academic development and internationalisation.

Collaborating with world class partners - Lancaster University and Le Cordon Bleu International, Sunway University offers premier education with international repute. The University also partners University of Oxford, University of Cambridge, Harvard University, Massachusetts Institute of Technology and University of California, Berkeley.

MALAYSIA'S #1 NON-GLU* PRIVATE UNIVERSITY

as awarded by Times Higher Education



*Government-Linked University



EXCELLENT



Industry-relevant and job-ready programmes and curriculum



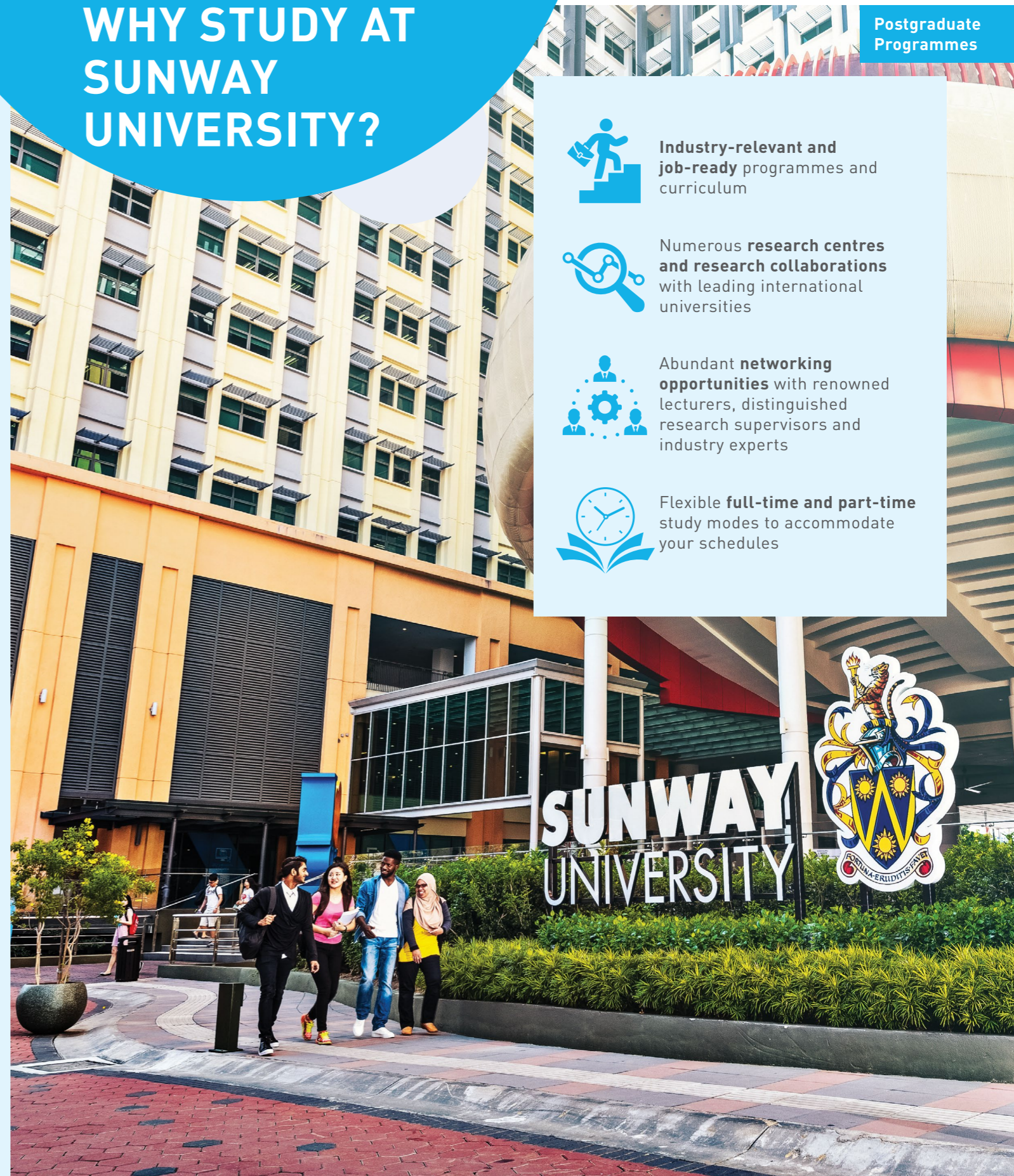
Numerous research centres and research collaborations with leading international universities



