

Bachelor of Fine and Applied Arts Program in Visual Art Design

Faculty of Architecture

Name of the Curriculum: Bachelor of Fine and Applied Arts Program in Visual Art Design

Name of the Degree: Bachelor of Fine and Applied Arts (Visual Art Design)

Degree abbreviation: B.F.A. (Visual Art Design)

1. Structure of the Program

1. 1. General Education courses 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 5 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)
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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 13 credits

707113 Basic Computer Graphics for Design	3(1-4-4)
707121 Foundation of Visual Art Design	4(1-6-5)
707122 Basic Composition of Art	3(1-4-4)
707214 Foundation of Photography	3(2-2-5)

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)
707111 History of Western Art	3(2-2-5)
707112 Human and Animal Anatomy	2(1-2-3)
707123 Basic Drawing	3(1-4-4)
707124 Visual Art Drawing	3(1-4-4)
707225 Creative Drawing	3(1-4-4)
707226 Composition of Art and Presentation	3(1-4-4)
707227 Creative Composition of Art	3(1-4-4)
707228 Thai Traditional Art	3(1-4-4)
707231 Foundation of Painting	3(1-4-4)
707232 Foundation of Sculpture	3(1-4-4)
707241 Foundation of Print Making	3(1-4-4)
707242 Foundation of New Media Art	3(1-4-4)
707315 History of Eastern Art	3(2-2-5)
707316 Aesthetics in Visual Art	3(2-2-5)
707317 Computer Graphics for Visual Art Design	3(2-2-5)
707318 Art Criticism	3(2-2-5)
707329 Animation Art in Visual Art Design	3(2-2-5)
707391 Research Methodology on Visual Art Design	3(2-2-5)
707493 Art Thesis	6 Credits
707494 Seminar in Visual Art Design	2(0-4-2)

707495 Independent Study	6 Credits or
707496 Co-operative Education	6 Credits or
707497 International Academic or Professional Training	6 Credits

2.2.1.2 Required Courses

Choose from the following courses 8 credits

1. Painting courses

707333 Basic Painting	4(1-6-5)
707335 Creative Painting	4(1-6-5)

2. Sculpture courses

707334 Basic Sculpture	4(1-6-5)
707336 Creative Sculpture	4(1-6-5)

3. Print courses

707343 Basic Print Making	4(1-6-5)
707345 Creative Print Making	4(1-6-5)

4. New Media Art courses

707344 Basic New Media Art	4(1-6-5)
707346 Creative New Media Art	4(1-6-5)

2.2.2 Elective courses 6 credits

Choose from the following courses 6 credits

703323 Media Culture	3(2-2-5)
707351 Textile Art	3(1-4-4)
707352 Art and Concept	3(1-4-4)

707353 Media in Art	3(1-4-4)
707354 Ceramic Art	3(1-4-4)
707355 Creative Photography	3(1-4-4)
707356 Local Intellectual and Craft Techniques	3(1-4-4)
707357 Community Art	3(2-2-5)
707458 Cultural Management	3(1-4-4)
707459 Illustration Design	3(1-4-4)

Required Non-credit

707392-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)
707121 Foundation of Visual Art Design	4(1-6-5)
707123 Basic Drawing	3(1-4-4)
707111 History of Western Art	3(2-2-5)
	Total 20 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)
707122 Basic Composition of Art	3(1-4-4)
707113 Basic Computer Graphics for Design	3(1-4-4)
707124 Visual Art Drawing	3(1-4-4)
707112 Human and Animal Anatomy	2(1-2-3)
	Total 20 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)
707214 Foundation of Photography	3(2-2-5)
707225 Creative Drawing	3(1-4-4)
707226 Composition of Art and Presentation	3(1-4-4)
707231 Foundation of Painting	3(1-4-4)
707232 Foundation of Sculpture	3(1-4-4)

Total 21 credits

2nd Semester

001275 Food and Life Style	3(3-0-6)
0011222 Language, Society and Culture	3(3-0-6)
205200 Communicative English for Specific Purposes	1(0-2-1)
707227 Creative Composition of Art	3(1-4-4)
707228 Thai Traditional Art	3(1-4-4)
707241 Foundation of Print Making	3(1-4-4)
707242 Foundation of New Media Art	3(1-4-4)

