

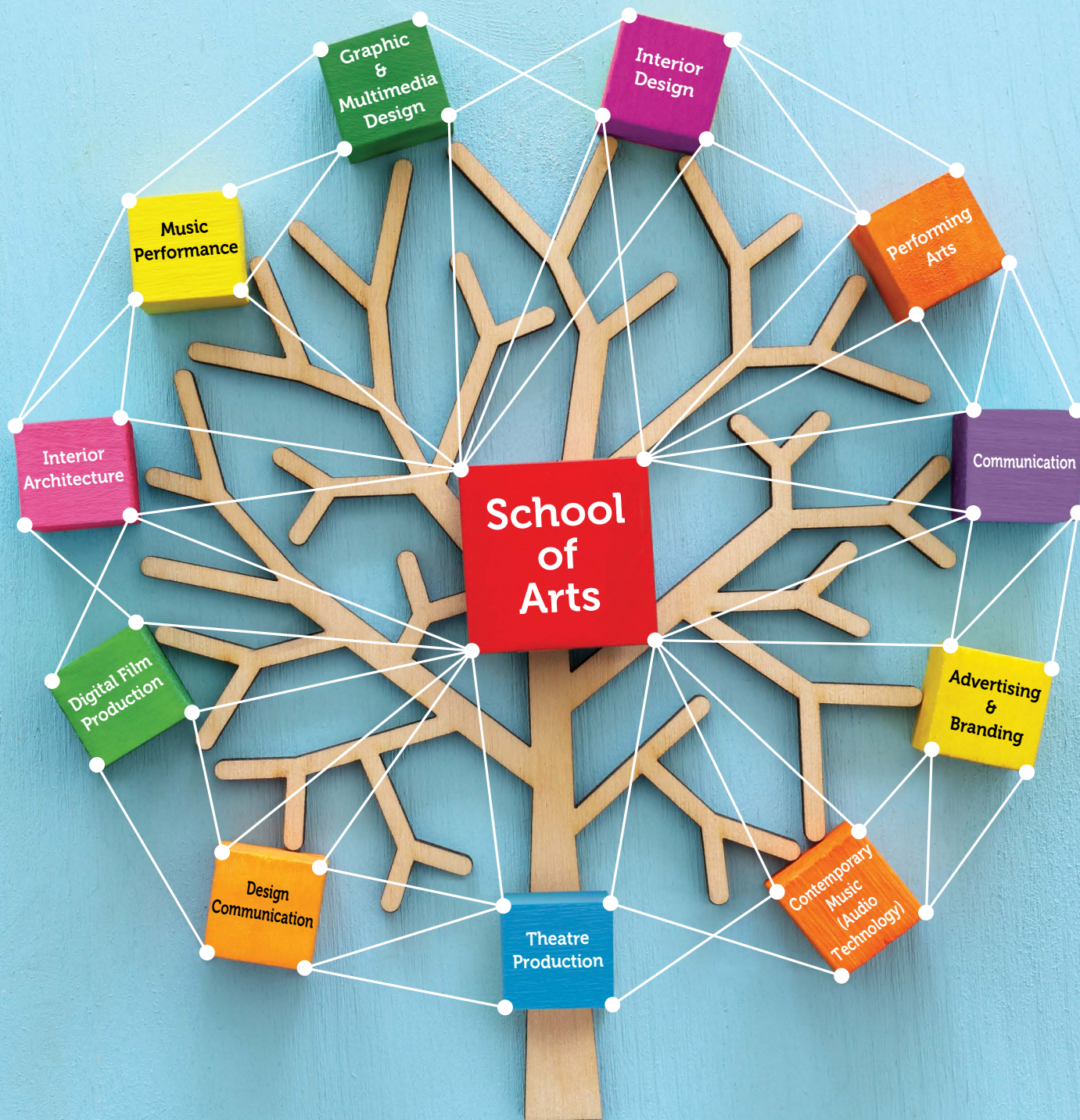
ARTS

- Prospectus -
2024

SUNWAY
UNIVERSITY



A CLASS ABOVE



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CONTACT:

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📘 SunwayUniversity

🐦 @SunwayU

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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



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.

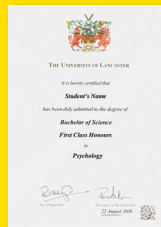
As a student in the School of Arts you will learn how to communicate through one or more of a variety of disciplines ranging from advertising and public relations to design, architecture, film production, theatre, and music. You will explore and develop your individual creativity, establishing a frame 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:

Lancaster University



*Only certain programmes are validated by Lancaster University.

10th

Ranked 10th in the UK
(The Complete University Guide 2024)

* 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...

