

Bachelor of Fine and Applied Arts Program in Innovative Media Design

Faculty of Architecture

Name of the Curriculum:	Bachelor of Fine and Applied Arts Program in Innovative Media Design
Name of the Degree:	Bachelor of Fine and Applied Arts (Innovative Media Design)
Degree abbreviation:	B.F.A. (Innovative Media Design)

1. Structure of the Program

1. General Education courses not less than 31 credits

1.1 Language courses not less than 12 credits

001201 Thai Language Skills	3(2-2-5)
001211 Fundamental English	3(2-2-5)
001212 Developmental English	3(2-2-5)
001213 English for Academic Purposes	3(2-2-5)

1.2 Humanities courses not less than 6 credits

001222 Language, Society and Culture	3(3-0-6)
001223 Music Appreciation	3(2-2-5)

1.3 Social Science courses not less than 7 credits

001231 Philosophy for Life	3(3-0-6)
001232 Fundamental Laws for Quality of Life	2(1-2-3)

Physical Education 1 credit
Physical Education courses

001250 Golf 1	(0-2-1)
001251 Game 1	(0-2-1)
001252 Body Conditioning	(0-2-1)
001253 Rhythmic Activities	(0-2-1)
001254 Swimming	(0-2-1)
001255 Social Dance	(0-2-1)
001256 Takraw	(0-2-1)
001257 Recreation	(0-2-1)
001258 Softball	(0-2-1)
001259 Tennis	(0-2-1)
001260 Table Tennis	(0-2-1)
001261 Basketball	(0-2-1)
001262 Badminton	(0-2-1)
001263 Football	(0-2-1)
001264 Volleyball	(0-2-1)
001265 Art of Self – Defense	(0-2-1)

1.4 Science courses not less than 6 credits

001275 Food and Life Style	3(3-0-6)
001279 Science in Everyday Life	3(3-0-6)

2. Specialized courses 97 credits

2.1 Foundation courses 21 credits

703121 Theory of Art and Design	3(2-2-5)
703122 Composition of Art and Design	3(1-4-4)
703123 History of Art and Design	3(2-2-5)

703223 Art Workshop	3(2-2-5)
704122 Drawing	3(1-4-4)
704213 Aesthetics	3(2-2-5)
704224 Art of Photography	3(1-4-4)

2.2 Specialized Courses 76 credits

2.2.1 Core courses 64 credits

2.2.1.1 Choose from the following courses 43 credits

205200 Communicative English for Specific Purposes	1(0-2-1)
205201 Communicative English for Academic Analysis	1(0-2-1)
205202 Communicative English for Research Presentation	1(0-2-1)
703111 Sketch Design and Presentation	3(1-4-4)
703112 Two Dimensional Computer Graphics	3(2-2-5)
703213 Three Dimensional Computer Graphics	3(2-2-5)
703214 Graphic Design	3(2-2-5)
703215 Computer Programming for Design	3(2-2-5)
703224 Art and Local Wisdom	3(2-2-5)
703314 Multimedia Design	3(2-2-5)
703323 Media Culture	3(2-2-5)
703391 Research Methodology on Innovative Media Design	3(2-2-5)
703493 Seminar in Innovative Media Design	1(0-3-1)
703494 Art Thesis	6 credits
704238 Marketing for Design	3(2-2-5)
704347 Illustration Design	3(2-2-5)

2.2.1.2 Required Courses

Choose from the following courses 43 credits

1. Graphic design courses

703231 Lettering and Typography	3(2-2-5)
703232 Publishing Design	3(2-2-5)
703333 Graphic Design Processes	3(2-2-5)
703334 Corporate Identity Design	3(2-2-5)
703335 Information Design	3(2-2-5)
703336 Signage Systems	3(2-2-5)
703337 Environmental Graphic Design	3(2-2-5)

2. Animation design courses

703241 Basic Animation	3(2-2-5)
703242 Animated Media and Presentation	3(2-2-5)
703343 Two Dimensional Animation	3(2-2-5)
703344 Character Animation Design	3(2-2-5)
703345 Drawing for Animation	3(1-4-4)
703346 Three Dimensional Animation	3(2-2-5)
703347 Visual Effects for Animation	3(2-2-5)

