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 their 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.
**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.

**FACILITIES**

- **Multimedia Production Lab & Recording Studios**
  - Music Practice Rooms
  - Live Arts Space
  - Film Shooting Studio
  - Drafting Studio

**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
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

Harraaj Singh
BA (HONS) IN INTERIOR ARCHITECTURE

Rebecca Khoo Fooong Mun
DIPLOMA IN GRAPHIC & MULTIMEDIA DESIGN

Choo Shao Ji
DIPLOMA IN GRAPHIC & MULTIMEDIA DESIGN

Soh Jin Wen
BA(HONS) DESIGN COMMUNICATION

Low Jia & Kim Minjoo
DIPLOMA IN GRAPHIC & MULTIMEDIA DESIGN

Phang Zhi Jun & Rebecca Khoo
BA(HONS) DESIGN COMMUNICATION

Niyaz Abdulla
BA (HONS) IN INTERIOR ARCHITECTURE

Yoong Jian Shin
DIPLOMA IN INTERIOR DESIGN

Lee Yin Zhi
BA(HONS) DESIGN COMMUNICATION

Sharmin Leong Weng Kei
BA (HONS) IN INTERIOR ARCHITECTURE

Chong Poh Chan
BA(HONS) DESIGN COMMUNICATION

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

PROGRAMME

<table>
<thead>
<tr>
<th>Diploma in Graphic and Multimedia Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intakes: January, April, August</td>
</tr>
<tr>
<td>Duration: 2.5 years</td>
</tr>
<tr>
<td><strong>ENTRY REQUIREMENTS</strong></td>
</tr>
<tr>
<td>SPM/O-Level: Pass with minimum 3 credits including a pass in Art / Technical Drawing / Portfolio</td>
</tr>
<tr>
<td>UEC: Pass with minimum 3 Grade Bs including a pass in Art / Technical Drawing / Portfolio</td>
</tr>
<tr>
<td>Portfolio Requirements</td>
</tr>
<tr>
<td>Pass a Portfolio review by the University.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Diploma in Interior Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intakes: January, April, August</td>
</tr>
<tr>
<td>Duration: 2.5 years</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Diploma in Performing Arts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intakes: April, June</td>
</tr>
<tr>
<td>Duration: 2 years</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROGRAMME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diploma in Interior Architecture</td>
</tr>
<tr>
<td>Intakes: January, April, August</td>
</tr>
<tr>
<td>Duration: 3 years</td>
</tr>
</tbody>
</table>

| BA (Hons) in Communication           |
| Intakes: January, April, August      |
| Duration: 3 years                    |

| BA (Hons) in Interior Architecture   |
| Intakes: January, April, August      |
| Duration: 3 years                    |

| BA (Hons) in Design Communication    |
| Intakes: January, April, August      |
| Duration: 3 years                    |

| BA (Hons) in Advertising and Branding|
| Intakes: January, April, August      |
| Duration: 3 years                    |

| BA (Hons) Digital Film Production    |
| Intakes: April, August               |
| Duration: 3 years                    |

| BA (Hons) Contemporary Music (Audio Technology) |
| Intakes: April, August               |
| Duration: 3 years                    |

| BA (Hons) Contemporary Music Performance |
| Intake: April, August                      |

| BA (Hons) Music Performance            |
| Intakes: April, August                  |
| Duration: 3 years                       |

| BA (Hons) Design Communication         |
| Intakes: January, April, August        |
| Duration: 3 years                      |

| BA (Hons) in Performing Arts           |
| Intake: April, June                    |
| Duration: 2 years                      |

<table>
<thead>
<tr>
<th>Specific Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) in Communication</td>
</tr>
<tr>
<td>BA (Hons) in Advertising and Branding</td>
</tr>
<tr>
<td>Credit in English at SPM level or Pre-University level or equivalent</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Specific Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) in Advertising and Branding</td>
</tr>
<tr>
<td>Credit in English at SPM level or Pre-University level or equivalent</td>
</tr>
</tbody>
</table>

**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 files. Games or other applications must be playable on both Macintosh and Windows operating systems.

**PROGRAMME ENTRY**

QuickTime file. Games or other applications must be playable on both Macintosh and Windows operating systems.

For media work, links to streaming sites such as Vimeo, YouTube or SoundCloud are acceptable. Otherwise, video files must be H.264 QuickTime files. Games or other applications must be playable on both Macintosh and Windows operating systems.

Any form of media is acceptable. Photographs, drawings and 3-D work will be accepted as digital photographs. 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 files. Games or other applications must be playable on both Macintosh and Windows operating systems.

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 files. Games or other applications must be playable on both Macintosh and Windows operating systems.

