

**Bachelor of Communication Arts Program in Innovative Media Production
(International Program)**

Degree Plan

Regular Track

Total Number of Credits

General Education	24 credits
English Languages	9 credits
Integrated Professional Skills Course	15 credits
Professional Education	96 credits
Core Courses	30 credits
Major Requirements	51 credits
Major Electives	15 credits
Free Electives	6 credits
Total	<u>126</u> credits

List of Courses

1. General Education (24 Credits)

English Languages (9 Credits)

IEN106	The Art of Writing	3
IEN107	Critical Reading and Writing	3
IEN108	Persuasive Presentation	3

Integrated Professional Skills Course (15 Credits)

IGE011	Thinking Skills for Lifelong Learning	3
IGE012	Citizenship in Society and International Community	3
IGE013	Technology and Innovation for the Future	3
IGE014	Aesthetics and Well-being for Life	3
IGE015	Entrepreneurial Spirit and Financial Literacy	3

2. Professional Education (96 credits)

Core Courses (30 credits)

CAI101	Communication: Theories and Practices	3
CAI102	Media Law and Ethics	3
CAI103	Art of Speaking	3
CAI104	Digital Photography	3
CAI105	Art of Storytelling	3
CAI106	Marketing Communications in Digital Age	3
CAI110	Digital Content Creation	3
CAI111	Creative Design Workshop	3
CAI112	Channel Planning	3
CAI114	Data Analysis and Social Listening	3

Major Requirements (51 credits)

IMI011	Media Landscape and Business Innovation	3
IMI012	Digital Media Foundation	3
IMI013	Digital Influencer	3
IMI021	Acting and Character Development	3
IMI022	Production Design	3
IMI023	Audio Production	3
IMI024	Scriptwriting and Multiplatform Narratives	3
IMI025	Live Streaming Production	3
IMI026	Digital Cinematography	3
IMI027	Directing	3
IMI028	Editing	3
IMI031	Innovative Media Production I	3
IMI032	Innovative Media Production II	3
IMI033	Short-form and New Media Production	3

Regular Track

IMI041	Preparation for Degree Project	3
IMI043	Degree Project	6

Cooperative Education Track

IMI042	Pre-Cooperative Education	3
IMI044	Cooperative Education in Innovative Media Production	6

Major Electives**(15 credits)**

Students select only 15 credits from the following courses.

IMI301	Virtual Production	3
IMI302	AI Production	3
IMI303	Podcast Production	3
IMI304	Live Presentation and Announcing Skills	3
IMI305	Motion Graphic Design	3
IMI306	Color Grading and Visual Effect	3
IMI404	Field Production	3
IMI405	Affiliate Content Creation	3
IMI406	Media Entrepreneur and Monetization Strategy	3
IMI407	International Innovative Media Issues	3

3. Free Electives**(6 credits)**

Students must select 6 credits with international courses from other majors as the following courses.

IMI500	Independent Study	3
IMI501	Follower Acquisition and Engagement	3
IMI502	Mobile Filmmaking	3
IMI503	Lighting Design	3
IMI504	Voice Acting	3
IMI505	Music in Temporary Media	3
IMI506	Music Video Production	3
IMI507	Documentary and News Production Content Creation for Social Development	3
IMI508	Content Creation for Social Development	3
IMI509	Gender and Popular Culture	3
IMI510	Youth and Fandom Culture	

Course Description

1. General Education (24 Credits)

English Languages (9 Credits)

IEN106 The Art of Writing (3 Credits)

Paragraph and essay writing through planning, drafting, and revising narrative, descriptive, and expository writing

IEN107 Critical Reading and Writing (3 Credits)

Critiquing any reading materials: Identifying main ideas and summarizing texts; analyzing the intent, tone, bias, and intended audience of the author; and recognizing propaganda, fake news and disinformation

IEN108 Persuasive Presentation (3 Credits)

Planning, organizing, designing, and delivering persuasive presentations, with an emphasis on using persuasion strategies, deploying effective arguments, and mastering body language, voice, and word choice, as well as innovative audio-visual media

Integrated Professional Skills Course (15 Credits)

IGE011 Thinking Skills for Lifelong Learning (3 Credits)

Theories and practical thinking tools, practice critical thinking, creative and innovative thinking, analytical thinking, synthesis thinking and problem-solving thinking, including how to link and select appropriate thinking tools and effectively adapt to daily life, professional undertakings and lifelong learning

IGE012 Citizenship in Society and International Community (3 Credits)

Concepts, traits, rights, duties and responsibilities of citizenship in Thai society, global society, and digital society, with ability to adjust and live happily with others while keeping abreast of and adapting themselves to societal changes which may affect livelihood and working life; awareness and cooperation at different levels among people of diverse cultures

IGE013 Technology and Innovation for the Future (3 Credits)