Abundant networking opportunities with renowned lecturers, distinguished research supervisors and industry experts



Flexible full-time and part-time study modes to accommodate your schedules



ENTRY REQUIREMENTS

PROGRAMME	ENTRY REQUIREMENTS	SPECIFIC REQUIREMENTS	ENGLISH LANGUAGE REQUIREMENTS
Master of Arts in Creative Arts and Media* Master of Arts in Visual Communication and Media Studies*	<ul style="list-style-type: none"> A Bachelor's degree or its equivalent 	<ul style="list-style-type: none"> A minimum CGPA of 2.75 A CGPA between 2.50 and 2.75 can be accepted subject to a rigorous internal assessment A minimum CGPA of 2.50 can be accepted subject to a minimum of 5 years working experience in a relevant field 	IELTS : 6.0 or equivalent
		Interview Candidates are to pass an interview conducted by a panel from the School of Arts. This is to assess the candidate's communication abilities and interest in research.	
Doctor of Philosophy (PhD) in Creative Arts and Media*	<ul style="list-style-type: none"> A Master's degree or its equivalent with a minimum CGPA of 3.00 Any other qualifications will be considered on a case-to-case basis 		

* Candidates who have completed a Bachelor's degree or equivalent in English would have met the language requirement.

STATEMENT OF RESEARCH INTEREST

(for applicants of Master of Arts in Creative Arts and Media and Doctor of Philosophy in Creative Arts and Media)

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

- Nature of the research that interests you and why
- References to anything you have read relevant to this research
- Working Title

PORTFOLIO

(for applicants of Master of Arts in Visual Communication and Media Studies)

A portfolio should contain 5 – 15 examples of your own original creative work; any form of media is acceptable.

- Audio files: MP3 format
- Games/Other applications must be playable on one of the contemporary versions of MacOS, Windows, IOS or Android
- Media work: link to streaming sites such as Vimeo, YouTube or SoundCloud
- Photographs, drawings and 3D work will be accepted as digital photographs
- Video files: H.264 QuickTime files

PERSONAL STATEMENT

(for applicants of Master of Arts in Visual Communication and Media Studies)

Candidates must submit a written statement (500 – 750 words) outlining their interest and goals in pursuing graduate study.

You should include:

- Description of your background
- Outcomes you hope to get from the degree
- Tentative plan of inquiry in the field as you now envision it
- Your professional goals and how this graduate programme will help you realise those goals
- Your statement that outlines the research area of interest that you intend to pursue within the programme

HOW TO APPLY

PROGRAMME	APPLICATION CHECKLIST	CONTACT
Master of Arts in Visual Communication and Media Studies Master of Arts in Creative Arts and Media	Kindly email the following documents for an eligibility check: <ul style="list-style-type: none"> Curriculum Vitae Bachelor's/Master's degree transcript Completion certificate 	vcms@sunway.edu.my
Doctor of Philosophy (PhD) in Creative Arts and Media	After passing the eligibility check, the school administrator will brief the student further regarding the application process and other documents (Statement of Research Interest; Personal Statement; Portfolio) that are required.	cam@sunway.edu.my



SCHOLARSHIPS & BURSARIES

For more information regarding available scholarships and bursaries, please refer to <https://scholarship.sunway.edu.my/scholarships/academic-excellence-scholarships>

or scan

* Terms and Conditions apply

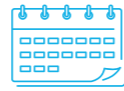


MASTER OF ARTS (MA) IN CREATIVE ARTS AND MEDIA



DURATION

Full-time
Min: 2 years; Max: 4 years
Part-time
Min: 3 years; Max: 6 years



INTAKES

January & July



RESEARCH PROGRAMME

- Provides students with an opportunity to carry out interdisciplinary research and contribute new understandings and insights to disciplines aligned with the School of Arts.
- May opt for a conceptual or research-creation path.
- Offers 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.