3. Multimedia design courses

703251 Interactive Media Design	3(2-2-5)
703252 Graphic Interface Design	3(2-2-5)
703353 New Media	3(2-2-5)
703354 Visual and Audio Design	3(2-2-5)
703355 Greening Graphic Design	3(2-2-5)
703356 Computer Game Design	3(2-2-5)
703357 Web Design	3(2-2-5)

2.2.2 Elective courses 12 credits

703361 Three Dimensional Modeling	3(2-2-5)
703362 Lighting Design	3(2-2-5)
703363 Environmental Photography	3(2-2-5)
703364 Studio Photo	3(2-2-5)
703365 Photo Manipulation and Enhancement	3(2-2-5)
703366 Writing Scripts for Communication Design	3(2-2-5)
703467 Experimental Media Design	3(2-2-5)
703468 Creative Photo	3(2-2-5)
703469 Experimental Film and Animation Design	3(2-2-5)
703495 Co-operative Education	6 credits or
703496 International Academic or Professional Training	6 credits or
703497 Independent Study	6 credits

Required Non-credit

703491 Professional Training (Non-credit) 6 credits

(A minimum of 270 hours)

3. Free elective courses 6 credits

Students may choose any courses offered by Naresuan University.

3.1.4 Structure of Programs

3.1.4.1 Structure of Program Plan 1

First year

1st Semester

001201 Thai Language Skills	3(2-2-5)
001211 Fundamental English	3(2-2-5)
001231 Philosophy for Life	3(3-0-6)
001XXX Personal Hygiene Courses	1(0-2-1)
703121 Theory of Art and Design	3(2-2-5)
703122 Composition of Art and Design	3(1-4-4)
704122 Drawing	3(1-4-4)
	Total 19 credits

2nd Semester

001212 Developmental English	3(2-2-5)
001223 Music Appreciation	3(2-2-5)
001279 Science in Everyday Life	3(3-0-6)
703111 Sketch Design and Presentation	3(1-4-4)
703112 Two Dimensional Computer Graphics	3(2-2-5)
703123 History of Art and Design	3(2-2-5)
703223 Art Workshop	3(2-2-5)
	Total 21 credits

Second year

1st Semester

001232 Fundamental Laws for Quality of Life	3(3-0-6)
001213 English for Academic Purposes	3(2-2-5)
703213 Three Dimensional Computer Graphics	3(2-2-5)
703214 Graphic Design	3(2-2-5)
703224 Art and Local Wisdom	3(2-2-5)
703314 Multimedia Design	3(2-2-5)
704224 Art of Photography	3(1-4-4)

Total 21 credits

2nd Semester

001222 Language, Society and Culture	3(3-0-6)
001275 Food and Life Style	3(3-0-6)
205200 Communicative English for Specific Purposes	1(0-2-1)
703215 Computer Programming for Design	3(2-2-5)
704347 Illustration Design	3(2-2-5)
703XXX Major Elective Course	3(2-2-5)
703XXX Major Elective Course	3(2-2-5)

Total 19 credits

Third year

1st Semester

205201 Communicative English for Academic Analysis	1(0-2-1)
703323 Media Culture	3(2-2-5)
704238 Marketing for Design	3(2-2-5)

703XXX Major Elective Course	3(2-2-5)
703XXX Major Elective Course	3(2-2-5)
703XXX Major Elective Course	3(2-2-5)
	Total 16 credits

2nd Semester

205202 Communicative English for Research Presentation	1(0-2-1)
703391 Research Methodology on Innovative Media Design	3(2-2-5)
703XXX Elective Course	3(2-2-5)
703XXX Elective Course	3(2-2-5)
703XXX Elective Course	3(2-2-5)
XXXXXX Free Elective Course	3(X-X-X)
	Total 16 credits

Third year

Summer course

703491 Professional Training (Non-credit)	6 credits
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Fourth year

1st Semester

703494 Art Thesis	6 credits
704213 Aesthetics	3(2-2-5)
703493 Seminar in Innovative Media Design	1(0-3-1)
703XXX Elective Course	3(2-2-5)
XXXXXX Free Elective Course	3(X-X-X)
	Total 16 credits

2nd Semester

703495 Co-operative Education

6 credits or

703496 International Academic or Professional Training

6 credits or

703497 Independent Study

6 credits

Total 6 credits

4 Course Descriptions

001201 Thai Language Skills **3(2-2-5)**

Development of communicative language skills including listening, reading, speaking, and writing with an emphasis on writing skills.