Concepts, roles, awareness and adjustment to changes of the future and applications of various types of technology and innovation in knowledge acquisition and improvement of quality of life in a new normal society including ways to solve life complexity and challenges, and to enhance creative working life; impacts of technology and innovation on our livelihood, society and economics, and how to optimize and to protect the intellectual property arising from technology and innovation

IGE014 Aesthetics and Well-being for Life (3 Credits)

How to live a meaningful life through various types of arts, recreational activities and sports; new perspectives for aesthetics of life that influence one's mind and how one may plan a path to success from one's passion

IGE015 Entrepreneurial Spirit and Financial Literacy (3 Credits)

The development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur, opportunities to start and run a business with on the basis of ethics and moral grounds, how to effectively manage and make financial decisions, personal financial management and investment, including sustainable development, effective leadership skills development, teamwork, bold, prompt and well-informed decisions-making

2. Professional Education (96 credits)

Core Courses (30 credits)

CAI101 Communication: Theories and Practices (3 Credits)

Communication theories, key concepts, and the design of effective communication both for business and societies. Apply and evaluate communicational situations, theories of human communication, mass communication, and new media and technology.

CAI102 Media Law and Ethics (3 Credits)

Review the fundamental principles of media law and ethics to explore the interplay of law (the rights and freedoms) and ethics (professional responsibilities) and how it affects the media. The focus will be on the legal rights, licensing of intellectual property, regulatory limitations, and the major ethical issues arising from the different types of media.

CAI103 Art of Speaking (3 Credits)

Principles and different forms of public speaking, preparation and the delivery of thoughts through the use of speeches as well as the use of multimedia tools. Practice to deliver well-organized speeches in various occasions. Speeches in public settings, persuasive speech, practicing speaking, listening, and interpersonal communication skills.

CAI104 Digital Photography (3 Credits)

Basic principles and application of digital photography, camera operation skills, shooting styles, image adjustments and corrections using image editing software, digital photo printing, aesthetic understanding, and photography's social impact.

CAI105 Art of Storytelling (3 Credits)

Various forms of storytelling in contemporary media, storytelling through verbal and non-verbal communication, the key element and the anatomy of the good story, storytelling techniques for effectively communicating meaning and feelings, the use of imagination and experiences in creating stories including listening skills, identifying issues, selecting topics, analyzing, and creatively summarizing topics.

CAI106 Marketing Communications in Digital Age (3 Credits)

A marketing foundation, important marketing concepts and principles especially in the digital age, digital marketing communication, how to apply marketing communication strategies and tactics for target audience in the digital world. Learning from failure of the campaigns in the past, analyze current marketing and communication trends, conduct strategic plans, and adapt these strategies to the digital markets.

CAI110 Digital Content Creation (3 Credits)

The creation of content and messages through digital media platforms, implementing storytelling, presentation techniques, and creativity to produce original content that achieves its goals and resonates with the audience.

CAI111 Creative Design Workshop (3 Credits)

Prerequisite: Passed CAI104

Fundamental perceptives of graphics creation through the use of software programs employed by digital media and interactive-media companies. Difference between vector and raster graphic, color theory, image-compositing techniques, and tools for graphic design and image creation. Extensive hands-on practicum for creativity and foundation knowledge of creating elements for digital media production.

CAI112 Channel Planning (3 Credits)

Concepts, theories, tools and alternative platforms of communication, and channel planning both online and offline. Principle of market situation analysis, new media strategies, factors to effective strategic planning, creative methods for marketing plan, and integrated marketing communication.

CAI114 Data Analysis and Social Listening (3 Credits)

Data acquisition, access, and analysis, especially data related to consumer insights and social listening via online media platforms, for the purpose of developing and creating effective marketing communication content.

Major Requirements (30 credits)

IMI011 Media Landscape and Business Innovation (3 Credits)

Overview of Media Landscape. The evolution of media from traditional formats to modern digital platforms. The study of the media industry trends and directions, opportunities, and challenges, providing insights into effective communication strategies and innovative business models which focuses on engaging new-era target audiences and adapting to emerging communication technologies of the future.

IMI012 Digital Media Foundation (3 Credits)

The theoretical foundations and basic techniques of digital media production. Practical training in using modern digital equipment. Exploring the types and formats of tools and equipment that are suitable and effective for various types of program production.

IMI013 Digital Influencer (3 Credits)

Content creation for online platforms, focusing on building and promoting personal and product identities, highlighting strengths and unique selling points, and reaching target audiences. This includes presentation and visualization techniques together with message and social media strategies to create effective content that generates both awareness and revenue.

IMI021 Acting and Character Development (3 Credits)

Theory and practicing performance skills, including voice training and correct pronunciation according to linguistic rules. The practice also involves using body language, movement, and personality development, as well as creating a personal that suits different media platforms and diverse content types, such as news programs, variety shows, and talk shows.