Total 19 credits

Third year

1st Semester

205201 Communicative English for Academic Analysis	1(0-2-1)
707315 History of Eastern Art	3(2-2-5)

707316 Aesthetics in Visual Art	3(2-2-5)
707317 Computer Graphics for Visual Art Design	3(2-2-5)
707XXX Elective Course	4(1-6-5)
707XXX Elective Course	3(x-x-x)

Total 17 credits

2nd Semester

205202 Communicative English for Research Presentation	1(0-2-1)
707318 Art Criticism	3(2-2-5)
707329 Animation Art in Visual Art Design	3(2-2-5)
707391 Research Methodology on Visual Art Design	3(2-2-5)
707XXX Elective Course	4(1-6-5)
707XXX Elective Course	3(X-X-X)
XXXXXX Free Elective Course	3(X-X-X)

Total 20 credits

Third year

Summer course

707392 Professional Training (ไม่นับหน่วยกิต)	6 credits (ไม่น้อยกว่า 270 ชม)
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Total 20 credits

Fourth year

1st Semester

703493 Art Thesis	6 credits
707494 Seminar in Visual Art Design	2(0-4-2)

XXXXXX Free Elective Course

3(X-X-X)

XXXXXX Free Elective Course

3(X-X-X)

Total 11 credits

2nd Semester

707495 Independent Study

6 credits or

707496 Co-operative Education

6 credits or

707497 International Academic or Professional Training

6 credits

Total 6 credits

3. 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; type 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 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.

703323 Media Culture 3(2-2-5)

History of media, its effect and trends in social context and culture; analysis of the meaning of media; criticisms on media forms in terms of image and sound, including other kinds of media affecting the receivers' perception.

707111 History of Western Art 3(2-2-5)

Forms, concepts and aesthetic principles of Western Art from ancient periods to present; emphasis on relationships between art expression and beliefs, religions and cultures in each period; an analysis of fine and applied art; a study of consequences representing identities of expression, influenced by social changes in each period and individual concepts.

707112 Human and Animal Anatomy 2(1-2-3)

Muscle and bone structure, feature and location of the human and animal body; the understanding in principle of human and animal anatomy; to be applied in visual art creations.

707113 Basic Computer Graphics for Design 3(1-4-4)

Principles and practices on using computers in creating artwork and design with different forms of graphic works, such as decorative art, posters, pamphlets, book covers, and CD covers; application of basic graphic computer programmes

707121 Foundation of Visual Art Design **4(1-6-5)**

Foundation visual art design experience, creative processes, basic experiment on visual art in various forms including materials and medias in art expression.

707122 Basic Composition of Art **3(1-4-4)**

Basic visual elements of art: point, line, colour, plane, shape, form and texture, to create meaning according to the content of assigned topics by expressing through harmonized technical processes with unity.

707123 Basic Drawing **3(1-4-4)**

Drawing with basic techniques to improve skills in making form, volume, distance occurrence, accurate proportion and virtual shade/shadow from models of humans, animals and objects.

707124 Visual Art Drawing **3(1-4-4)**

Drawing with appropriate materials and techniques in interpreting meaning or representing values of everything in nature and environment, starting from the meaning of forms, feelings or emotions to complex integration of visual elements.

707214 Foundation of Photography **3(2-2-5)**

History of photography and practice on taking photographs at a basic level according to the content of assigned topics; a study of camera types, photographic equipment, functions and techniques of cameras; film-development processes, photogravure and photo enlargement to be applied in advertisement and photography for visual art values.

707225 Creative Drawing **3(1-4-4)**

Drawing in order to respond to the development influenced by experience and imagination with modern materials and equipment in enhancing creative activities; ability to express through stories reflecting thoughts and present environments from figurative models to non-figurative ones, or from models achieved by perceptions emphasizing on forms to the ones representing emotions.

707226 Composition of Art and Presentation **3(1-4-4)**

Application of visual elements of art to create new components expressing content, emotion and feeling with appropriate techniques; planning processes of creativity, inspiration, concept, form and importance of content, being able to explain those meanings to others.

707227 Creative Composition of Art **3(1-4-4)**

Structured ideas and meaningful expressions, of which forms are harmonized to create beauty, concrete and abstract, through disentangled imagination from concept to art form, creating works to achieve more special meanings and individual expression.

