

VOL.  
#006  
15 JUNE 2022

**DASEIN BULLETIN :**  
**5-MINUTE UPDATES!**  
  
 Keeping you up-to-date on the happenings at the Dasein community.

“The worst enemy to creativity is self-doubt.”

Sylvia Plath



### COLORFUL MURALS BRING CHEER TO PRIMARY SCHOOL STUDENTS

Dasein Illustration students batch 211, 212 & 213 completed two huge colorful and motivational murals for SJK(C) Bandar Sungai Long after over 20 hours of hard work. The murals located next to the school field aimed to cheer the students in their studies and sports achievements was proposed and designed by student Eazayne Chin Yin Theng.

The project is led and supervised by college president Mr Gooi, deputy head of Illustration program, Sean and lecturers Kok Chun and Bok Lai - in a special collaboration with the PIBG team from SJK(C) Bandar Sungai Long.



### INSPIRATION IN ART

- ▶ Congratulations to Dasein Illustration alumni Tee Fu Yuan who was crowned the Southeast Asia Grand Prize Winner in the art contest by Magic: The Gathering, the million-player popular digital collectible card game.
- ▶ Well done to Dasein Illustration alumni Gan Shi Min and Tang Zhong Ying, whose works have been selected to be published as children's books at a recent book illustrator / author signing ceremony by JiaXuan Picture Book.
- ▶ Kudos to Dasein Animation fresh graduate Lai Shao Heng selected for HP's Mentorship Project. Not only will he be receiving a new powerful laptop from HP to kickstart his creative career but also he will be a mentee under award-winning creative director Edwin Raj of 33.3 Studio - best known for his audio and visual productions with popular artists around the region.
- ▶ A shout out to Dasein Animation alumni Lee Kah Yee's involvement in the production of Ms. Marvel miniseries under Base FX. Ms. Marvel miniseries is based on Marvel Comics and now streaming on Disney+.

### PROFESSIONAL GUIDANCE & FYP REVIEW BY LEMON SKY

Senior artists from renowned animation and games studio, Lemon Sky Studios served as industry advisor to Dasein Animation students batch 193 by providing extra guidance and review to the students' final year projects. Students not only benefited from learning to work with senior artists in the industry but also gained insights to animation workflow from sharing sessions conducted.



Some of the DAN193 students and lecturer visited Lemon Sky Studios in March 2022 while the others conducted their work in-progress presentation via virtual conferencing.



### DASEIN X MAJALAH PELAJAR (DONG ZONG) SPECIAL COLLABORATION

Part of the college's commitment to increase awareness on the importance of creative education, we embarked on a special collaboration with United Chinese School Committees' Association of Malaysia (Dong Zong) in releasing 10 issues of curated content and topic covering various art disciplines, careers in the creative industry and more, released monthly on Art Salon, Majalah Pelajar's new art column.



VOL.  
SPECIAL  
2022

**DASEIN ACADEMY OF ART**  
  
**UNCOVERS YOUR DISTINCTIVE TALENT BY AWAKENING YOUR INNER CREATIVITY**

“Human are born equal but they are also born different.”  
 Erich Fromm

# ART COLLEGE THAT YOU CAN'T MISS!

GET YOUR WHO, WHAT, WHEN, WHY AND HOW'S ANSWERED.

Derived from German word dasein ('da : za-in) which means 'existence' or one's 'presence' - the word has inspired famous philosophers, artists, poets, creative thinkers to discover and re-define the importance of their individual existence.

With that ideal in mind, Dasein Academy of Art was established in 1996 by a team of avid educators and professionals from the industry who aspired to revive the role of creative education from identical qualifications back to the cultivation of individual distinction.

After all, it is through the path of creative thinking and aesthetic learning that one discovers the

beauty of one's existence; and that, is a fulfillment of a lifetime.

Dasein Academy of Art is a boutique art college run by artists for future artists.