001211 Fundamental English **3(2-2-5)**

Development of fundamental English listening, speaking, reading , and grammar skills for communicative purposes in various contexts.

001212 Developmental English **3(2-2-5)**

Development of English listening, speaking, reading , and grammar skills for communicative purposes in various contexts.

001213 English for Academic Purposes **3(2-2-5)**

Development of English skills with an emphasis on academic reading, writing and researching.

001222 Language, Society and Culture **3(3-0-6)**

A study of the relationship between language and society and language and culture in terms of the ways in which language reflects society and culture. The study includes the interaction between the Thai language usage and Thai social and cultural structure. The study also includes language change caused by social and cultural factors.

001223 Music Appreciation **3(2-2-5)**

A study of musical characteristics, importance of music development, musical components, lyrics, music composers, aesthetics of Thai and Western music, the characteristics and repertoire for musical performance, music etiquette, criticism and discussion on musical performance including the roles of Thai and Western music in Thai society from the past to the present.

001231 Philosophy for Life**3(3-0-6)**

Basic philosophical and conceptual knowledge on worldview, attitude, philosophy for life, lifestyle, valuable experience and factors or conditions which influence success in all aspects of life and profession of respected people.

001232 Fundamental Laws for Quality of Life**3(3-0-6)**

The evolution of the law and human rights under the constitution including laws concerning the quality of the students' life such as intellectual property law, environmental law, laws concerning local administration, traditional knowledge, and the development of the quality of life.

001250 Golf**1(0-2-1)**

History, definition, importance, and physical fitness for golf; basic skill training, rules, and etiquette of golf.

001251 Game**1(0-2-1)**

History, philosophy, definition, and importance of games; types of games, basic game leadership, and games participation.

001252 Body Conditioning**1(0-2-1)**

History, definition, and importance of body conditioning; principles of exercises, physical fitness activities, and physical fitness test.

001253 Rhythmic Activities**1(0-2-1)**

History, definition, importance, and basic movements of folk dances and international folk dances.

001254 Swimming**1(0-2-1)**

History, definition, importance, physical fitness, basic skill training, rules, and etiquette of swimming.

001255 Social Dance**1(0-2-1)**

History, definition, importance, basic movement, types, and etiquette of social dances.

001256 Takraw**1(0-2-1)**

History, definition, importance, physical fitness, basic skill training, rules and etiquette of takraw.

001257 Recreation **1(0-2-1)**
History, philosophy, definition and importance of recreation; nature of activities and recreation participation.

001258 Softball **1(0-2-1)**
History, definition, importance, and physical fitness for softball; basic skill training, rules, and etiquette of softball.

001259 Tennis **1(0-2-1)**
History, definition, importance, and physical fitness for tennis; basic skill training, rules, and etiquette of tennis.

001260 Table Tennis **1(0-2-1)**
History, definition, importance, and physical fitness for table tennis; basic skill training, rules, and etiquette of table tennis.

001261 Basketball **1(0-2-1)**
History, definition, importance, and physical fitness for basketball; basic skill training, rules, and etiquette of basketball.

001262 Badminton **1(0-2-1)**
History, definition, importance, and physical fitness for badminton; basic skill training, rules, and etiquette of badminton.

001263 Football **1(0-2-1)**
History, definition, importance, and physical fitness for football; basic skill training, rules, and etiquette of football.

001264 Volleyball **1(0-2-1)**
History, definition, importance, and physical fitness for volleyball; basic skill training, rules, and etiquette of volleyball.

001265 Art of Self – Defense **1(0-2-1)**
History, definition, importance, and physical fitness for the art of self-defense; basic skill of the art of self-defense, laws for self-defense, rules and etiquette of the art of self-defense.

001275 Food and Life Style **3(3-0-6)**
Roles and importance of food in daily life, cultures and consumption behavior around the world including the influence of foreign cultures on Thai consumption behavior, identity

and wisdom of food in Thailand, proper food selections according to basic needs, food choices, information for purchasing food, and food and life style in the age of globalization.

001279 Science in Everyday Life 3(3-0-6)

The role of science and technology with a concentration on both biological and physical sciences and integration of earth science in everyday life, including organisms and environments, chemicals, energy and electricity, telecommunications, meteorology, earth and space.