1. The goals of the UN SDGs;
2. Acceptance and tolerance towards each community member of the campus and the wider national and global community;
3. Inclusiveness of all and unity with all;
4. Well-being, both physical and mental;
5. 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

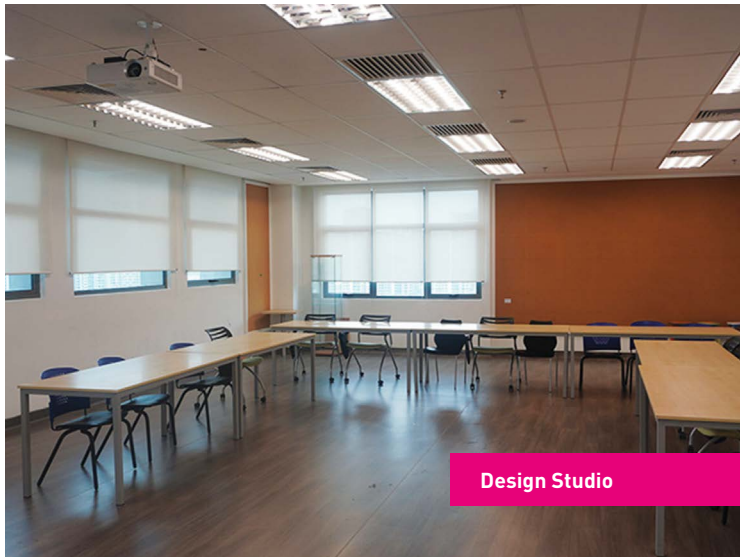




Drafting Studio



Music Practice Rooms



Design Studio



Film Shooting Studio



Live Arts Space

STUDENT WORKS



Check out more students' work at:
<https://sunwayuniversity.edu.my/school-of-arts/our-students>



Wee Chloe
 Bachelor of Arts (Hons) in Advertising and Branding



Saw Jing Wen
 BA (Hons) Design Communication



Sheryl Ching
 BA (Hons) Design Communication



Mohamed Aqram bin Kalam Azam
 BA (Hons) in Interior Architecture



Goh Shi Hui
 Diploma in Interior Design



Aramis Bin Naziri
 Bachelor of Arts (Hons) in Advertising and Branding



Phang Zhi Jun & Rebecca Khoo
 BA (Hons) Design Communication



Low Jia Yee & Kim Minjoo
 Diploma in Graphic and Multimedia Design



Harraaj Singh
BA (Hons) in Interior Architecture



Sharmin Leong Weng Kei
BA (Hons) in Interior Architecture



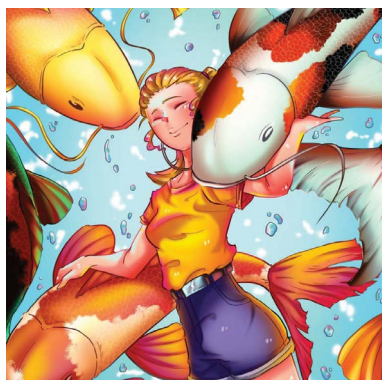
Rebecca Khoo Foong Mun
Diploma in Graphic and Multimedia Design



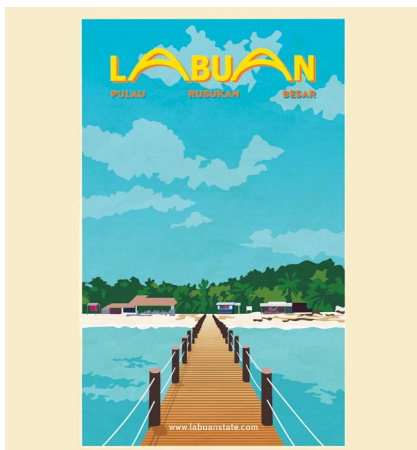
Denise Yong Chi Yee
BA (Hons) Design Communication



Choo Shao Ji
Diploma in Graphic and Multimedia Design



Soh Jin Wen
BA (Hons) Design Communication



Phisenukwat Chai
BA (Hons) Design Communication



Yoong Jian Shin
Diploma in Interior Design



Lee Yin Zhi
BA (Hons) Design Communication

ENTRY REQUIREMENTS

PROGRAMME	ENTRY REQUIREMENTS
<p>Diploma in Graphic and Multimedia Design</p> <p>Intakes : January, April, September</p> <p>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>Diploma in Interior Design</p> <p>Intakes : January, April, September</p> <p>Duration : 2.5 years</p>	<p>Portfolio Requirements Pass a Portfolio review by the University</p> <p>Submit your portfolio to ✉ admissions@sunway.edu.my</p>
<p>Diploma in Performing Arts</p> <p>Intake : April</p> <p>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>

For Diploma in Graphic and Multimedia Design, Diploma in Interior Design, BA (Hons) Design Communication, and BA (Hons) in Interior Architecture:

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.

Laptop Requirements

Students enrolling in these programmes are required to possess a personal laptop/computer that is powerful enough to work on their assignments. Students have access to the computer labs during class hours for lessons and after 6pm to work on their assignments until the computer lab closes.