The college takes pride in creative transformation via Edu-Mentoring® - it is a people-centered approach when it comes to guiding and mentoring students on individual development and growth.

Dasein Academy of Art is a boutique art college run by artists for future artists. All our staff are experts in their academic roles. We deliver



Wangsa Maju Campus

specifically tailored courses to small groups of dedicated students, and we focus on unearthing each student's creative and personal development in preparing them for a multifaceted career.



Old Klang Road Campus

Over 25 years of creative & academic excellence.

## ENTRY REQUIREMENT

### ◆ DIPLOMA PROGRAM

SPM	UEC
IGCSE	O-LEVEL

or equivalent with **MINIMUM 3 CREDITS** (including a PASS in Bahasa Malaysia & Sejarah in SPM)

### ◆ CERTIFICATE PROGRAM

SPM	UEC
IGCSE	O-LEVEL

or equivalent with **MINIMUM 1 CREDIT** (including a PASS in Bahasa Malaysia and Sejarah in SPM)

## HONE YOUR CREATIVE PRACTICE WITH THESE PROGRAMS

### ◆ Diploma in ANIMATION

MQA / A6269

### ◆ Diploma in DIGITAL MEDIA

MQA / FA3185

### ◆ Diploma in FINE ART

MQA / A6145

### ◆ Diploma in GRAPHIC DESIGN

MQA / A5507

### ◆ Diploma in ILLUSTRATION

MQA / A5506

### ◆ Certificate in VISUAL COMMUNICATION

MQA / FA8419

**WE HAVE THREE (3) INTAKES EVERY YEAR.**  
COURSE ENQUIRIES PLEASE EMAIL TO: [REGISTRATION@DASEIN.EDU.MY](mailto:REGISTRATION@DASEIN.EDU.MY)

### USAHA TEGAS HERITAGE ART COMPETITION 2021

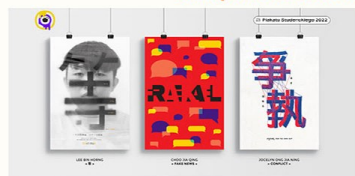
Fresh graduates from the Fine Art program Tan Peng Hong won first prize for the Oil/Acrylic category while Leow Li En gained the third prize in the Print-Making category. The Usaha Tegas Heritage Art Competition (previously known as Tanjung Heritage Art Competition) is held annually to encourage young artists to showcase their talents whilst invoking a sense of pride for the nation's rich heritage in the hearts of Malaysian youth. The theme for the 21st edition of this competition is “Malaysian Heritage” with over 250 entries submitted from 26 higher learning institutions in the country.

### MR DIY ART COMPETITION 2022

Year 2 Fine Art student Law Siew Poh's artwork snagged the Young Talent award at the recent prize-giving ceremony of the MR. DIY Art Competition while fellow alumni Koo Yean Ni and Fong Jia Lok's artworks also awarded the Judge's Pick and People's Choice.

Themed “Kita Jaga Kita. What's Next Malaysia?” MR. DIY Art Competition aims to cultivate more appreciation for Malaysian art, which in turn will inspire a rich and diverse creative ecosystem and provide a sustainable platform for Malaysians to show their talent.

### CONQUERING DESIGN COMPETITIONS IN EUROPE



### STUDENT POSTER CONFRONTATIONS | KONFRONTACJE PLAKATU STUDENCKIEGO

Dasein Graphic Design students Jocelyn Ong, Nicole Choo and Lee Bin Hong's poster entries were selected at the Konfrontacje Plakatu Studenckiego organized by the Faculty of Arts of University of Applied Sciences in Tarnow (UAS Tarnow), Poland. Student Poster Confrontations is an international competition presenting printed and digital posters, including animated works, created by students during the course of their study. Works selected were exhibited at the Tarnow Cultural Center and Market Square, Poland.



