

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

**Degree Plan**

**Total Number of Credits**

<b>General Education</b>	<b>30 credits</b>
English Languages	9 credits
Integrated Professional Skills Course	21 credits
<b>Professional Education</b>	<b>96 credits</b>
Core Courses	36 credits
Major Requirements	30 credits
Major Electives	15 credits
Minor Courses	15 credits
<b>Free Electives</b>	<b>6 credits</b>
<b>Total</b>	<b><u>132</u> credits</b>

**List of Courses**

**1. General Education (30 Credits)**

**English Languages (9 Credits)**

IEN 106	The Art of Writing	3
IEN 107	Critical Reading and Writing	3
IEN 108	Persuasive Presentation	3

**Integrated Professional Skills Course (21 Credits)**

IGE 101	Thinking Skills for Lifelong Learning	3
IGE 102	Citizenship and Social Transformation	3
IGE 103	Technology and Innovation	3
IGE 104	Aesthetics and Well-being for Life	3
IGE 105	Global Alliance and Emerging Issues	3
IGE 106	Financial Literacy and Sustainable Development	3
IGE 107	Entrepreneurial Spirit and Leadership Skills	3

## 2. Professional Education (96 credits)

### Core Courses (36 credits)

CAI 101	Communication: Theories and Practices	3
CAI 102	Media Law and Ethics	3
CAI 103	Art of Speaking	3
CAI 104	Digital Photography	3
CAI 105	Art of Storytelling	3
CAI 106	Marketing Communications in Digital Age	3
CAI 107	Data Analytics and Research Design for Insightful Communication	3
CAI 108	Trends in Communication Technology	3
CAI 109	Media and Entertainment Business	3
CAI 110	Digital Content Creation	3
CAI 111	Creative Design Workshop	3
CAI 112	Channel Planning	3

### Major Requirements (30 credits)

IMI 100	Understanding International Media Industry	3
IMI 202	Production Design and Visualization Workshop	3
IMI 203	Digital Media Foundation Techniques	3
IMI 204	Innovation and Technology for Digital Media Production	3
IMI 205	Scriptwriting	3
IMI 311	Digital Television Production	3
IMI 312	Digital Cinematography	3
IMI 314	Editing	3
IMI 403	Degree Project	6

**Major Electives****(15 credits)**

Students select only 15 credits from the following courses.

IMI 201	Broadcast Performance	3
IMI 313	Audio Production	3
IMI 315	Directing	3
IMI 316	Color Grading and Visual Effect	3
IMI 331	Short-form and New Media Production	3
IMI 332	Infotainment Production	3
IMI 334	Documentary and News Production	3
IMI 335	Streaming Series Production	3
IMI 336	Live Streaming Production	3
IMI 400	Entrepreneurship in Media and Entertainment Business	3
IMI 402	Regional and International Innovative Media Issues	3

**Minor Courses****(15 credits)**

CSI 201	Critical and Creative Thinking	3
CSI 202	Digital Consumer for Marketing Communication	3
CSI 203	Multi-platform Narrative	3
CSI 311	Creativity in Digital Communication	3
CSI 313	Brand Channels and Experiences	3

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

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

CAI 550	Online Influencer	3
CAI 551	Social Broadcasting	3
CAI 552	Sports Broadcasting	3
CAI 553	Lighting Design for Television	3
CAI 554	Voice Work in Broadcasting	3
CAI 555	Music in Contemporary Mass Media	3
CAI 556	Independent Study	3
CAI 557	Development Communication	3
CAI 558	Mass Media and Peace Studies	3
CAI 559	Genders and Popular Culture	3

## Course Description

### 1. General Education (30 Credits)

English Languages (9 Credits)

IEN 106    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.

IEN 107      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.