IMI022 Production Design (3 Credits)

Training in the pre-production process, including set design, preparing props, graphics work, and other related elements. This also covers planning the shooting schedule and considering the conditions and limitations of the production.

IMI023 Audio Production (3 Credits)

Creating and applying sound, music, and other audio elements in multimedia or audio-specific programs. Practice includes recording sound in a laboratory setting and editing audio using computer software. Design and produce sound and music works that meet specified objectives, align with target audiences, and are appropriate for social and cultural contexts.

IMI024 Scriptwriting and Multiplatform Narratives (3 Credits)

Key principles, techniques, and structures of scriptwriting in various formats, such as scripts for short films, television programs, and online content. This also includes studying the characteristics of different media platforms to design content and scripts that are suitable for each specific medium.

IMI025 Live Streaming Production (3 Credits)

The process of live streaming production for online platforms, including production skills for various types of live programs, from basic to professional levels. This covers pre-production preparation, scene setup, lighting, color, graphics, and sound suitable for live broadcasting, virtual studio operation, as well as switching and editing for live broadcasts.

IMI026 Digital Cinematography (3 Credits)

Theories and practices of cinematography using digital cameras and various types of filming equipment, including basic lighting techniques and image composition. Hands-on training focuses on creating multimedia productions that are visually appealing, narratively effective, and creatively driven.

IMI027 Directing (3 Credits)

The art of directing for creative media production, enhancing leadership and creative decision-making skills. Study the key responsibilities and techniques involved in bringing a script to life and learn how to develop a directorial vision, work with actors and production crews, coordinate with production elements, and oversee the post-production process.

IMI028 Editing (3 Credits)

Aesthetics and principles of editing. Editing techniques and sequencing images to effectively communicate meaning. Workflow processes, file management, and the use of equipment and computer-based editing software.

IMI031 Innovative Media Production I (3 Credits)

Introductory innovative media production project, a practical course that enables students to work with cutting-edge production tools and studio proficiently. Students will be able to propose and produce their own innovative media projects with unique content, developing them to completion while applying skills in creative thinking, problem-solving, and teamwork.

IMI032 Innovative Media Production II (3 Credits)

Prerequisite: Passed IMI031

Advanced innovative media production project, a practical course that enables students to work with cutting-edge production tools and studio more proficiently. Students will be prepared not only to create their own work but also to produce complex and diverse innovative media projects including collaborating with professionals and working on projects provided by external organizations.

IMI033 Short-form and New Media Production (3 Credits)

Short-form media production, such as short films, commercials, music videos, corporate documentaries, public service announcement spots, viral videos, and program trailer on various media platforms. The process of ideation, concept development, and data synthesis to deliver work that meets specified objectives, aligns with the needs of sponsors or clients, and resonates with target audiences.

IMI041 Preparation for Degree Project (3 Credits)

Preparation for the degree project, presenting a comprehensive and well-rounded multimedia production plan before actual production. This includes presenting the concept, production process, preparation of equipment, defining the production schedule, and showcasing examples of the work. The project advisor will evaluate the readiness before proceeding to the next stage of the degree project course.

IMI043 Degree Project (6 Credits)

Prerequisite: Passed IMI041

Design a graduation project and execute it at a level that meets the required standard. The graduation project is related to multimedia work and/or creative work with the objective to meet the demands of the media industry nationally and globally. A proposal to get approval from the faculty committee on their chosen topics. Project critical discussion following the successful accomplishment of their projects in the field of media.

IMI042 Pre-Cooperative Education (3 Credits)

This course features concept of cooperative education and prepares students for work by enhancing essential skills such as preparing documents for job application, choosing establishments, interview techniques, communication skill development including cross-generation communication, communicating in English, cross-cultural communication. Also, this course focuses on creative teamwork skills in different enterprise cultures, psychology of working with others, emotion development techniques, adjusting to changes, entrepreneurial spirit, report writing and presentation techniques, etiquette in workplace as well as moral and professional ethics.

IMI043 Cooperative Education in Innovative Media Production (6 Credits)

Prerequisite: Passed IMI042

Application of theories and skills developed in the major through producing a real-life communication project, communication skill improvement, personality, teamwork, organizational culture, creative thinking techniques, report writing and presentation techniques, as well as recommended practices at work and workplace safety.

Major Electives (15 credits)

Students select only 15 credits from the following courses.

IMI301 Virtual Production (3 Credits)

Virtual media production technologies using computer programs and other related production equipment, as well as creating virtual environments with various techniques such as setting up virtual sets, image compositing, and motion capture to produce creative and immersive media content.

IMI302 AI Production (3 Credits)

The use of Artificial Intelligence in media production. Exploring AI-driven tools and techniques for automating content creation, enhancing storytelling, personalizing content and optimizing production workflows.