### PANGRAM VI INTERNATIONAL STUDENT COMPETITION ON FONT AND CALLIGRAPHY 2022

Dasein Graphic Design freshmen Carmen Wong Ja Wen and Ling Zhi Yun's works were selected at the annual 'Pangram' international student competition organized by the Kharkiv State Academy of Design and Art in Ukraine. This year's theme is “Philosophy in Existence.”

Carmen's typography exploration poster was made from clay, titled 'Inhale Sky Exhale Stars' which meant using one's creativity to change something worthless to something valuable.

Zhi Yun's work gave bold emphasis on 'no weapon more deadly than the will' to which she used various materials such as wood, iron wire to bring out her statement in her typography work.

## UPGRADED CAMPUS & NEW STUDENT ACCOMMODATION

Dasein Academy of Art will be relocating to our brand-new campus at Millerz Square in Old Klang Road, Kuala Lumpur made possible with a strategic partnership and support from Malaysia's revolutionary developer, EXSIM Group. The new campus is set to be a local art and design hub with multiple art galleries and exhibition spaces, art studios, state of art auditorium, co-working space and more student facilities spanning across 85,000 square feet. The campus is accessible to various retail and F&B outlets, whilst student accommodation is also located within walking distance for convenience.

We continually invest in facilities for students to ensure that your learning experience at Dasein is enjoyable and practical.



## NO TWO PEOPLE ARE THE SAME

Welcome to Dasein Academy of Art, where the seeds of art and creativity are sowed by enthusiastic educators and artists.

We firmly believe that every individual is unique and every art created is different in ideology, style, expression, medium and more. We will not confine students into one norm - we do not mass-produce art students like a factory at Dasein Academy.

## UNEARTHING THE CREATIVE BEST IN YOU

No two people are the same - each of us lives a different life, gains different knowledge and experiences.

Backed by a burning passion in art and design, together with lecturers who are there to help you unearth your potentials and talents, coupled with your personal experiences and thoughts, you will be able to create works of art unique to you, showing your creative best to the world at large.

Therefore, the academic hallmark of Dasein is to embrace the diversity of individuals and to nurture their creative senses.

We always believe that, you can enroll in an art and design program, as long as you have interest and passion.





OF CREATIVE  
AND ACADEMIC  
EXCELLENCE

## DASEIN ACADEMY OF ART UNCOVERS YOUR DISTINCTIVE TALENT BY AWAKENING YOUR INNER CREATIVITY

"The artist must train  
not only his eye but  
also his soul."

Wassily Kandinsky



## EDU-MENTORING®

### VISION

As an art and design education hub with global creative standards to produce inspired, creative, responsive and influential students to raise the quality of life of our people.

### MISSION

- To be part of the multiethnic and multicultural community in the aspiration of creating a productive and harmonious environment to fully unleash physical, intellectual, emotional, and spiritual potentials of all students through empowerment and reinforcement.
- To provide an academic platform for art and design to gather local and international academics and experts to encourage higher order thinking through personalized learning.
- To continuously fulfill the ever changing needs in the creative industry by transforming students into adaptable, dynamic and flexible beings.



### PROGRESSION OF EFFECTIVE LEARNING



## GOOI'S WORDS: AN ART CAREER CANNOT HAPPEN OVERNIGHT.

It is often said that, the proper way of doing things is to do something you are sure of, that you can foresee both the outcome and consequences. Art and design are, however, the total opposite. The 'unknown' factor allows us to create art pieces that are not bound or shackled by the norm, for there are no predecessors to set any rules that will govern you nor withhold you from attempting something new a hundred times, a thousand times even. In this discovery process, there are bound to be errors and mistakes, but they are the hard proof of your efforts in attempting something new.

The mistakes made are invaluable, for the lessons learnt might turn out to be your ultimate lifesaver. An art career cannot happen overnight, but that does not mean doing art gets you no job opportunities. Companies and firms are on the search for good and creative ideas all the time - a plain presentation can be made more impactful with the right design. It is a big and competitive market out there. You can pursue a great career as a professional artist if you have talent, skills and dedication.