Recommended Laptop Specifications

- Processor : Intel i7 and above /Apple Silicon M1 and above
- RAM : 16 GB (minimum)
- Storage : 500GB-1TB SSD
- Graphic Processing Unit (GPU) : Please ensure that the laptop has a dedicated Graphic Card/Graphic Processing Unit
- Operating System (OS) : Windows/MacOS



PROGRAMME	ENTRY REQUIREMENTS	SPECIFIC REQUIREMENTS	ENGLISH REQUIREMENTS
Bachelor of Arts (Honours) Digital Film Production Intakes : April, September Duration : 3 years			
Bachelor of Arts (Honours) in Theatre Production Intakes : April, September Duration : 3 years	STPM Average C or CGPA 2.00 (Minimum 2 principals)	<ul style="list-style-type: none"> • Bachelor of Arts (Honours) in Theatre Production All candidates must pass an audition and an interview Submit your audition video to ✉ theatre@sunway.edu.my More details on Page 14 	
Bachelor of Arts (Hons) in Advertising and Branding Intakes : January, April, September Duration : 3 years	A-Level Minimum 8 points (Minimum Grade D in at least 2 subjects)	<ul style="list-style-type: none"> • Bachelor of Arts (Hons) in Advertising and Branding • BA (Hons) in Communication Credit in English at SPM level or Pre-University level or equivalent 	IELTS or equivalent 6.0 MUET Band 4 SPM English B3 or B+ UEC English B4
BA (Hons) in Communication Intakes : January, April, September Duration : 3 years	Australian Matriculation ATAR 55 Canadian International Matriculation Programme 55% MUFY 55%		
Bachelor of Arts (Honours) Contemporary Music (Audio Technology) Intakes : April, September Duration : 3 years	Sunway Foundation Programmes (FIA / FIST) CGPA 2.00 UEC Maximum 28 points from 5 subjects (all grade Bs)	<ul style="list-style-type: none"> • Bachelor of Arts (Honours) Contemporary Music (Audio Technology) • Bachelor of Arts (Honours) Music Performance All candidates must pass an audition prior to entry into either music programmes. Three pieces, with a minimum length of 1.5 minutes each, alongside a self-introduction video, comprise the necessary submission for the audition. All auditions must be submitted with a completed Music Audition Form, in Microsoft Word format. Contemporary Music (Audio Technology) candidates should demonstrate musical capabilities related to contemporary music and/or music productions skills. The Music Audition Form and requirements related to the audition can be downloaded from the QR code below: For further details, please contact: Bachelor of Arts (Honours) Contemporary Music (Audio Technology) ✉ cmat@sunway.edu.my or Bachelor of Arts (Honours) Music Performance ✉ musicp@sunway.edu.my 	O-Level English (1119) Credit Sunway Intensive English Programme (IEP)* Pass Level 4 with minimum 65% <i>*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.</i>
Bachelor of Arts (Honours) Music Performance Intakes : April, September Duration : 3 years	IB Diploma Completed with minimum 24 points (excluding bonus points) Sunway Diploma CGPA 2.00 or equivalent Other Qualifications Any other qualifications will be considered on a case-to-case basis	 Scan here for Audition form	ESL / English Satisfactory level in Pre-University programmes, where the medium of instruction is English
BA (Hons) Design Communication Intakes : January, April, September Duration : 3 years		<ul style="list-style-type: none"> • BA (Hons) Design Communication • BA (Hons) in Interior Architecture Portfolio Requirements Pass a Portfolio review by the University Submit your portfolio to ✉ admissions@sunway.edu.my 	
BA (Hons) in Interior Architecture Intakes : January, April, September Duration : 3.5 years			

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

DIPLOMA PROGRAMMES



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.

REQUIREMENTS

The portfolio requires a minimum of five (5) artworks which show variation and usage of different medium and application. Candidates should portray an array of artworks ranging from (but not limited to) paintings, drawings, sketches, collage and digital software application.

It is highly recommended to have at least 5 drawings (still life, landscape, perspective, figure drawing, portrait and such) and further 5 artworks could be a combination of photographs, poster designs, videos, animations, logo designs, sculptures etc of choice.

CAREER PROSPECTS

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

PROGRAMME STRUCTURE - Subjects

Year 1

- Computer Graphics 1
- Computer Graphics 2
- Drawing Studies
- Graphic Design 1
- Graphic Design 2
- Introduction to Packaging
- Multimedia Design 1
- Multimedia Design 2
- Principles of Design
- Typography 1

Year 2

- Digital Photography
- Graphic Design 3
- Graphic & Multimedia Design Final Project
- History of Graphic Design
- Introduction to Design Proposal Writing
- Multimedia Design 3
- Packaging Design
- Printing Technology
- Typography 2

Elective

- Illustration

Year 3 (6 months)

- Practical Training

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local Students:

- Appreciation of Ethics & Civilisation
- 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

For All Students:

- Community Service for Planetary Health
- English for Artists & Designers
- Integrity & Anti-Corruption
- Moral Education / Islamic Studies



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.