IEN 108      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 (21 Credits)**

IGE 101    Thinking Skills for Lifelong Learning    (3 Credits)

A study of the principles of thinking and the development of systematic thinking including analytical thinking, synthesis thinking, critical thinking, problem-solving thinking and creative thinking. Students should be able to connect ideas and effectively choose to apply the appropriate thinking tools in daily life, working life, and lifelong learning.

IGE 102      Citizenship and Social Transformation      (3 Credits)

A study of the concepts, traits, rights, duties and freedom of citizenship. Students should be able to keep abreast of and adapt themselves to societal changes in emerging digital and multicultural environments in order to live harmoniously and happily with others and not to encroach on others.

**IGE 103    Technology and Innovation****(3 Credits)**

A study of the concepts, role and the application of technology, including how to become aware of technology and innovation in various areas that improves the quality of life in modern society along with its impact on life, society and economics. This course also focuses on how to protect intellectual property arising from technology and innovation.

**IGE 104    Aesthetics and Well-being for Life****(3 Credits)**

Learn to live a meaningful life through various types of arts and recreational activities. Students will open new perspectives for the aesthetics of life and society from various artistic works and sport that influence the existence of life, society, and culture.

**IGE 105    Global Alliance and Emerging Issues****(3 Credits)**

A study of the international economic and political developments that impact the social and cultural changes in the global society in order to understand critical emerging issues of the world community.

**IGE 106    Financial Literacy and Sustainable Development****(3 Credits)**

A study of how to effectively manage and make financial decisions including personal financial management and investing. Emphasis is placed on the sustainable development through the integration of knowledge that harmonizes the relationship between community and society with an aim to recognize key problems and take positive actions.

**IGE 107    Entrepreneurial Spirit and Leadership Skills****(3 Credits)**

A study of the development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur. This course comprises of creative thinking and seeking opportunities to start and run businesses on the basis of ethics and moral grounds. It also focuses on demonstrating effective leadership and teamwork as well as making bold, prompt, and well-informed decisions.

## 2. Professional Education (96 credits)

### Core Courses (36 credits)

#### **CAI 101      Communication : Theories and Practices      (3 Credits)**

The course aims to provide students with an understanding of theories important to all areas of communication and of key concepts in the design of effective communication strategies. The objective is to apply communication theories and evaluate communication situations. The basic theories of human communication, mass communication, and new media and technology are explored.

#### **CAI 102      Media Law and Ethics      (3 Credits)**

This course aims to review the fundamental principles of mass media law and ethics. It will 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.

#### **CAI 103      Art of Speaking      (3 Credits)**

This course focuses on principles and different forms of public speaking. Emphasis is on instruction, preparation and the delivery of thoughts through the use of speeches as well as the use of multimedia tools. Upon completion, students will be able to prepare and deliver well-organized speeches in various occasions. This practice-based course highlights on different skill sets - speaking, listening and interpersonal skills - essential to be effective communicators in everyday life and public settings.

#### **CAI 104      Digital Photography      (3 Credits)**

This course aims to introduce students to the basic principles and application of digital photography. Topics include camera operation, shooting styles, image adjustments and corrections using image editing software, digital photo printing, aesthetic understanding, and photography's social impact.

CAI 106	Marketing Communications in Digital Age	(3 Credits)
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CAI 107 Data Analytics and Research Design for Insightful Communication (3 Credits)

CAI 108 Trends in Communication Technology (3 Credits)

CAI 109	Media and Entertainment Business	(3 Credits)
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Innovative Media Production (IP) V.67.1

**CAI 110     Digital Content Creation     (3 Credits)**

This course focuses on the creation of content and messages through digital media. It seeks to combine both practical skills and critical understanding in media production. By implementing storytelling, creativity, specific techniques and thinking approaches, students are encouraged to create ideas and develop a new and interesting communication strategy in order to achieve their goals.

**CAI 111     Creative Design Workshop     (3 Credits)**

Prerequisite: Passed CAI 104

This course aims to design to teach students fundamental perceptive of graphics creation through the use of software programs employed by digital media and interactive-media companies. Emphasis is on the difference between raster and vector graphic, color theory, digital color models, image-compositing techniques, and tools for graphic design and image creation. Extensive hands-on practicum will provide students solid foundation knowledge of creating elements for digital media production.