- 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.

CAREER PROSPECTS



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

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

PROGRAMME STRUCTURE

The programme is research-based culminating in a thesis (which may included 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 Methods – 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 Methods

This is an intensive course. Classes are spread over eight 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.

ACADEMIC STAFF'S RESEARCH INTEREST

For our academic staff's research interest, you may refer to <https://sunwayuniversity.edu.my/school-of-arts/staff-profiles> or scan



◀ 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).

CONTACT

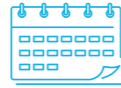
For more information, please email cam@sunway.edu.my

MA IN VISUAL COMMUNICATION & MEDIA STUDIES



DURATION

Full-time - 1 year
Part-time - 2 years



INTAKES

January, April & September



TAUGHT PROGRAMME

- 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.
- Learn how messages are formed and how they affect our society and culture.
- Understand how various media are used to create messages.
- Learn 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.



CAREER PROSPECTS



- AR/VR Designer
- Branding Designer
- Communication Specialist
- Digital Marketer
- Digital Marketing & Strategy Specialist
- New Media Filmmaker
- New Media Specialist
- Production & Media Specialist

PROGRAMME STRUCTURE

This programme is an MA by coursework. You will take seven (7) 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

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

Electives (Choose 2)

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

CONTACT

For more information, please email vcms@sunway.edu.my



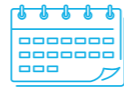
◀ Photo taken by Wengang Zhai on Unsplash.

DOCTOR OF PHILOSOPHY (PHD) IN CREATIVE ARTS AND MEDIA



DURATION

Full-time
Min: 3 years; Max: 6 years
Part-time
Min: 4 years; Max: 8 years



INTAKES

January & July



RESEARCH PROGRAMME

- Provides students with an opportunity to carry out interdisciplinary research and contribute new understandings and insights to disciplines aligned with the School of Arts.
- Students can opt for a conceptual or research-creation path.
- The creative aspect of the PhD 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.



- 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.

CAREER PROSPECTS



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

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

PROGRAMME STRUCTURE

The programme is research-based culminating in a thesis (which may included 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 Methods – 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 Methods

This is an intensive course. Classes are spread over eight 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.

ACADEMIC STAFF'S RESEARCH INTEREST

For our academic staff's research interest, you may refer to <https://sunwayuniversity.edu.my/school-of-arts/staff-profiles> or scan



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).

CONTACT

For more information, please email cam@sunway.edu.my

SUNWAY
UNIVERSITY



A CLASS ABOVE

MALAYSIA'S

1 *Again*

**IN GRADUATE
EMPLOYABILITY**

2022 & 2023

Sunway University is honoured to be recognised as Malaysia's No. 1 in Graduate Employability* for the 2nd consecutive year and would like to thank all the local & international brands who selected graduates from Sunway University as the nation's best for 2022 and once again in 2023.

We are immensely proud of our graduates who have gone on to excel in their chosen fields and made such a huge positive impact to the performances of Malaysia's and some of the world's biggest companies.

Sunway University Graduates, Truly A CLASS ABOVE.



sunwayuniversity.edu.my



SUNWAY UNIVERSITY DU 025 (B) A member of Sunway Education Group No.5, Jalan Universiti, Bandar Sunway, 47500 Selangor Darul Ehsan.

*Talentbank GE Index 2023