REQUIREMENTS

Candidates should prepare at least five interior design drawings that showcases examples of their best work. Some examples to compose for submission are pencil and ink drawings, sketches of ongoing work showing your ideas, observations and imagination, AutoCAD drawings, hand drafted architectural drawings, 3D models, etc.

CAREER PROSPECTS

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

PROGRAMME STRUCTURE - Subjects

Year 1

- Architecture Graphics
- Building Construction
- Colour, Materials & Finishes
- Computer Aided Design
- Drawing Studies
- Furniture Design 1
- History of Interior Design
- Interior Design 1
- Interior Design 2
- Introduction to Design Proposal Writing
- Principles of Design

Year 2

- Advance Computer Aided Design
- Building Services
- Interior Design 3
- Interior Design Final Project
- Furniture Design 2
- Model Making
- Professional Practice
- Specification & Contract

Electives (Choose 1)

- Digital Photography
- Interior Design Digital Composition

Year 3 (3 months)

- Practical Training

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local Students:

- Appreciation of Ethics & Civilisation
- 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

For All Students:

- Community Service for Planetary Health
- English for Artists & Designers
- Integrity & Anti-Corruption
- Moral Education / Islamic Studies

Vijayarshini AP Viveganathan Diploma in Interior Design



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 (articulating into Year 2 of the Digital Film Production or Theatre Production programmes), 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.

CAREER PROSPECTS

- Actor/Performer (Various platforms)
- Cinematographer
- Director & Assistant director
- Production designer
- Production editor
- Production/Stage manager
- Production researcher
- Scriptwriter/Playwright
- Technical crew

PROGRAMME STRUCTURE - Subjects

Year 1

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

Year 2

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

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local Students:

- Appreciation of Ethics & Civilisation
- 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

For All Students:

- Community Service for Planetary Health
- English for Artists & Designers
- Integrity & Anti-Corruption
- Moral Education / Islamic Studies



DEGREE PROGRAMMES



BACHELOR OF ARTS (HONOURS) DIGITAL FILM PRODUCTION

PROGRAMME INTRODUCTION

The Bachelor of Arts (Honours) 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.

PROGRAMME STRUCTURE - Subjects

Year 1

- Introduction to Filmmaking
- Film Studies
- Directing for film
- Introduction to Digital Cinematography
- Filmmaking: Short Film
- Scriptwriting
- Editing Techniques
- English for the Arts
- Producing for Film

Year 2

- Filmmaking: Documentary
- World Cinema
- Media & Cultural Studies
- Communication Skills
- Filmmaking: Genre Film
- Visual Culture
- Principles of Media Practice
- Digital Cinematography

Year 3

- Capstone Project 1
- Topic Study 1 (Screen Acting)
- Collaborative Project
- Sound for Film
- Capstone Project 2
- Topic Study 2 (World Music or Malaysian Music)
- Free Elective 1
- Free Elective 2
- Internship

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local Students:

- Penghayatan Etika dan Peradaban
- Bahasa Kebangsaan A
(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR
Critical Thinking
- Community Service for Planetary Health
- Falsafah dan Isu Semasa
- Integrity & Anti-Corruption

For International Students:

- Appreciation of Ethics & Civilisation
- Bahasa Melayu Komunikasi 2
- Community Service for Planetary Health
- Critical Thinking
- Integrity & Anti-Corruption

Raja Adam Iskandar receiving the Best Short Film Award in the Open Category of the Mini Film Festival 2022 for Ms. Pontianak, directed by Wong JinKei Alina



VALIDATED BY:



CAREER PROSPECTS

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



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

BACHELOR OF ARTS (HONOURS) IN THEATRE PRODUCTION

NEW
PROGRAMME

PROGRAMME INTRODUCTION

The Bachelor of Arts (Honours) in Theatre Production is a rigorous programme that covers the dynamic practice of contemporary theatre-making. Students can expect to hone and sharpen their craft in performance, directing, devising, design, and production management. This practice is supported by critical studies of history, context, and theory.

Students also consider the production of theatre in an increasingly digital world. Further, they will graduate with basic proficiency in leadership, innovation, self-sustainability, leadership, and arts entrepreneurship.

This new programme is taught by theatre practitioners and academicians with diverse experiences, viewpoints, and methodologies. In addition to lectures and practical/studio sessions, students learn through tutorials, solo and group activities, guided research, field work, and field trips.

Students are given ample opportunities to network, collaborate, experiment, and find their voice through five productions within the span of three years. Students also complete a 12-week industrial placement before they graduate.

Beyond the field of theatre, this programme equips students with skills that unlock broad early-career prospects in the creative industries, which include (and are not limited to): the performance, production, and/or management for film; television; radio; digital and social media; broadcasting and journalism; music and dance; events and concerts; marketing and advertising; and entertainment-leisure industries, which include malls, zoos, museums, galleries, carnivals, and theme parks.