205200 Communicative English for Specific Purposes 1(0-2-1)

Practice listening and speaking English with emphasis on pronunciation, vocabulary, expressions, and sentence structure for academic and professional purposes.

205201 Communicative English for Academic Analysis 1(0-2-1)

Practice listening and speaking English with emphasis on summarizing, analyzing, interpreting, and expressing opinions for academic purposes applicable to students' educational fields.

205202 Communicative English for Research Presentation 1(0-2-1)

Practice giving oral presentations on academic research related to students' educational fields with effective delivery in English.

703111 Sketch Design and Presentation 3(1-4-4)

Acquire general knowledge of presentations and applications in design. Gain fundamental knowledge of art, design and conveyance. Learn basic skills of sketching and drawing geometric pictures, perspective angles, shade and shadow by using design equipment such as pencil, color and mixed media along with several techniques to consolidate operational presentations of design.

703112 Two Dimensional Computer Graphics 3(2-2-5)

Practise computer graphics through creative design of fundamental 2D computer graphics, digital image, 2D form and photo installation. Apply 2D computer graphics for solving problems on various media designs.

703121 Theory of Art and Design 3(2-2-5)

Study elements of art and design such as line, form, shape, space, volume, texture, and color. Examine principles of design such as unity, balance, proportion, rhythm, and emphasis. Learn basic processes of art and design, including determination and transformation of design.

703122 Composition of Art and Design 3(1-4-4)

Study meanings of creativity, problems on expression and theories of art composition. Practise form, space, contrast and harmonisation of various art elements. Learn to solve

problems on patterns. Look at concepts of expression and techniques of analysing and criticising artwork.

703123 History of Art and Design **3(2-2-5)**

Study history and main concepts of Western and Eastern art movements from the past up to present. Analyse artwork in different periods, influencing contemporary art and design.

703213 Three Dimensional Computer Graphics **3(2-2-5)**

Practise computer graphics related to 3D graphic design. Learn to create computer aided design (CAD) and 3D models to serve the need and to be applied with other kinds of media designs.

703214 Graphic Design **3(2-2-5)**

Study theories of graphic design and basic elements of graphic work. Learn graphic content, expression of visual language, work-space management, including grid and table systems, symbols, semiotics, typographies and other forms of graphic operations to achieve results of design and conveyance of meaning.

703215 Computer Programming for Design **3(2-2-5)**

Practise operational skills in basic computer programming. Learn fundamental structures of computer scripting such as HTML, Flash, ActionScripting, Javascript, XML, PHP, MySQL server-side scripting and other related scripting languages.

703223 Art Workshop **3(2-2-5)**

Study and practise how to create artwork with different techniques of using colors. Emphasis on 2D and 3D art workshop processes such as painting, printmaking and sculpture. Learn how to convey imagination and emotion through artwork.

703224 Art and Local Wisdom **3(2-2-5)**

Look at characteristics of contemporary Thai art, tradition, wisdom, concept and beauty as basis for design application. Study information acquired from Thai body of knowledge. Analyse past and present artwork from museums and historical sites along with study tours.

703231 Lettering and Typography **3(2-2-5)**

A study of the history and evolution of Thai and Roman letters, and their present forms, in order to create a unique design that communicates and expresses meaning clearly and is effectively applied in design.

703232 Publishing Design **3(2-2-5)**

Learn various publishing-design processes in terms of content and element. Study how to create layouts for magazines, books and brochures. Look at publishing systems, including types of papers and books. Gain from the body of academic knowledge related to current publishing design. Practise designing several kinds of publishing media.

703241 Basic Animation **3(2-2-5)**

Study and practise how to create basic animation with several techniques and methods. Emphasis on using tools in designing basic animation. Apply computer graphics programs for animated design.

703242 Animated Media and Presentation **3(2-2-5)**

Study history, theory, philosophy and concepts of science and art related to animated design. Examine working processes and procedures for animated-media presentation.

703251 Interactive Media Design **3(2-2-5)**

Study and practice of interactive media design that involves user behavior and cognitive processes through new media. Create navigation systems for communication with end users and examine techniques of related computer programs.