IMI303 Podcast Production (3 Credits)

Introduction to the fundamentals of podcast production, focusing on the concept of creating audio-based content. The course covers the process of producing high-quality audio content, including scripting, recording, editing, and publishing, as well as integrating storytelling, sound design, and the technical skills required to produce professional podcasts for various platforms.

IMI304 Live Presentation and Announcing Skills (3 Credits)

Theory and practice of presenting and announcing in various live formats, including news, special events, and live streaming. Develop professional skills for live presentations, communication techniques, voice control, audience engagement, and delivering live content with confidence.

IMI305 Motion Graphic Design (3 Credits)

The art, techniques and principles of motion graphic design. Learn how to create visually dynamic and engaging graphics.

IMI306 Color Grading and Visual Effect (3 Credits)

The color theory and color correction softwares. The advance computer-generated skills include 3D visualization, motion control and tracking, film and lighting effects.

IMI404 Field Production (3 Credits)

Creating media content outside the studio. Planning, filming, sound recording, and working with on- location. Facing possible production challenges, such as lighting, sound management, and unpredictable environments, while maintaining high production standards to deliver quality content in the field.

IMI405 Affiliate Content Creation (3 Credits)

To create engaging and monetizable affiliate content for various digital platforms. Integrating presentation techniques, storytelling, and content creation with marketing strategies to build relationships with consumers and achieve business goals.

IMI406 Media Entrepreneur and Monetization Strategy (3 Credits)

Opportunities for developing media businesses in various formats, including offline, online, and new media. Develop skills and potential to become a media or entertainment business executive or entrepreneur. Learn about market opportunities, business design and planning, fundraising, and analyzing target audiences, including both recipients and sponsors.

IMI407 International Innovative Media Issues (3 Credits)

Critiquing, analyzing, and synthesizing trends in international innovative media, along with the potential impacts of modern technologies, new media, and the production of new content formats. Students will learn how to apply this information to their own work.

3. Free Electives (6 credits)

Students must select 6 credits with international courses from other majors as the following courses.

IMI500 Independent Study (3 Credits)

Conducting in-depth study or research on a topic, issue, or problem in communication studies that the student has a particular interest in. The working report is carried out under the guidance of an academic advisor.

IMI501 Follower Acquisition and Engagement (3 Credits)

The importance and role of followers in online media, strategies for increasing followers, and techniques for building strong relationships with current followers through various online channels. Audience analysis and approaches to create content that fosters engagement and builds long-term relationships between the sender and the audience.

IMI502 Mobile Filmmaking (3 Credits)

Fundamentals of filmmaking, including cinematography, editing, and sound recording using mobile phones or smartphones. The use of applications and online tools on mobile devices for media production work. The advantages and limitations of small-scale filmmaking and how to produce high-quality content despite equipment restrictions.

IMI503 Lighting Design (3 Credits)

Lighting design for media production both in the studio and on-location setups. Studying lighting equipment, color temperature, and lighting techniques, as well as the placement of lights and related equipment in various formats to create atmosphere and enhance storytelling through visuals in films, television programs, theater productions, and events.

IMI504 Voice Acting (3 Credits)

Techniques for using voice and pronunciation for performance, as well as using voice in various media or program formats, such as news announcing, event narration, interviews, hosting, and voiceover.

IMI505 Music in Temporary Media (3 Credits)

Trends and the role of music in contemporary media. Characteristics and forms of different types of music. The selection of music for various communication contexts, such as radio broadcasting, films, video presentation, documentary, and online media content.

IMI506 Music Video Production (3 Credits)

The process of music video production, including the development of video concepts based on the song's theme, with a focus on ensuring that the visuals align with or enhance the song's content. The course also covers coordinating with the artist to understand their needs and limitations.

IMI507 Documentary and News Production (3 Credits)

Documentary production and news programming, including learning how to develop topics, write scripts, film, conduct interviews, and use modern technology for news reporting. The process covers various types of news reporting such as political news, social news, economic news, entertainment news, and sports news. It also includes the study of news program production in different formats, such as news programs, news analysis programs, discussion programs, interview programs, and special reports.

IMI508 Content Creation for Social Development (3 Credits)

Creating online content aimed at fostering awareness, inspiring action, and/or driving behavior change to support development, address challenges, and promote social innovation at the community, national, and international levels.

IMI509 Gender and Popular Culture (3 Credits)

History and evolution of gender representation in various media platforms, such as films, dramas, and songs. An exploration of freedom of expression, ethics, and responsibility, as well as the relationship between gender portrayal and society.

IMI510 Youth and Fandom Culture**(3 Credits)**

History and development of youth and fandom culture across different regions and media platforms. The dynamics of fan communities, their influence on media production, and the interplay between fandom, identity, and social trends, with a focus on ethics and cultural impact.