Henz Gooi Huan Chye  
President, Dasein Academy of Art

## WHY STUDY @ DASEIN

### PRIORITY

Unlike other mega-corp schools, Dasein Academy is managed by academia and creative professionals rather than corporate managers and business executives, so that the decision making in maximising the quality of education is always a priority over business interests.

### ACCREDITATION

Dasein Academy of Art is accredited by Malaysian Qualifications Agency (MQA) whereby the academic qualifications conferred are in compliance with the standards of a tertiary education provider. The Diploma programs at the college are internationally recognized for further studies via credit transfer.

### PERSONAL ATTENTION

Contrary to most mass-teaching institutions, Dasein Academy insists in running small-class teaching as part of the methodology in Edu-Mentoring® for individual students to uncover their niche virtues with better attention and results.

### INDUSTRY COLLABORATION

Dasein Academy of Art consistently collaborates with professional and government partners to establish an industry network, where knowledge transfer and practice-based projects are facilitated, in which students explore creative possibilities while gaining professional insights and practical experience.

### GLOBAL INSPIRATION

Dasein Academy of Art strives to foster knowledge sharing and creative enlightenment. Artists and scholars from around the world are often invited to host academic forums and talks, providing a platform for students and speakers to uncover inspiring insights that fuel the creative process.

### ENTREPRENEURSHIP

At Dasein Academy of Art, entrepreneurship is a vital part of the syllabus training. The curriculum encompasses the learning of transforming ideas into business reality, equipping students and graduates with the ethics to take full responsibilities of their personal career.

ART  
IS A PROCESS  
OF DISCOVERY.  
NO ONE CAN STOP  
YOU FROM ATTEMPTING  
SOMETHING NEW.



## DASEIN BULLETIN : 5-MINUTE UPDATES!

VOL.  
#005  
31 DECEMBER 2021

Keeping you up-to-date on the happenings at the Dasein community.

"Creativity is seeing  
what others see and  
thinking what no one  
else ever thought."

Albert Einstein



### INSPIRATION IN ART

- Kudos to Dasein Animation graduates Yee Zhao Fong & Yap Choon Pei (Animation), Leong Mun Chung & Pang Jun Ning (Lighting & Compositing), Looi Wei Kit (VFX) and Lee Yan Ting (Producer / Project Manager) under Illusionist Animation Studio for their work on the much raved new hero Fei's CG 'Son of Yu Cheng' for Honor of Kings.
- Congratulations to Dasein Fine Art graduate Jason Teo Jia Hao announced as one of the 'Most Promising' awardees for the PULSE Awards: Art for Life and bagging US\$51,600. His artwork 'Pink Hammer' will be exhibited in Bangkok from 16 December 2021 to 7 March 2022 in conjunction with World AIDS Day.
- Well done to Dasein Illustration alumni Chew Soong Kee and Dasein Fine Art alumni Ong Heing Fuong who will be having their art showcase at the YOUTHReka: Expand Your PERI-meters 2 happening at White Box, Publika KL from 9 to 16 December 2021. The exhibition celebrates past years' winners of the Nando's Malaysia Art Initiative competitions between 2016 & 2018, in which Song Kee was the Grand Prize winner of the 2018 Digital Art category, whilst Heing was the 2017 Grand Prize Winner in the Fine Art category.



### DASEIN FINE ART ALUMNI MADE THE LIST AGAIN AT THE UOB PAINTING OF THE YEAR 2021 AWARDS

Dasein Fine Art alumni, Lee Mok Yee bagged the Established Artist - Gold Award (and cash prize of RM45,000) at the coveted UOB Painting of the Year 2021 competition with his art piece titled, 'Impermanence' while fellow alumni Agnes Lau Pik Yoke is awarded the Highly Commended Painting prize under the Established Artist category (cash prize undisclosed) with her art piece titled, '500 Days Looking Through The Window'. This special prize was newly added after the judging process of this year's competition.