703252 Graphic Interface Design **3(2-2-5)**

Study graphic interface design on new media by emphasising users' operational applications. Investigate two-way interactions, navigation systems, management of content structure and related technical approaches, and create designs that are suitable for users and project objectives.

703314 Multimedia Design **3(2-2-5)**

Study history and theory of designing interactive media, Websites, CD-ROMs and DVDs. Analyse and investigate appropriate principles of design. Practise using computer program packages for designing.

703323 Media Culture **3(2-2-5)**

Study history of media, its effects and trends in social contexts and cultures. Analyse meaning of media and criticise its forms in terms of image and sound, including other kinds of media affecting receivers' perception.

703333 Graphic Design Processes **3(2-2-5)**

Concepts and applications of graphic design through commercial production formats. Design and produce hand and computer mechanicals for various processes, emphasizing creativity, visual aesthetics, skill and craftsmanship.

703334 -Corporate Identity Design **3(2-2-5)**

Learn how to design corporate identity. Practise using programs in developing corporate identity by considering communication through logo applications.

703335 Information Design **3(2-2-5)**

Study and practice the presentation of visual messages and combined verbal and visual messages in information and learning contexts in order to gain a better understanding

of the conditions related to the design, use and interpretation of such information. Study principles and theories of content that are suitable media choices, including the cognitive ability and perception of end users.

703336 Signage Systems **3(2-2-5)**

Practise designing signage systems related to conveyance of meaning in terms of leading ways and positioning places. Acquire knowledge of human interactions with elements of forms, letters, lines and colors, used in signage media design.

703337 Environmental Graphic Design **3(2-2-5)**

The design and planning of two- and three-dimensional sign items that appear within the built environment, such as way finding systems, signage and architectural graphics, exhibit design, identity graphics, retail and store design, mapping, and themed environments.

703343 Two Dimension Animation **3(2-2-5)**

Study basic principles of creating 2-dimension animation. Experiment with several artistic techniques and methods, and operate computer graphics equipment.

703344 Character Animation Design **3(2-2-5)**

Study and practise how to design settings and characters for animation. Learn how to create characteristics suitable for story-writing and animated scripting by applying 2D and 3D computer graphics equipment.

703345 Drawing for Animation **3(1-4-4)**

Practise drawing for animation with drawing techniques. Study how to draw human beings, animals, living structures, muscles, bones, manners and movements, and apply it in designing 2D and 3D animated media.

703346 Three Dimensional Animation **3(2-2-5)**

Learn principles of creating 3-dimensional animation with casting techniques, 3D-model designs and movement sets with 3D computer graphics equipment.

703347 Visual Effects for Animation **3(2-2-5)**

Study how to create visual effects by using a computer and modern technology during the pre- and post-production process in order to make them look real and natural, creating innovations for animation design.

703353 New Media **3(2-2-5)**

Look at the history of new media by emphasising digital media. Study and analyse forms and types of new media, both at present and in the future. Practise skills on analysing and applying new media creatively.

703354 Visual and Audio Design **3(2-2-5)**

Study the importance of light and sound. Look at systems of arranging light and sound in different environments. Design light and sound with digital equipment and software packages for creating shade and shadow. Learn how to do post-production of sound to be applied with visual design.

703355 Greening Graphic Design 3(2-2-5)

Study eco-graphic design for environmental studies. Analyse possibilities of design processes for conserving environments, starting from thinking processes to final products, including techniques of production. Learn how to choose eco-friendly materials such as easily degradable or natural substances, to be complied with graphic and IT (information technology) eco-friendly design.

703356 Computer Game Design 3(2-2-5)

Study basic approaches of designing computer games by applying other fields of knowledge to produce computer games creatively. Use equipment and technology in design in terms of ordering design, plot-making, designing functions and operating actual systems in computer games.

703357 Web Design 3(2-2-5)

Look at foundation of design and structure of production process. Develop concepts and practise to acquire standard works professionally. Apply equipment helpful in design to achieve set objectives. Study history of web design effective to target users, both select and general.

703361 Three Dimensional Modeling 3(2-2-5)

A study of and practice on sketching 2D and 3D images along with techniques and materials. Transition of structure, shade and shadow, color, texture and object characteristics. Creation of visual reality environment, light determination and its amount, rendering, network rendering, management results, and 3D presentation.