**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 files. Games or other applications must be playable on both Macintosh and Windows operating systems.
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:
- Malaysian Studies 2
- 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

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:
- Malaysian Studies 2
- 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

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

CAREER PROSPECTS
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: on-stage, 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 headstart 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 in related industries such as television, radio, digital media, advertising, broadcasting, and social media.

PROGRAMME STRUCTURE - Subjects

**For Local students:**
- Improvisation
- Theatre Practices
- Introduction to Audio-Visual Production
- Cinema Studies
- Professional Skills
- Malaysian Studies 2 or Malay Language for Communication 1
- Audio-Visual Production
- Thought & Writing
- Media & Culture
- Public Script Writing
- Acting & Text
- Theatre Project
- Production Management
- Screenwriting
- Music
- Specialisation in Acting or Production

**For International students:**
- Improvisation
- Theatre Practices
- Introduction to Audio-Visual Production
- Cinema Studies
- Professional Skills
- Malaysian Studies 2 or Malay Language for Communication 1
- Audio-Visual Production
- Thought & Writing
- Media & Culture
- Public Script Writing
- Acting & Text
- Theatre Project
- Production Management
- Screenwriting
- Music
- Specialisation in Acting or Production

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

**For Local students:**
- Principles of Mass Communication
- English for Academic and Professional Communication
- Malaysian Communication Studies
- 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:**
- Principles of Mass Communication
- English for Academic and Professional Communication
- Malaysian Communication Studies
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

VALIDATED BY:

Lancaster University

CAREER PROSPECTS

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

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.

PROGRAMME STRUCTURE - Subjects

**Year 1**
- Principles of Mass Communication
- English for Academic and Professional Communication
- Malaysian Communication Studies
- 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**
- Community Service
- English for Academic and Professional Communication
- Malaysian Communication Studies
- Principles of Corporate Communication
- Media, Culture and Society
- Creative Thinking
- Communication Theory and Practice
- Graphic Communication
- Principles of Public Relations
- Cultural Literacy

**COMMUNICATION**

**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

*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 free electives offered by other schools and departments.*
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.

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
- Strategists

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

VALIDATED BY:
Lancaster University

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

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.

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

VALIDATED BY:
Lancaster University

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
- Screen Acting
- Editing Techniques 2
- Filmmaking: Short Film
- Media Writing
- Principles of Media Practice
- Visual Culture
- Media and Cultural Studies
- Collaborative Projects

Year 3
- Digital Cinematography
- Research Project
- Arts and Society in Malaysia
- Creative Industries and Entrepreneurship
- Creative Project
- Internship

Electives (choose 1)
- Topic Studies 1
- Topic Studies 2

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:
- Islamic & Asian Civilisations
- Ethnic Relations
- 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
- Sustainable Creativity
- Ethical Values
- Community Service in Sustainable Development

For International students:
- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)

For Local students:
- Islamic & Asian Civilisations
- Ethnic Relations
- 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
- Malaysian Studies 3
- Malaysian Studies 4
- Community Project

GENERAL STUDIES SUBJECTS

For Local students:
- Islamic & Asian Civilisations
- 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
- Malaysian Studies 3
- Malaysian Studies 4
- Community Project

Additional MOHE compulsory general studies subjects

For Local students:
- Islamic & Asian Civilisations
- Ethnic Relations
- 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
- Malaysian Studies 3
- Malaysian Studies 4
- Community Project
BA (HONS) CONTEMPORARY MUSIC (AUDIO TECHNOLOGY)

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
- Internship

Electives (choose 1)
- Topic Studies 1
- Topic Studies 2

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:
- Islamic & Asian Civilisations
- Ethnic Relations
- 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
- Malaysian Studies 3
- Community Project

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

BA (HONS) MUSIC PERFORMANCE

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
- Audio Recording & Production
- World Music

Year 3
- Research Project
- Music Pedagogy
- Arts and Society in Malaysia
- Creative Industries and Entrepreneurship
- Creative Project
- Internship

Electives (choose 1)
- Topic Studies 1
- Topic Studies 2

ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS

For Local students:
- Islamic & Asian Civilisations
- Ethnic Relations
- 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
- Malaysian Studies 3
- Community Project

CAREER PROSPECTS
- Performer
- Educator
- Session musician
- Composer
- Conductor
- Arranger
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.

