

Bachelor of Arts Program in Creative Communication Design (International Program)

Degree Plan

Regular Track and Cooperative Education Track

Total Number of Credits

General Education	24 credits
English Languages	9 credits
Integrated Professional Skills Course	15 credits
Professional Education	99 credits
Core Courses	18 credits
Major Requirements	81 credits
Free Electives	6 credits
Total	<u>129</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 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 (99 credits)

Core Courses (18 credits)

ICD151	History of Art and Design	3
ICD152	Visual Culture and Communication Design	3
ICD161	Materials Process and Drawing	3
ICD162	Principles of Design	3
ICD171	Digital Image Design	3
ICD172	Digital Photography	3

Major Requirements		(81 credits)
ICD253	Professional Development for Design Entrepreneurs	3
ICD254	Psychology for Design	3
ICD255	Contemporary Visual Semantics	3
ICD263	Typography and Composition Design	3
ICD264	Branding Design	3
ICD265	Editorial and Digital Publication Design	3
ICD273	3 Dimensional Modeling Design	3
ICD274	3 Dimensional Design for Animation	3
ICD275	Digital Painting and Illustration	3
ICD281	Creative Time-based Communication Design	3
ICD356	Design Management and Digital Marketing	3
ICD357	Design Research in Creative Communication Design	3
ICD358	Ethics, Intellectual Property Law, and Professionalism	3
ICD366	Graphic Design for Packaging	3
ICD367	Information and Experience Design	3
ICD368	Creative Advertising (For Regular Track)	3
ICD376	Motion Graphics Design	3
ICD377	Design Technology Innovation	3
ICD382	Creative Graphic Communication Design	3
ICD383	Communication Design for Creative Agencies (For Regular Track)	3
ICD384	Internship for Creative Communication Design (For Regular Track)	3
ICD469	Content Creation for Creative Communication Design	3
ICD478	Non-coding platform for Creative Communication Design	3
ICD485	Creative Experimental Communication Design	3
ICD486	Degree Project Proposal for Creative Communication Design	3
ICD487	Degree Project for Creative Communication Design	6
ICO301	Pre-Cooperative Education (For Cooperative Education Track)	3
ICD388	Cooperative Education (For Cooperative Education Track)	6

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

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

ICD390	Special Topics in Photography	3
ICD391	Special Topics in Interactive Design	3
ICD392	Independent Study	3
ICD393	Special Topics in Design	3
ICD394	Special Topics in Animation and Moving Image	3
ICD395	Visual Effects for Moving Image	3
ICD396	Sound Design	3
ICD397	Collaborative Design Project	3
ICD398	Character Design	3
ICD399	Type Design	3

Course Description

1. General Education (24 Credits)

English Languages (9 Credits)

IEN106 The Art of Writing (3 Credits)

Intensive practice in the writing of paragraphs and essays. Plan, write, and revise different types of essays, including narration, description, and exposition, with emphasis on the development of fluency, self-confidence, and ease with writing through free writing and peer reviewing.

IEN107 Critical Reading and Writing (3 Credits)

A workshop on enhancing critical reading and writing skills. Build up vital skills for producing a critique of any reading materials, including how to identify main ideas and summarize texts, how to analyze author's intent, tone, bias, assumption, and intended audience, as well as how to spot propaganda, fake news and disinformation.

IEN108 Persuasive Presentation (3 Credits)

In-depth training on persuasive presentation skills. Learn to plan and organize ideas, design and deliver convincing presentations, with emphasis on employing persuasion strategies, deploying effective arguments, and mastering body language, voice, and word choice, as well as creative 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 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 (99 credits)**Core Courses (18 credits)****ICD151 History of Art and Design (3 Credits)**

This course covers the history of western art and design from the 18th century to the end of World War II, the new era. Students will learn how philosophy, mainstream thought, society, technology, and the styles of art and design from different times all relate to each other. This will help them understand how style affects design work.

ICD152 Visual Culture and Communication Design (3 Credits)

This course exposes students to visual language, a method of communication based on the use of visual components. The students will learn how to effectively convey their thoughts visually by using foundation design theory.

ICD161 Materials Process and Drawing (3 Credits)

In this course, students will learn how to convey their creativity using different tools and materials to produce complex drawings that may be used in the creative communication design profession.

ICD162 Principles of Design (3 Credits)

This course introduces students to the principles of design. Students will learn to work with composition design, color use, texture generation, and shape form creation using new methods for creative communication design, including 2D and 3D.

ICD171 Digital Image Design (3 Credits)

This course examines theoretical exercises in foundation design as they are made using basic 2D digital tools. In the Lab, students will use different kinds of software to figure out which one gives them the best visual solution to a conceptual design issue.