703362 Lighting Design 3(2-2-5)

Study and practice design by using theories and techniques of applying light in various media design, both physically and virtually. Consider sight, brightness, light-and-color relation, and expense as important parts in commercial and artistic design.

703363 Environmental Photography 3(2-2-5)

Learn how to take photos of environments and people in natural surroundings and urban societies by applying several photographic techniques and methods to convey situations, events, emotions and feelings artistically.

703364 Photo Studio 3(2-2-5)

Study techniques and ways of using equipment in photo studio. Learn various lighting techniques for taking photos of people and objects, including fashion photography.

703365 Photo Manipulation and Enhancement **3(2-2-5)**

Study and practise how to manipulate and enhance digital photos with computer graphics equipment, according to design concepts, conveyances and responses to virtual beauty.

703366 Writing Scripts for Communication Design **3(2-2-5)**

Study principles of writing scripts for several kinds of media such as film, documentaries, and animation, including design for media such as television, or other multi-media design.

703391 Research Methodology on Innovative Media Design **3(2-2-5)**

Look at research questions and hypotheses, including ways of gathering information related to theories, concepts, forms, contents and approaches from the past up to present. Study several designers' creative works involving research objectives, data analysis and conclusion for creativity. Analyse creative works in order to prove formulated hypotheses.

703467 Experimental Media Design **3(2-2-5)**

Presentation in the contemporary age. Look at case studies and practise creating works by using electronic media. Learn how to use censor systems and other equipment, both old and new, to achieve aims of design and create new forms of media presentation.

703468 Creative Photo **3(2-2-5)**

Learn special techniques of photography and apply them with those of other artistic fields to generate creative photography.

703469 Experimental Film and Animation Design **3(2-2-5)**

Practise making experimental film and animation with alternative methods, techniques and equipment along with computer graphics and other related tools-

703491 Professional Training **6 หน่วยกิต (ไม่น้อยกว่า 270 ชั่วโมง)**

Practice in innovative media design, or other related jobs, in government organizations or public companies -- at least 200 hours.

703493 Seminar in Innovative Media Design **1(0-3-1)**

Study processes of conducting research to gain data information for design. Learn approaches in getting a research proposal, look at research procedures, and do presentations and have seminars according to the proposed topic as a basis for doing further research studies in media design.

703494 Art Thesis **6 หน่วยกิต**

Determination of art thesis topic in order to search, analyze and create an individual work systematically, including representing one's own personality of creation.

703495 Co-operative Education

6 หน่วยกิต

Practice using art and design in government and private sectors to directly enhance knowledge and understanding from real experiences; writing a project and presenting it to the curriculum committee; a systematic evaluation of the operation.

703496 International Academic or Professional Training

6 หน่วยกิต

International academic or professional training in arts and design sectors approved by the university.

703497 Independent Study

6 หน่วยกิต

Continuous work after the course 'Art Thesis' for advancing to the Graduate level. Student determines the topic, objective, procedures and analysis, and completes the visual art designed project, presents it to the committee, and finalizes it in the form of an exhibition to the public.

704122 Drawing

3(1-4-4)

Practice drawing with various materials and approaches: weight and darkness of light and shadow, characteristics of far and near objects from simple geometric forms developed into complicated ones.

704213 Aesthetics

3(2-2-5)

Limitation and meaning of aesthetics; theories of definition, history, concept and attitudes of humans towards meanings in each period; gain basic thoughts and understanding of meaning, which leads to the development of tastes and common senses in evaluating the value of aesthetics.

704224 Arts of Photography

3(1-4-4)

Knowledge, history and background of photography. Study and practice photography at a basic level such as types of cameras, photographic equipment, mixture of photographic chemicals - including film and paper processing - in order to learn effects in fine and applied art composition, for example, the basics of taking artistic or advertising photos. Study basic knowledge of analysing and criticizing works from films and photos.

704238 Marketing for Design

3(2-2-5)

Meaning and importance of marketing which involves policy, product, price determination, sale promotion and advertisement- including opportunity of distribution - all of which are related to the consideration of planning, analysing and evaluating designed works.

704347 Illustration Design**3(2-2-5)**

Work on illustration design with different techniques and materials in order to develop skills in communicating assigned stories and articles through pictures. Practice drawing several kinds of illustrations to suit the usage.