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

VALIDATED BY:
Lancaster University

PROGRAMME STRUCTURE - Subjects

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Thinking</td>
<td>Digital Illustration</td>
<td>Visual Culture &amp; Technology</td>
</tr>
<tr>
<td>Drawing Techniques &amp; Process</td>
<td>Web Design &amp; Interactivity</td>
<td>Major Research Project</td>
</tr>
<tr>
<td>History of Art &amp; Design</td>
<td>Packaging in Graphic Design</td>
<td>Industry-Based Project</td>
</tr>
<tr>
<td>Introduction to Computer Graphics</td>
<td>Digital Animation (3D)</td>
<td>Internship (3 months)</td>
</tr>
<tr>
<td>Digital Photography</td>
<td>Design &amp; Typography</td>
<td>Final Year Project</td>
</tr>
<tr>
<td>Design Thinking &amp; Practice</td>
<td>Design Enterprise</td>
<td>ADDITIONAL MOHE COMPULSORY GENERAL STUDIES SUBJECTS</td>
</tr>
<tr>
<td>Introduction to Visual Communication</td>
<td>Visual Communication &amp; Graphic Design</td>
<td>For Local students:</td>
</tr>
<tr>
<td>Digital Storytelling</td>
<td>Motion Graphics Design</td>
<td>- Islamic &amp; Asian Civilisations</td>
</tr>
<tr>
<td>2D &amp; Animation Principles</td>
<td>Electives (choose 1)</td>
<td>- Community Project</td>
</tr>
<tr>
<td></td>
<td>Advanced Photography</td>
<td>- Bahasa Kebangsaan A (applicable to students who did not sit for SPM or did not obtain a Credit in SPM Bahasa Melayu)</td>
</tr>
<tr>
<td></td>
<td>Ceramic Arts</td>
<td>For International students:</td>
</tr>
<tr>
<td></td>
<td>Sustainable Design</td>
<td>- Malay Language for Communication 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Malaysian Studies 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Community Project</td>
</tr>
</tbody>
</table>

CAREER PROSPECTS
- VR/AR designer
- Theme park designer
- Retail designer
- Project manager
- Product manager
- Lighting designer
- Interior architect/Designer
- Furniture designer
- Design consultant
- Design entrepreneur
- Interior architect/Designer
- Lighting designer
- Product manager
- Project manager
- Retail designer
- Theme park designer
- VR/AR designer

VALIDATED BY:
Lancaster University

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.

CAREER PROSPECTS
- 3D/CAD visualiser
- Creative director
- Design consultant
- Furniture designer
- Building Services & Technology
- Lighting designer
- Furniture designer
- Interior architect/Designer
- Lighting designer
- Product manager
- Project manager
- Retail designer
- Theme park designer
- VR/AR designer

VALIDATED BY:
ART5
MOBILITY OPTIONS*
Lancaster University
Korean Summer/Winter

| PROGRAMME MOBILITY OPTIONS* |
|-------------------------------|-----------------|-----------------|
| Lancaster University          | Summer Programme | 1+2 articulation |
| Korean Summer/Winter programme | 3 weeks          | 2 years          | 2 weeks          |
| Communication                 | ✓               | -               | ✓               |
| Advertising and Branding      | ✓               | -               | ✓               |
| Digital Film Production       |                  | ✓               | ✓               | ✓               |
| Contemporary Music (Audio Technology) | - | -               | ✓               |
| Property Development          |                  |                  |                  |
| Public Relations              |                  |                  |                  |
| Retail & Merchandise          |                  |                  |                  |
| Theatre Production            |                  |                  |                  |
| Theme Parks                   |                  |                  |                  |
| Interior Architecture         |                  |                  |                  |
| *Subject to meeting requirements. Terms and conditions apply.
WHERE ARE OUR GRADUATES NOW?

HARRAAJ SINGH  
Diploma in Interior Design  
Pursuing BA (Hons) in Interior Architecture in Sunway University

ELEONIDR 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).

EMILY ONG SHUYI  
Diploma in Performing Arts  
Pursuing further studies in Royal Melbourne Institute of Technology (RMIT), Australia.  
• 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 Media, Freelancer  
Position: Director, Cinematographer & Editor

BRIAN CHAN YEN HAN  
Diploma in Performing Arts  
Position: Freelance performer  
• Recurring lead, Ola Bela The Musical by Enfiniti Productions  
• Best Actor in a Leading Role in Musical Theatre, the 16th BOH Cameronian Arts Awards (2019)

GABRIEL LEE PIN ERN  
Diploma in Performing Arts  
Company: Reanimated Productions  
Position: Production editor and Assistant Director of Photography

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

ELIZABETH MARIE EDWIN  
BA (Hons) Contemporary Music (Audio Technology)  
Position: Freelancer  
• Director of 'Mahsuri: Retold' musical showcase  
• A Song for Sunway competition winner

EMILY JO CHEN  
BA (Hons) in Communication  
Company: Ensemble Worldwide  
Position: Copywriter

HARRAAJ SINGH  
Diploma in Interior Design  
Pursuing BA (Hons) in Interior Architecture in Sunway University

ELEONIDR 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).