The UOB Painting of the Year competition is one of the most recognised in Southeast Asia. Held in Indonesia, Malaysia, Singapore and Thailand, the competition aims to uncover the next generation of great Southeast Asian artists, and contribute to greater awareness and appreciation of art. The theme for 2021 is, 'of Imagination and Ingenuity.'

### DASEIN GRAPHIC DESIGN STUDENTS IN INTERNATIONAL LIMELIGHT



#### IV PANGRAM INTERNATIONAL STUDENT COMPETITION 2021

Toh Wei Jie's works titled 'Destroy Everything That Destroy You', 'Beautiful Malaysia Culture' and 'Art is Not What You See' have been selected to be featured in the fourth edition of 'Pangram', an international student competition on font and calligraphy based in Kharkiv, Ukraine. Out of the thousands of works submitted from students around the world, Wei Jie is the only selected Malaysian student finalist in the competition.



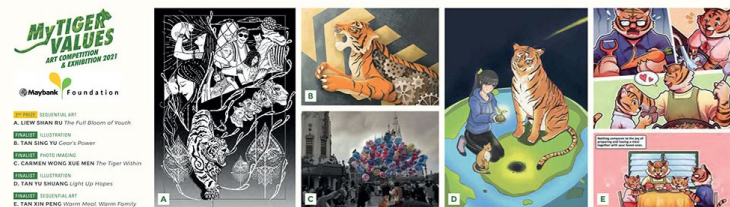
#### THE INTERNATIONAL REGGAE POSTER COMPETITION

Student Teh Sze Yen called out the crime of 'Child Sex Trafficking' to be heard by the society at large with her poster inspired by the song, 'Shadows of the Dark'. Sze Yen's meaningful entry is one of the posters that caught the attention of the judges out of 2,190 posters submitted by 1,157 artists from over 70 countries around the world at the International Reggae Poster Competition 2021, this competition is supported by the Jamaica International Task Force Against Trafficking in Persons (NATFATIP).



#### XI INTERNATIONAL ECO-POSTER TRIENNIAL: THE 4TH BLOCK

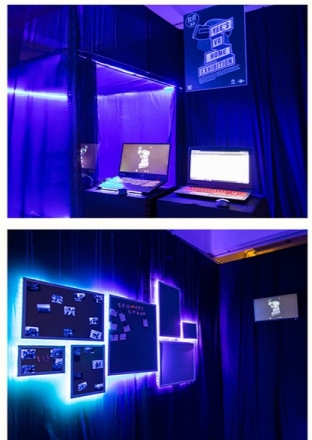
Student Pang Zhuo Hao's work titled, 'Isolation' highlighting the message that people struggling to cope with anxiety should seek help was selected to be featured in the International Eco-Poster Triennial. The 4th Block at Kharkiv, Ukraine out of over 3,000 entries submitted by artists from 53 countries under the professional category. He uses simple design elements and principles of design such as lines, colors and balance to bring out the feeling of anxiety in his poster, which is further enhanced by the use of texture and typography.



### DASEIN ILLUSTRATION TEAM'S SUCCESS AT ANNUAL MAYBANK ART COMPETITION

Liew Shan Ru's digital art 'The Full Bloom of Youth' which was inspired by the Kelantanese shadow puppetry bagged the second prize in the Sequential Art category in the annual Maybank MYTIGER VALUES Art Competition 2021, along with a cash prize of RM4,000.

Tan Xin Peng, Tan Yu Shuang, Carmen Wong Xue Men and Tan Sing Yu were also announced as finalists in the competition out of 553 entries submitted from 460 students from various higher learning institutions in the country.



### DASEIN DIGITAL MEDIA VR INTERACTIVE SHOWCASE BY HUI YEE

Yee's VR Home Exhibition is a solo interactive art exhibition by student Lim Hui Yee part of her final year project. Her exhibition encouraged visitors to put on the VR headset and interact with her virtual object-hunting game while browsing her art portfolios using a custom Virtual Reality (VR) setup.