ICD172 Digital Photography (3 Credits)

This course offers an introduction to fundamental photography techniques and the management of related equipment and instruments. The technical aspects of cameras and lenses are addressed as the specifics of how a particular type of image can be created. Studio lighting is also explored as well as the development of the photographic subject.

Major Requirements (81 credits)**ICD253 Professional Development for Design Entrepreneurs (3 Credits)**

The major focus of this course is the link between entrepreneurial thinking and creative design thinking, which addresses the critical areas for successful growth in business. The students will learn about brand design, work models, and professional design, as well as the creation of a business model, and product-market fit knowledge. The emphasis will be on start-ups and small-scale production/design studios. This course will also look at outside sources for start-ups, which will help students understand where to seek money for design-related ventures.

ICD254 Psychology for Design (3 Credits)

The Psychology of Design course will combine psychological theories with design practices to enable students to learn what influences visual perception and how to manipulate users through design.

ICD255 Contemporary Visual Semantics (3 Credits)

In both design and non-design domains, this course focuses on the analysis of semiotics in contemporary new media and visual culture. Students will learn how to design for inclusion and how to adapt to different communities' dynamic standards.

ICD263 Typography and Composition Design (3 Credits)

This course explores the development of typography and a typographic foundation such as font family, font format, font personality, and font features. Students will learn how to create a compositional design using various typefaces to communicate ideas and meaning.

ICD264 Branding Design (3 Credits)

This course focuses on the study and application of identity design via research, analysis and syncing of information to set guidelines for creating a logo and a graphic element. Through creative and methodical development, company concepts and characteristics are communicated to target audiences.

ICD265 Editorial and Digital Publication Design (3 Credits)

This course emphasizes the study and practice of conventional and digital publication design styles. It focuses on the creation of text images that may transmit material creatively and properly according to the personality of the media.

ICD273 3 Dimensional Modeling Design (3 Credits)

This course serves to introduce the foundation of 3D modeling programs. The students will develop 3D constructions as a tool for both static and narrative media composition and production. Character creation fundamentals and environment architectures will be utilized as a steppingstone to 3D programming and skill acquisition. Students will learn how to create both theoretical and narrative projects in a 3D environment.

ICD274 3 Dimensional Design for Animation (3 Credits)

3 Dimensional Design for Animation is a more complex and demanding use of 3D modeling and surroundings. This course builds upon the basis of 3D modeling abilities obtained in ICD273: 3 Dimensional Modeling Design and building as a tool for static and narrative media composition and production. Furthermore, animation will be performed inside these 3D settings. In a 3D environment, students are required to acquire a better understanding of 3D software, develop material, and conceptual projects that connect to their narrative project work.

ICD275 Digital Painting and Illustration (3 Credits)

This course focuses on the basic aspects of digital painting in relation to illustration. Students will develop their own visual styles by learning the creative process of storytelling via picture-making, such as conceptual thinking, visual narrative, compositional design, color and stylization, and so on.

ICD281 Creative Time-based Communication Design (3 Credits)

The study and practice of creating time-based communications, such as media, video, animation, and sound with an emphasis on conceptual communication, storytelling, and the use of appropriate techniques, approaches, and tools.

ICD356 Design Management and Digital Marketing (3 Credits)

In this course, students will acquire principles of marketing and strategic management skills connected with design management, such as consumer behavior, operation management, financial management, organization and human resource management, among other things.

ICD357 Design Research in Creative Communication Design (3 Credits)

This course provides design research foundations and research proposal writing techniques. To create a design project, the student will learn how to compose a research methodology, research framework, research topic, literature review, data collecting strategy, data analysis, and summary.

ICD358 Ethics, Intellectual Property Law, and Professionalism (3 Credits)

This course examines the social impact of IT-based technology in order to enhance professional and competency in the computer-related Thai/International Law job sector, as well as computer ethics. The course covers a historical investigation of ethics and gives a chance to discover why it is important to grasp the ethical consequences of our professional activity via research, presentations, and discussions. Global ramifications of technology, security, international law, personal responsibility, discrimination and harassment, computer crime, privacy, and intellectual property rights are all discussed.

ICD366 Graphic Design for Packaging (3 Credits)

Students in this course will study and practice graphic design on packaging and other elements in packaging design by emphasizing communication and fostering uniqueness in many product categories.

ICD367 Information and Experience Design (3 Credits)

This course explores graphic visual representations of information, data, or knowledge that are intended to deliver information in a concise and straightforward manner. Through a series of directed projects utilizing graphics, the generated assets enhance the human visual system's ability to see patterns and communicate to the viewer.

ICD368 Creative Advertising (For Regular Track) (3 Credits)

In this course, students will learn the fundamentals of art direction in various fields such as graphic design, advertising, and film. The materials cover advertising history, typeface use, page layout, color usage, the art director's duties and so on.