AUDITION REQUIREMENTS

- 1 recorded 1-to-3-minute monologue
- 1 online interview

Audition pieces

- Email theatre@sunway.edu.my for a list of audition monologues that you are required to choose from. This monologue must be memorized and performed in a single take.

Upload your audition video onto YouTube and email the link to theatre@sunway.edu.my.

Interview

Shortlisted candidates will be called for an online interview. Be prepared to introduce yourself, share with us your reasons for entering this programme, and talk about your plans/aspirations for the future.



PROGRAMME STRUCTURE - Subjects

Year 1

- Acting & Text Analysis
- Body, Voice & Improv
- Directing
- Directed Theatre Production
- English for the Arts
- Global Theatre
- Malaysian Theatre
- Media for Performance
- Production Management
- Stage Management

Year 2

- Asian Theatre Project
- Communication Skills
- Contemporary Theatre Practices
- Free Elective 1
- Free Elective 2
- Lighting, Scenic & Costume Design
- Music & Sound Design
- Physical & Devised Theatre
- Voiceover Performance

Year 3

- Applied Theatre
- Career Development
- Capstone Project 1
- Capstone Project 2
- Internship
- Topic Study 1
- Topic Study 2
- Writing on Performance

VALIDATED BY:



CAREER PROSPECTS

- Actor/Performer (Various platforms)
- Applied theatre practitioner
- Casting agent
- Director & Assistant director
- Drama educator
- Dramaturg, Writer & Critic
- Production designer
- Production/Stage manager
- Technical crew
- Theatre administrator



MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local Students:

- Penghayatan Etika dan Peradaban
- Bahasa Kebangsaan A
(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR
Critical Thinking
- Community Service for Planetary Health
- Entrepreneurial Mindset & Skills
- Falsafah dan Isu Semasa
- Integrity & Anti-Corruption

For International Students:

- Appreciation of Ethics & Civilisation
- Bahasa Melayu Komunikasi 2
- Community Service for Planetary Health
- Critical Thinking
- Entrepreneurial Mindset & Skills
- Integrity & Anti-Corruption



BACHELOR OF ARTS (HONS) IN ADVERTISING AND BRANDING

PROGRAMME INTRODUCTION

The Bachelor of Arts (Hons) in Advertising and Branding degree programme is an incubator programme where future storytellers use communication to develop their creative potential. It is where passionate young minds go to discover what they can become - storytellers, social leaders, thinkers and innovators.

You won't find a cookie-cutter definition of academic excellence or character in our programme. We believe great minds don't think alike. We value individuality and those who don't see the world as we do. Instead of working individually, you will define the culture and emphasize an environment of partnership, teamwork, trust, and respect. You will learn how to create inspiring and innovative campaigns, learn about the strategy and insights that campaigns are built on and be the catalyst for change in the advertising industry.

The program focuses on driving your career with boundary-pushing ideas for whatever the future brings. And it all happens with innovative subjects and areas like:

- Conceptual art direction
- Global branding & identity
- Strategic advertising campaign
- Creative copywriting
- Digital photography
- Celebrity culture
- Visual storytelling
- Social media strategy

VALIDATED BY:



CAREER PROSPECTS

- Account manager
- Art director
- Brand strategist
- Content curator
- Digital creator
- Key opinion leader (KOL)
- Social media influencer
- Social media strategist

PROGRAMME STRUCTURE - Subjects

Year 1

- Communication Theory & Practice
- Conceptual Art Direction
- Creative Thinking
- Designing with Type
- Digital Photography
- English for the Arts
- Graphic Communication
- Media, Culture & Society
- Principles of Advertising

Year 2 & Year 3

- Advanced Graphic Communication
- Advertising Design & Production
- Digital Media Literacy
- Communication Skills
- Corporate Identity Design
- Creative Copywriting
- Discipline Elective 1 (Year 2)
- Discipline Elective 2 (Year 3)
- Final Year Project
- Free Elective 1 (Year 2)
- Free Elective 2 (Year 3)
- Global Branding & Identity
- Industrial Training
- Integrated Marketing Communication
- Law & Ethics in Communication
- Media Planning
- Research Methodology in Advertising
- Research Project in Advertising
- Strategic Advertising Campaign

Discipline Electives (Choose 2)

- Basic Narrative Analysis
- Celebrity Culture
- Design Thinking & Practice
- Event Management
- Intercultural Communication
- Introduction to Packaging
- Investor Relations
- Political Communication
- Public Relations Writing
- Psychology in Communication