EMILY ONG SHUYI  
Diploma in Performing Arts  
Pursuing further studies in Royal Melbourne Institute of Technology (RMIT), Australia.  
• 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 Media, Freelancer  
Position: Director, Cinematographer & Editor

BRIAN CHAN YEN HAN  
Diploma in Performing Arts  
Position: Freelance performer  
• Recurring lead, Ola Bela The Musical by Enfiniti Productions  
• Best Actor in a Leading Role in Musical Theatre, the 16th BOH Cameronian Arts Awards (2019)

GABRIEL LEE PIN ERN  
Diploma in Performing Arts  
Company: Reanimated Productions  
Position: Production editor and Assistant Director of Photography

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

ELIZABETH MARIE EDWIN  
BA (Hons) Contemporary Music (Audio Technology)  
Position: Freelancer  
• Director of 'Mahsuri: Retold' musical showcase  
• A Song for Sunway competition winner

EMILY JO CHEN  
BA (Hons) in Communication  
Company: Ensemble Worldwide  
Position: Copywriter

HARRAAJ SINGH  
Diploma in Interior Design  
Pursuing BA (Hons) in Interior Architecture in Sunway University

ELEONIDR 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).

EMILY ONG SHUYI  
Diploma in Performing Arts  
Pursuing further studies in Royal Melbourne Institute of Technology (RMIT), Australia.  
• 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 Media, Freelancer  
Position: Director, Cinematographer & Editor

BRIAN CHAN YEN HAN  
Diploma in Performing Arts  
Position: Freelance performer  
• Recurring lead, Ola Bela The Musical by Enfiniti Productions  
• Best Actor in a Leading Role in Musical Theatre, the 16th BOH Cameronian Arts Awards (2019)

GABRIEL LEE PIN ERN  
Diploma in Performing Arts  
Company: Reanimated Productions  
Position: Production editor and Assistant Director of Photography

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

ELIZABETH MARIE EDWIN  
BA (Hons) Contemporary Music (Audio Technology)  
Position: Freelancer  
• Director of 'Mahsuri: Retold' musical showcase  
• A Song for Sunway competition winner

EMILY JO CHEN  
BA (Hons) in Communication  
Company: Ensemble Worldwide  
Position: Copywriter

HARRAAJ SINGH  
Diploma in Interior Design  
Pursuing BA (Hons) in Interior Architecture in Sunway University

ELEONIDR 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).

EMILY ONG SHUYI  
Diploma in Performing Arts  
Pursuing further studies in Royal Melbourne Institute of Technology (RMIT), Australia.  
• 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 Media, Freelancer  
Position: Director, Cinematographer & Editor

BRIAN CHAN YEN HAN  
Diploma in Performing Arts  
Position: Freelance performer  
• Recurring lead, Ola Bela The Musical by Enfiniti Productions  
• Best Actor in a Leading Role in Musical Theatre, the 16th BOH Cameronian Arts Awards (2019)

GABRIEL LEE PIN ERN  
Diploma in Performing Arts  
Company: Reanimated Productions  
Position: Production editor and Assistant Director of Photography

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

ELIZABETH MARIE EDWIN  
BA (Hons) Contemporary Music (Audio Technology)  
Position: Freelancer  
• Director of 'Mahsuri: Retold' musical showcase  
• A Song for Sunway competition winner

EMILY JO CHEN  
BA (Hons) in Communication  
Company: Ensemble Worldwide  
Position: Copywriter

HARRAAJ SINGH  
Diploma in Interior Design  
Pursuing BA (Hons) in Interior Architecture in Sunway University

ELEONIDR 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).

EMILY ONG SHUYI  
Diploma in Performing Arts  
Pursuing further studies in Royal Melbourne Institute of Technology (RMIT), Australia.  
• 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 Media, Freelancer  
Position: Director, Cinematographer & Editor

BRIAN CHAN YEN HAN  
Diploma in Performing Arts  
Position: Freelance performer  
• Recurring lead, Ola Bela The Musical by Enfiniti Productions  
• Best Actor in a Leading Role in Musical Theatre, the 16th BOH Cameronian Arts Awards (2019)

GABRIEL LEE PIN ERN  
Diploma in Performing Arts  
Company: Reanimated Productions  
Position: Production editor and Assistant Director of Photography

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

ELIZABETH MARIE EDWIN  
BA (Hons) Contemporary Music (Audio Technology)  
Position: Freelancer  
• Director of 'Mahsuri: Retold' musical showcase  
• A Song for Sunway competition winner

EMILY JO CHEN  
BA (Hons) in Communication  
Company: Ensemble Worldwide  
Position: Copywriter
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, poised to become Malaysia’s first fully integrated 5G-enabled smart city.

**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.