**CAI 112     Channel Planning     (3 Credits)**

This course explores principles, theories, tools and alternative platforms of communication, and channel planning both online and offline. Topics include: market situation analysis; new media strategies, factors to effective strategic planning, creative methods for marketing plan, and integrated marketing communication.

**Major Requirements (30 credits)****IMI 100     Understanding International Media Industry     (3 Credits)**

This course aims to introduce the evolution of national and international media industry, especially the evolution in a digital age. The course focuses on the principles of function, structure and the influence of mass media on both offline and online platforms. Also, it provides the understanding of strategic communication and style of presentation, reflecting the lifestyle and thoughts of each country's citizens.

**IMI 202     Production Design and Visualization Workshop     (3 Credits)**

This course aims to present the fundamental of production designing both aesthetically and technically. The course gives students a chance to go through every aspect of production, such as conceptual design, interpretation and adaptation, art direction, set design, lighting design and so forth.



**IMI 203      Digital Media Foundation Techniques      (3 Credits)**

This course is designed to introduce students to the fundamental theories, practices and techniques of digital media production. Students are expected to learn to use latest digital tools in order to keep up with today's fast changing technology in media production. The course emphasizes on all types and forms of production equipments, which will enable students to choose appropriate and effective presentation techniques in accordance with different social and cultural contexts.

**IMI 204      Innovation and Technology for Digital Media Production      (3 Credits)**

This course provides students with an understanding and perspective on innovation and technological development in digital media production. It explores current trends and future trends as well as Virtual Reality (VR), Augmented Reality (AR) and other latest innovation in the media industry. Students will be able to gain both knowledge and practices in order to create new and effective form of communication using latest trend in digital media production.

**IMI 205      Scriptwriting      (3 Credits)**

This course focuses on principles, techniques and practices of various forms of professional scriptwriting. The aim is to understand script structures of radio and television programme, to analyse writing strategies, and to write and adapt basic scripts in a variety of formats. Students are expected to creatively engage in various stages of developing and writing a specialized script for newscast, documentary, drama, talk show and variety show.

**IMI 311      Digital Television Production      (3 Credits)**

Prerequisite: Passed IMI 203

This course aims to study and practice in digital television production, TV studio operation, applying the storytelling to production techniques on commercial and public service programs. This emphasizes uses and gratification's audiences, relates to state of society, economy and culture.

**IMI 312      Digital Cinematography      (3 Credits)**

Students learn how to operate such digital cinema cameras, both theoretically and practically. Furthermore, they learn about the fundamental of light settings, visual arts and composition, camera tools, as well as the practice of cinematography, shooting on location in particular.

**IMI 314      Editing      (3 Credits)**

This course aims to provide students with an understanding to the aesthetic and principle of editing. Students will learn about the development of concepts and techniques of editing to create a meaningful storytelling. Students learn about the post-production workflow and how to use professional editing softwares such as Final Cut Pro and Adobe Premiere as well as color correction and color grading.

**IMI 403      Degree Project      (6 Credits)**

Prerequisite: 4<sup>th</sup> year a student only and passed at least 27 credits of major required courses

Students will design a graduation project, and execute it at a level that meets the required standard. The graduation project must be in topics related to innovative media production with objectives to meet the demands of media industry nationally and globally. Students will need an approval from the faculty committee on their chosen topics. Following a successful accomplishment of their projects, student will submit a thesis that critically discusses their projects and contribute to knowledge in the field of media.

**Major Electives (15 credits)**

Students select only 15 credits from the following courses.

**IMI 201      Broadcast Performance      (3 Credits)**

This course aims to combine both classroom lectures and practical sessions with a variety of performance techniques in both radio, television programs and innovative media. Course content includes professional standards of voice, pronunciation, non-verbal language, body movement and personality as well as performance techniques that are required in a variety of applications, such as news reporting, documentary, music program, talk show, variety show, interview and discussion programs.