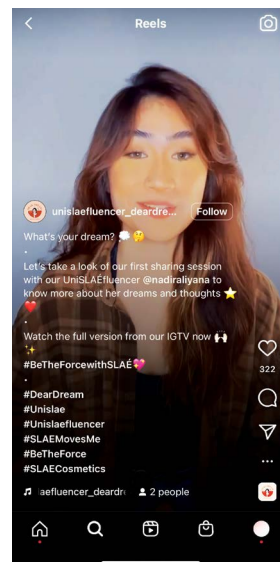
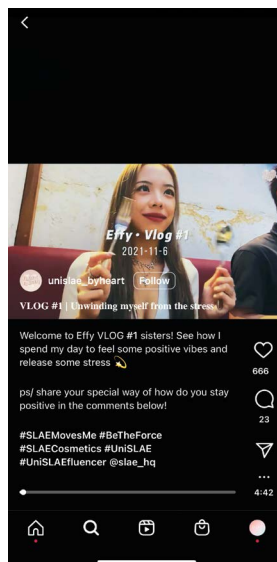
MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local Students:

- Penghayatan Etika dan Peradaban
- Bahasa Kebangsaan A
(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR
- Critical Thinking
- Community Service for Planetary Health
- Entrepreneurial Mindset & Skills
- Falsafah dan Isu Semasa
- Integrity & Anti-Corruption

For International Students:

- Appreciation of Ethics & Civilisation
- Bahasa Melayu Komunikasi 2
- Community Service for Planetary Health
- Critical Thinking
- Entrepreneurial Mindset & Skills
- Integrity & Anti-Corruption



The digital media campaign with a local make-up brand over three (3) months. Insight: 16,909 accounts reached, with 8,398 reel interactions, gained 4,256 likes and a 3.45% engagement rate.

*Free electives are courses offered university-wide. The Department of Communication will offer Global Media and Culture as a free elective. Students are encouraged to take the electives offered by other schools and departments.

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. We have signed an MOU with the Public Relations and Communications Association of Malaysia (PRCA). This programme focuses on the enhancement of creativity, critical thinking, writing and oral presentation skills.

VALIDATED BY:



CAREER PROSPECTS

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

PROGRAMME STRUCTURE - Subjects

Year 1

- Communication Theory & Practice
- Creative Thinking
- English for the Arts
- Graphic Communication
- Media, Culture & Society
- Organisational Communication
- Principles of Corporate Communication
- Principles of Mass Communication
- Principles of Public Relations

Year 2

- Communication Skills
- Digital Media Literacy
- Free Elective 1
- Free Elective 2
- Global Branding & Identity
- Integrated Marketing Communication
- Law & Ethics in Communication
- Media Technology
- Public Relations Issues, Crises & Strategies
- Public Relations: Planning, Campaign & Evaluation

Year 3

- Communication Research Methods
- Corporate Social Responsibility
- Online Communities
- Discipline Elective 1
- Discipline Elective 2
- Discipline Elective 3
- Discipline Elective 4
- Internship
- Research Project

Discipline Electives (Choose 4)

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

Free Elective*

- Global Media and Culture

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local Students:

- Penghayatan Etika dan Peradaban
- Bahasa Kebangsaan A
(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR
Critical Thinking
- Community Service for Planetary Health
- Entrepreneurial Mindset & Skills
- Falsafah dan Isu Semasa
- Integrity & Anti-Corruption

For International Students:

- Appreciation of Ethics & Civilisation
- Bahasa Melayu Komunikasi 2
- Community Service for Planetary Health
- Critical Thinking
- Entrepreneurial Mindset & Skills
- Integrity & Anti-Corruption

*Free electives are courses offered university-wide. The Department of Communication will offer Global Media and Culture as a free elective. Students are encouraged to take the electives offered by other schools and departments.



National Record Certificate by The Malaysia Book of Records for organising the "Most flash mob dance in multiple locations simultaneously".



BACHELOR OF ARTS (HONOURS) CONTEMPORARY MUSIC (AUDIO TECHNOLOGY)

PROGRAMME INTRODUCTION

The Bachelor of Arts (Honours) 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.

AUDITION REQUIREMENTS

Three 1.5-minute audition pieces +
One self-introduction video

Audition pieces

For instrumentalists, vocalists and singer/songwriters:

- All pieces performed in 1 single take
- You may choose to use multiple instruments
- At least 1 piece played by ear; no more than 1 piece from the Western classical repertoire

For composers, producers and beatmakers:

- Up to 2 of your works may be previously produced or composed
- The 3rd piece must be recorded in 1 single take on the instrument of your choice

Self-introduction video

- Introduce yourself
- Specify your music background
- State your musical qualifications (if any)
- Briefly explain why you want to enter this programme

Please submit all recordings, together with a completed Music Audition Form to

✉ cmat@sunway.edu.my

CAREER PROSPECTS

- Composer
- Mixing engineer
- Music producer
- Production engineer
- Session musician
- Sound designer

PROGRAMME STRUCTURE - Subjects

Year 1

- Applied Contemporary Musicianship 1
- Applied Contemporary Musicianship 2
- Audio Recording & Production
- English for the Arts
- Music Theory & Musicianship 1
- Music Theory & Musicianship 2
- Music Theory & Musicianship 3
- Music Cultures of the World
- Recording Studio Techniques

