

Name of Program

Bachelor of Fine Arts Program in Communication Design

Degree

Full name: Bachelor of Fine Arts (Communication Design), International Program

Abbreviate name: B.F.A. (Communication Design), International Program

The Objectives of the Program

This course aims to prepare graduating students for entry-level work as designers in the communication industries or in design- related fields. The course also provides the skills and knowledge necessary for further study in design and communication. Specifically, the course aims to

- provide students with a grounding in and mastery of the range of processes and practices necessary to work creatively and effectively in a professional environment
- provide students with the theoretical knowledge and intellectual abilities necessary for informed and reflective practice in communication design
- provide students with the general and transferable skills needed to work creatively and effectively with others in various professional context
- provide students with a thorough understanding of the various contexts – psychological, social, cultural, theoretical – that will inform their work as communication designers
- provide a comprehensive education through the English language programme, and to develop graduates who are oriented towards the international market as well as prepared to contribute to the culture, welfare and reputation of Thailand

Program Duration

Completion of required credits for full-time program are to be made within a period of 8 semesters or 4 academic years, but not to exceed 16 semesters or 8 academic years.

Curriculum

Total Program Credits **142 Credits**

Curriculum Components

General Education Courses **31 Credits**

- Health Courses 1 credit
- Integrative Courses 15 credits
- Language Courses 9 credits
- Elective Courses not less than 6 credits

Major Courses **105 Credits**

- Communication Design Project 12 Credits
- Communication Design Principles 24 Credits
- Theoretical, Historical and Cultural Contexts 18 Credits
- Methods and Approaches 6 Credits
- Tools, Technologies and Media 18 Credits
- Professional Context 18 Credits
- Communication Design Electives 9 Credits

Free Elective Courses not less than 6 Credits

Communication Design Program

Year 1

First Semester

| | |
|---|---------------------|
| ARC 115 Design Sketch | 3(1-4-6) |
| ARC 117 Design Fundamentals I | 4(1-6-8) |
| ARC 123 History of Art and Design | 3(3-0-6) |
| LNG 105 Academic English for International Students | 3(3-0-6) |
| GEN 121 Learning and Problem Solving Skills | 3(3-0-6) |
| GEN 231 Miracle of Thinking | 3(3-0-6) |
| Total | 19(14-10-38) |

Second Semester

| | |
|--|---------------------|
| ARC 116 Design Drawing | 3(1-4-6) |
| ARC 118 Design Fundamentals II | 4(1-6-8) |
| CMD 121 History of Communication Tools, Technology and Media | 3(3-0-6) |
| GEN 111 Man and Ethics of living | 3(3-0-6) |
| GEN 241 Beauty of Life | 3(3-0-6) |
| LNG 106 Academic Listening and Speaking | 3(3-0-6) |
| Total | 19(14-10-38) |

Year 2

First Semester

| | |
|---|------------------|
| CMD 212 Communication and Visual Representation | 4(1-6-8) |
| CMD 222 Theory of Communication | 3(3-0-6) |
| CMD 231 Research Methodology for Communication Design | 3(3-0-6) |
| CMD 242 Tools and Technology for Text and Image | 3(2-2-6) |
| CMD xxx Communication Design Elective I | 3(x-x-x) |
| GEN xxx Elective I | 3(x-x-x) |
| Total | 19(x-x-x) |

Second Semester

| | |
|---|------------------|
| CMD 213 Communication with Sequence, Sound and Motion | 4(1-6-8) |
| CMD 223 Design, Media and Culture | 3(3-0-6) |
| CMD 232 Design Methodology | 3(3-0-6) |
| CMD 243 Combining Media | 3(2-2-6) |
| CMD xxx Communication Design Elective II | 3(x-x-x) |
| GEN xxx Elective II | 3(x-x-x) |
| Total | 19(x-x-x) |

Year 3

First Semester

| | |
|--|------------------|
| CMD 314 Communication and Interaction | 4(1-6-8) |
| CMD 325 Psychology for Designers | 3(3-0-6) |
| CMD 345 Simulation and Modeling | 3(2-2-6) |
| CMD 351 Precedent Study | 3(3-0-6) |
| GEN 351 Modern Management and Leadership | 3(3-0-6) |
| XXX xxx Free Elective I | 3(x-x-x) |
| Total | 19(x-x-x) |

Second Semester

| | |
|---|------------------|
| CMD 315 Communication with Form and Space | 4(1-6-8) |
| CMD 326 Culture and Identities | 3(3-0-6) |
| CMD 346 Post Production Technology | 3(2-2-6) |
| CMD 352 Professional, Legal and Ethical Issue | 3(3-0-6) |
| GEN 101 Physical Education | 1(0-2-2) |
| LNG 107 Academic Reading and Writing | 3(3-0-6) |
| CMD xxx Free Elective III | 3(x-x-x) |
| Total | 20(x-x-x) |

Year 4

First Semester

Plan 1: Cooperative Study

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|--|--------------------|
| CMD 401 Communication Design Project Preparation | 3(0-6-6) |
| CMD 453 Cooperative Study | 6(0-35-18) |
| CMD 454 Communication Design Seminar | 3(0-6-6) |
| Total | 12(0-47-30) |

Plan 2: Communication Design Internship

| | |
|--|-----------------|
| CMD 401 Communication Design Project Preparation | 3(0-6-6) |
| CMD 452 Communication Design Internship | 3(0-35-18) |
| CMD 454 Communication Design Seminar | 3(0-6-6) |
| CMD xxx Communication Design Elective | 3(x-x-x) |
| Total | 9(x-x-x) |

Second Semester

| | |
|---|------------------|
| CMD 402 Communication Design Project | 9(0-18-36) |
| CMD 455 Preparation for Professional Life | 3(2-2-4) |
| XXX xxx Free Elective II | 3(x-x-x) |
| Total | 15(x-x-x) |

*Credit = Credit Hour (Lecture-Practice-Self Study)