**IMI 313      Audio Production      (3 Credits)**

This course aims to leads students to the realm of sound and music. The main objective is to instruct about how to design and select sounds to create innovative media, such as podcast ambient media and broadcast media. Students learn how to edit and create such sounds on Pro Tools software or likewise. Besides, students understand the music genres and cultural sounds which both really matter to audiences' perceptions.

**IMI 315      Directing      (3 Credits)**

This course aims to leads students through the directing process; from the script analysis and preperation, directing actor, casting, and rehearsal. The main purposes are to create the powerful performances and memorable characterizations.

**IMI 316      Color Grading and Visual Effects      (3 Credits)**

This course covers computer-generated skills. Students learn about the color theory and color correction softwares. Students learn about effects creation, motion control and tracking, film and lighting effects, stabilization, motion capture and rotoscoping. Besides, basic 3D motion graphic creation is given in this course.

**IMI 331      Short-form and New Media Production      (3 Credits)**

Prerequisite: Passed IMI 203

This course aims to study and practice in both broadcast and new media short-form formats, e.g., spot, public service announcement, music video, corporate video, viral clip, teaser, and filler. The course emphasizes idea formulation, synthesis, scripting, and creative style of presentation which are in line with sponsors satisfaction and station expectation.

**IMI 332      Infotainment Production      (3 Credits)**

Prerequisite: Passed IMI 203

This course aims at exposing students to a wide variety of infotainment TV programs, e.g, variety show, magazine-on-TV, docudrama, reality show, game show, and quiz show. Students are assigned to develop infotainment program concept, pitch and present a proposal, write the script, devise a production timeline, and produce infotainment shows. Emphasis is placed upon creativity, audience interest, production quality, sponsorship, budget management, and societal values.

**IMI 334      Documentary and News Production      (3 Credits)**

Prerequisite: Passed IMI 203

Lecture and practice in documentary and news production. This course provides students with the topic selection, scriptwriting, production, interview techniques. It also introduces news reporting techniques with the use of modern technology, while learning to work with different news, e.g., politics, social news, business and economy, entertainment and sports and eventually produce valuable news stories to be broadcast via radio, television and the new media. Students are also introduced various news formats, for example news dailies, news analysis, discussion program as well as others that are beneficial to the public.

**IMI 335 Streaming Series Production****(3 Credits)**

Prerequisite: Passed IMI 203

This course aims to teach students the process to produce television series on streaming media. All-rounded topics will be covered, including to develop drama/series scripts, produce, direct the actors and cameras, design lighting, cast the characters, implement production design and art direction, edit, and compose music score.

**IMI 336 Live Streaming Production****(3 Credits)**

This course aims to teach students the process of live streaming production for online platforms. Students will be equipped with production skills and knowledge for the home and professional studio, live broadcast, virtual studio operation, switching and editing programs.

**IMI 400 Entrepreneurship in Media and Entertainment Business****(3 Credits)**

This course illustrates business opportunities in media and entertainment industry, including offline, online and new media platforms. Students will be equipped with management and entrepreneurship skills. They will learn how to plan and design their own business in media and entertainment industry, do the market research and customer analysis as well as how to work on fundraising and selling their ideas, products and services, using the right approaches to the right targets.

**IMI 402 Regional and International Innovative Media Issues****(3 Credits)**

Prerequisite: 4th year students only and passed at least 99 accumulative credits

This course aims to analysis of regional and international Innovative Media issues, relating the effect of development and social changes. The tendency of regional and international broadcasting is discussed as case studies.

**Minor Courses (15 credits)****CSI 201 Critical and Creative Thinking****(3 Credits)**

This course provides students basic concepts and process of critical and creative thinking, starting from their own imagination to real work, and give them opportunities to producing creative works by using several techniques.