Year 2

- Applied Contemporary Musicianship 3
- Applied Contemporary Musicianship 4
- Applied Sound Design
- Audio Post-production & Mastering
- Audio Processing & Mixing
- Communication Skills
- Contemporary Music Composition & Arrangement
- Entrepreneurial Mindset and Skills
- Free Elective 1
- Malaysian Music

Year 3

- Capstone Project 1
- Capstone Project 2
- Free Elective 2
- Internship
- Popular Music Studies
- Sound for Film
- Topic Study 1
- Topic Study 2

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

- Penghayatan Etika dan Peradaban
- Bahasa Kebangsaan A
(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR
Critical Thinking
- Community Service for Planetary Health
- Falsafah dan Isu Semasa
- Integrity & Anti-Corruption

For International students:

- Appreciation of Ethics & Civilisation
- Bahasa Melayu Komunikasi 2
- Critical Thinking
- Community Service for Planetary Health
- Integrity & Anti-Corruption



BACHELOR OF ARTS (HONOURS) MUSIC PERFORMANCE

PROGRAMME INTRODUCTION

The Bachelor of Arts (Honours) 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 postgraduate studies.

Candidates should have a minimum of a Grade 5 level of performance at the level of a Distinction, or commensurate/equivalent level of performance, for consideration of entry to the programme.

AUDITION REQUIREMENTS

- 3 audition pieces
- 1 self-introduction video

Audition pieces

- Film 3 contrasting pieces/songs on your preferred major instrument
- Each work should be at least 1.5 minutes long
- Upload the 3 videos to YouTube (please provide composer's name & song title in the description)

Self-introduction video

- Introduce yourself
- Specify your music background
- State your musical qualifications (if any)
- Briefly explain your vision for a future in the music industry.

Please submit all recordings, together with a completed Music Audition Form to

✉ musicp@sunway.edu.my

CAREER PROSPECTS

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

PROGRAMME STRUCTURE - Courses

Year 1

- Audio Recording & Production
- English for the Arts
- Large Ensemble 1
- Large Ensemble 2
- Music Cultures of the World
- Music History: Renaissance to Classical
- Music Theory & Musicianship 1
- Music Theory & Musicianship 2
- Music Theory & Musicianship 3
- Principal Study 1
- Principal Study 2

Year 2

- Communication Skills
- Elective 1
- Elective 2
- Entrepreneurial Mindset & Skills
- Free Elective 1
- Music Theory & Musicianship 4
- Music Theory & Musicianship 5
- Music History: Romantic to 20th Century
- Principal Study 3
- Principal Study 4

Elective 1 (Choose 1)

- Chamber Music 1
- Song & Aria Class: Italian

Elective 2 (Choose 1)

- Chamber Music 2
- Song & Aria Class: German

Year 3

- Capstone Project 1
- Capstone Project 2
- Composition & Improvisation
- Conducting
- Elective 3
- Free Elective 2
- Internship
- Music Pedagogy
- Topic Study 1
- Topic Study 2

Elective 3 (Choose 1)

- Chamber Music 3
- Song & Aria Class: French & Malay

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local Students:

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(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR
Critical Thinking
- Community Service for Planetary Health
- Falsafah dan Isu Semasa
- Integrity & Anti-Corruption

For International students:

- Appreciation of Ethics & Civilisation
- Bahasa Melayu Komunikasi 2
- Community Service for Planetary Health
- Critical Thinking
- Integrity & Anti-Corruption



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.

REQUIREMENTS

The portfolio requires a minimum of five (5) artworks which show variation and usage of different medium and application. Candidates should portray an array of artworks ranging from (but not limited to) paintings, drawings, sketches, collage and digital software application.

It is highly recommended to include drawings (still life, landscape, perspective, figure drawing, portrait and such). Further artworks could be a combination of photographs, poster designs, videos, animations, logo designs, sculptures etc of choice.

CAREER PROSPECTS

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

PROGRAMME STRUCTURE - Subjects

Year 1

- Advanced Computer Graphics
- Creative Design Thinking
- Design & Typography
- Digital Photography
- Digital Storytelling
- Drawing Techniques & Process
- English for the Arts
- History of Art & Design
- Introduction to Computer Graphics
- Introduction to Visual Communication
- Visual Communication and Graphic Design

Year 2

- Communication Skills
- Digital Illustration
- Digital Publishing
- Entrepreneurial Mindset & Skills
- Free Elective 1
- Free Elective 2
- Motion Graphics Design
- Packaging in Graphic Design
- Sustainable Design
- Web Design & Interactivity

Discipline Electives (Choose 1)

- Ceramic Arts
- Advanced Photography

Year 3

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

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:

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(Applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu) OR
Critical Thinking
- Community Service for Planetary Health
- Falsafah dan Isu Semasa
- Integrity & Anti-Corruption

For International students:

- Appreciation of Ethics & Civilisation
- Bahasa Melayu Komunikasi 2
- Critical Thinking
- Community Service for Planetary Health
- Integrity & Anti-Corruption

VALIDATED BY:

Lancaster
University



Kee Kher Wei
Kopitiam



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.