ICD376 Motion Graphics Design (3 Credits)

This course examines motion graphics as a time-based, visual narrative. Students will learn fundamentals of keyframing, applying effects over time, field and frame rendering, creating mattes, as well as the overall style of professional motion graphic production, which includes editing techniques, art direction, aesthetics and compositing and layering animated images.

ICD377 Design Technology Innovation (3 Credits)

This course highlights the use of modern software products available on the market for the production of design materials products and services, which are vital for the industry.

ICD382 Creative Graphic Communication Design (3 Credits)

The study and practice of graphic design in relation to the environment or the social innovation and sustainability design. The course focuses on collecting information and analyzing data to identify a concept, developing ideas, and analyzing data to create a unique solution to a particular issue.

ICD383 Communication Design for Creative Agencies (3 Credits)
(For Regular Track)

The study and practice of the professional work of the art director, creative director, or other related positions, such as graphics, photography, magazines, newspapers, packaging, films, and advertising.

ICD384 Internship for Creative Communication Design (3 Credits)
(For Regular Track)

Prerequisite: Foundation 6 courses and 20 major requirement courses

This internship provides students with hands-on experience in the graphic design and digital media sectors as well as job market preparation. Students will submit status reports to an advising faculty during the internship.

ICD469 Content Creation for Creative Communication Design (3 Credits)

This course emphasizes the development of content creation and storytelling skills for creative communication design. Students will learn to write, compose, and tell stories for use in the communication design both online and offline.

ICD485 Creative Experimental Communication Design (3 Credits)

The study and use of experimental research design to foster creativity. In this course, students investigate, analyze, and synthesize theoretical data in order to construct projects that interest them.

ICD478 Non-coding Platform for Creative Communication Design (3 Credits)

Examine the software and platforms that are available on the market in order to produce visual design services from coding-related platforms without having to comprehend how to apply instructions to generate work in code, digital products.

ICD486 Degree Project Proposal for Creative Communication Design (3 Credits)

In this course, students conduct a research project of their interest and prepare a proposal for committee approval. After approval, the student works on research and revises the project proposal in accordance with the committee's advice. Students must obtain a minimum grade of "C" to complete this course.

ICD487 Degree Project for Creative Communication Design (6 Credits)

Prerequisite: ICD485

This course is seen as a final and major growth result for students; it also relates and flows from ICD485 Degree Project Proposal for Creative Communication Design. Students will work on the approved project suggested in ICD485. To pass this course, students must get at least a "C" and complete a public display.

ICD388	Cooperative Education (For Cooperative Education Track)	(6 Credits)
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The study of actual work processes in a real-world business as an employee, with the goal of preparing students for their future careers in the most systemic way possible. The student will be given a full-time job at a place of business for at least one school term, or 16 weeks. The job is a quality one that provides opportunities for relevant work-integrated learning or project-based learning and helps the organization. The student's performance will be assessed by both the staff and the establishment. At the end of their cooperative education work assignment, the student will also have to give a report that summarizes how well they did.

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

This course focuses on various photographic practices, including landscape, architecture, nature, black and white, still life, experimentation, and lighting technique. The topic may be altered based on the interests of the students.

This course examines advanced topics in interactive design, such as physical computing, creative coding, interactive performance, and artificial intelligence for digital media, among others. The topic may be altered based on the interests of the students.

Students in this course have the opportunity to engage in advanced study in a designated topic area under the supervision of a teacher.

This course focuses on practicing certain design topics, such as experimental typography, experimental book design, experimental illustration, 2D board game, experimental animation, among others. The topic may be altered based on the interests of the students.

ICD394 Special Topics in Animation and Moving Image (3 Credits)

This course focuses on specialized animation and moving image, such as storyboard for animation, stop motion, hand drawn animation, texture and lighting, and scripting for animation. The topic may be altered based on the interests of the student.

ICD395 Visual Effects for Moving Image (3 Credits)

This course focuses on the production of visual effects for films and animation. Among the topics to practice are the visual effects workflow system, particle effects, adding special effects to films or animations, compositing, matte painting, and 3D tracking.

ICD396 Sound Design (3 Credits)

This course focuses on the design and production of audio component tracks for graphic media. The development of ambient audio tracks for narratives, as well as techniques for editing and manipulating recorded speech to achieve effects will be covered.

ICD397 Collaborative Design Project (3 Credits)

Practice designing and producing creative products in groups and/or in collaboration with other organizations or agencies. An emphasis is placed on practical training from real-world design issues.

ICD398 Character Design (3 Credits)

Students will master the fundamentals of character development in this course. The focus is on single characters, designing their personalities, backgrounds, layout, and conceptual narrative for film, gaming, and animation.

ICD399 Type Design (3 Credits)

In this course, the student will learn how to generate a font concept, how to translate the idea and draw a complete alphabet, including bold and italic variations, how to digitize alphabet sketches, and how to create a typeface in a typography software.