**CSI 202      Digital Consumer for Marketing Communication      (3 Credits)**

This course studies marketing communication concepts plan for consumer decision in the digital era, relationship management between brand and consumers by appropriate traditional, and digital marketing communication tools.

**CSI 203      Multi-platform Narrative      (3 Credits)**

This course studies the main concept of storytelling and writing techniques as well as nature of media platforms, aiming to equip students with a storytelling and communication skills to narrate the story effectively and creatively.

**CSI 311      Creativity in Digital Communication      (3 Credits)**

This course provides students the concept of creativity and variety of case studies in order to show them how to integrate the ideas and information to develop the effective digital communication strategies. They will be able to target the right audiences, implement objectives and initiate communication strategy creatively on the basis of morality and ethics.

**CSI 313      Brand Channels and Experiences      (3 Credits)**

This class explores emerging concepts in neuromarketing and psychological principles in marketing communication. It explores brain mechanisms that affect the interpretation and processing of marketing communication information and seeks to understand the five sensory systems; sight, taste, smell, touch, and the role of emotions that affect a customer's response to events or to marketing communication stimuli. Applied learning experiences focus on case study analysis about sensational marketing communication.

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

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

**CAI 550      Online Influencer      (3 Credits)**

This course aims to develop students' skills in content creation for online platforms. Students will be able to identify personal or brand's identities, strengths, selling points and target audiences. Also, students will be able to apply presentation and visualization techniques together with message and social media strategies to develop their personal contents in order to gain awareness and revenues.

**CAI 551      Social Broadcasting      (3 Credits)**

This course aims to portray the importance of broadcasting media as well as new media, such as various social-networking media, in developing the society. The core purpose of the course is to IMIng TV and radio broadcasting as main catalysts for community development through campaigns and activities. In addition, students learn about the broadcast media roles in association with the nation's progress.

**CAI 552      Sports Broadcasting      (3 Credits)**

This course aims to present how to produce sports programs on television. Students start from analyzing the target groups, writing scripts, to produce a show pilot. They, finally, understand all processes of sports broadcasting production; pre-production, production, and post production.

**CAI 553      Lighting Design for Television      (3 Credits)**

This course aims to present the ways to design the light in television broadcasting for both indoor and outdoor location. They know how to properly design the light on different TV genres, such as newscast, variety show, and TV drama, etc.

**CAI 554      Voice Work in Broadcasting      (3 Credits)**

This course aims to present voice technique and correct pronunciation for broadcast media. Students perform voice over for various purposes, such as TV shows, live reports, interviews, movies or even cartoons, etc.

**CAI 555      Music in Contemporary Mass Media      (3 Credits)**

This course aims to learn about the role and trend of music in contemporary mass media. Students understand the music genres and apply them to mass media in different contexts, such as radio broadcasting, TV broadcasting, movie, video presentation, documentary, and so forth.

**CAI 556      Independent Study      (3 Credits)**

This course aims to open a freedom area on researching what students are really passion about. The topic inevitably relates to communication arts. The students do the research paper and are given consulting from the instructor.

**CAI 557      Development Communication      (3 Credits)**

This course aims to learn about the development communication roles toward individual, community, society, and nation. Students understand the obstacles of development communication and know the solutions. In addition, the students learn about the national communication policy and analyze it with the development of individual, community, society, economy, and politics. Besides, the students can improve the communication to effectively develop the nation.

**CAI 558      Mass Media and Peace Studies      (3 Credits)**

This course aims to present the ways to create peace in every social levels by means of communication and mass media. Students can make peace with social controversies and use communication as a tool to support peace in the society.

**CAI 559      Genders and Popular Culture      (3 Credits)**

This course aims to present how genders are important in pop cultural media. Students learn about history and evolution of presenting genders in pop cultural media, such as movie, drama, song, novel, written article, etc. The students obtain a lot of interesting case studies to understand the connection between societies and genders.