REQUIREMENTS

Candidates must submit a complete portfolio of at least five (5) interior design drawings showcasing their best work. The portfolio should include pencil and ink drawings, sketches of ongoing work, AutoCAD drawings, hand-drafted architectural drawings, 3D models, and other examples of design work. All artwork should be colored and completed.

CAREER PROSPECTS

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

PROGRAMME STRUCTURE - Subjects

Year 1

- Architectural Graphics
- Building Materials & Construction 1
- Computer Aided Design 1
- Design Thinking Fundamentals
- Drawing Techniques
- English for the Arts
- History of Architecture & Design
- Interior Architecture 1
- Model Making

Year 2

- Building Materials & Construction 2
- Building Services & Technology
- Colour, Materials & Finishes
- Computer Aided Design 2
- Communication Skills
- Design for Society
- Entrepreneurial Mindset & Skills
- Interior Architecture 2
- Interior Architecture 3

Electives (Choose 1)

- Advanced Architectural Graphics
- Exploring Cultures
- History of Southeast Asian Architecture
- Interior Visual Composition

Year 3

- Furniture Design
- Interior Architecture 4
- Lighting Design
- Professional Practice & Management
- Research Proposal
- Sustainable Interior Design

Year 4

- Final Year Project
- Internship (Part 1)
- Internship (Part 2)

MOHE COMPULSORY GENERAL STUDIES SUBJECTS

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Critical Thinking
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For International students:

- Appreciation of Ethics & Civilisation
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- Community Service for Planetary Health
- Integrity & Anti-Corruption

VALIDATED BY:



Michelle Leong Li Xian
Sewing Workshop



BRINGING YOU FURTHER

INTERNSHIP COMPANIES & COMPANIES OUR GRADUATES WENT TO

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

Aviation

- AirAsia

Consultancy

- Eureka! Campaign Consultant
- Runningscript

Creative Agencies

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

- Apparat
- 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

Insurance

- AIA Shared Services

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

Landscaping

- SIMSAN Design PLT
- TWLeong Design
- Your Homies

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
- Pixar 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

Media

- Double Vision

Newspapers

- The New Straits Times Press (M) 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

Publisher

- Blu Inc Media 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



Sunway University
awarded #1 in
Graduate Employability

MOBILITY & STUDY ABROAD

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

*Subject to meeting requirements.
Terms and conditions apply.



WHERE ARE OUR GRADUATES NOW?



Abdul Azeem Shah Bin Akbar Shah

Bachelor of Arts (Honours)
Contemporary Music
(Audio Technology)

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



Damayanti A/P Pangathody Narendran

BA (Hons) in Communication

Company: MSL, Publicis Groupe

Position : Senior PR executive



Amyrul Fahmi Sani

Bachelor of Arts (Honours)
Digital Film Production

Company: Ninth Floor Pictures

Position : Director & Producer



Eleanor Lim

BA (Hons) Design Communication

Position : Freelance graphic designer



Ang Jia Chie

Diploma in Graphic and
Multimedia Design

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



Elizabeth Marie Edwin

Bachelor of Arts (Honours)
Contemporary Music (Audio Technology)

Position : Coordinator - Public engagement

- Director of 'Mahsuri: Retold' musical showcase
- 'A Song for Sunway' competition winner



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)



Emily Jo Chen

BA (Hons) in Communication

Company: Ensemble Worldwide

Position : Copywriter



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).



Meera Pillai

Bachelor of Arts (Honours)
Digital Film Production

Company: Silverfish Books Sdn Bhd

Position : Salesperson/
Proofreader



Gabriel Lee Pin Ern

Diploma in Performing Arts

Company: Reanimated Productions

Position : Production editor and Assistant director of Photography



Sharifah Aliah Binti Syed Alwi Alhabshi

BA (Hons) in Communication

Company: Zalora

Position : Marketplace, Senior account executive



Harakawa Keiko

Diploma in Interior Design

Company: Kokuyo International (Malaysia) Sdn Bhd

Position : Designer



Steven Soon Soo Onn

Bachelor of Arts (Honours)
Digital Film Production

Company: Flatfish

Position : Director & Videographer



Harraaj Singh

BA (Hons) in Interior Architecture

Position : Freelance interior designer



Syeda Maliha Huq

BA (Hons) in Communication

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



Kan Peik Quan

Bachelor of Arts (Honours)
Contemporary Music (Audio Technology)

Company : Happy Studio

Position : Producer assistant/
Composer/
Arranger



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).

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.

*Talentbank GE Index 2023



sunwayuniversity.edu.my



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