707228 Thai Traditional Art **3(1-4-4)**

Creating traditional Thai artwork in several forms, emphasising on ideology and techniques of Thai fine arts according to periods.

707231 Foundation of Painting **3(1-4-4)**

Painting works applying several techniques: water, tempera, acrylic, oil, and chalk colours to make concrete forms by setting a topic as a starting point, such as synthetic materials, vegetables, fruits, human beings, views or abstract pictures.

707232 Foundation of Sculpture **3(1-4-4)**

Sculptures applying several techniques: molding, carving and casting by setting a topic as a starting point, such as synthetic materials, vegetables, fruits, human beings, views or abstract pictures.

707241 Foundation of Print Making **3(1-4-4)**

Printmaking works applying several techniques: woodcutting, silk-screening, mono-printing, and Intaglio by setting a topic as a starting point, such as synthetic materials, vegetables, fruits, human beings, views or abstract pictures.

707242 Foundation of New Media Art **3(1-4-4)**

Fundamental philosophy, concept and technique of media art; artistic communication beyond three-dimension, such as animation, sound, space use and cyberspace application; factors or conditions influential to success in creating artwork in all kinds of dimensions.

707315 History of Eastern Art **3(2-2-5)**

A standard pattern, concept and aesthetic of Eastern art in the past which involves developments and influences in each period in order to understand the foundation and background of fine art in Asian regions.

707316 Aesthetics in Visual Art **3(2-2-5)**

Areas and meanings of aesthetic theories; search for a place of beauty in art and design work; principles in determining values of beauty; study of philosophical theories; in order to apply them as a basis of thought leading to comparative aesthetics; application of aesthetic theories in daily life for mind development to learn morality and realize value of beauty under creative processes established by human wisdom.

707317 Computer Graphics for Visual Art Design **3(2-2-5)**

Computer graphics art work created to act in response with concept and imagination influenced by experiences with computer graphics techniques; development into creativity with modern methods, enabling expression through content which reacts to emotion and

feeling from general forms to non-form ones; emphasis on accomplishments resulted from mixing techniques in computer graphics.

707318 Art Criticism **3(2-2-5)**

Scope, principle and theory of art criticism; measure taken in academic judgment of the works of art; art appraisal: means and end.

707329 Animation Art in Visual Art Design **3(2-2-5)**

Problematic issues, searching for information, analyzing data and determining objective in order to establish the creative work of animation art considering artistic and mental functions that relate to the development of individual perception and contain community and social requirements of the majority.

707333 Basic Painting **4(1-6-5)**

Painting works with techniques of applying materials and visual elements of art such as point, line, color, plate, texture, shape and form; study of contents and stories, both concrete and abstract, which respond to emotion, feeling and imagination, affected by attitudes and experiences.

707334 Basic Sculpture **4(1-6-5)**

Creating sculpture works with several materials and three-dimensional techniques through visual elements of art such as point, line, color, plate, texture, shape and form, including contents and stories, both concrete and abstract, which respond to emotion, feeling and imagination resulting from attitudes and experiences.

707335 Creative Painting **4(1-6-5)**

Painting created to act in response with concept and imagination influenced by experiences with painting techniques; development into creativity with modern methods, enabling expression through content which reacts to emotion and feeling from figurative models to non-figurative ones; emphasis on accomplishments resulting from forms and emotions.

707336 Creative Sculpture **4(1-6-5)**

Sculptures acting in response with concept and imagination, resulting from experiences with sculptural techniques; development into creativity with modern methods, enabling expression through content which reacts to emotions and feelings from figurative models to non-figurative ones; emphasis on accomplishments resulting from three-dimensional forms.

707343 Basic Print Making **4(1-6-5)**

Printmaking works with several techniques: printing, wooden carving, silk screening, and Intaglio and Lithograph, including contents and stories, both concrete and abstract, which respond to emotion, feeling and imagination, resulting from attitudes and experiences.

707344 Basic New Media Art **4(1-6-5)**

Creating art work with technological media, such as animation, and technological media which influences sensory systems resulting from attitudes and experiences.

707345 Creative Print Making **4(1-6-5)**

Concept and imagination resulting from experiences of print making; development into creativity with modern methods, enabling expression through content which reacts to emotion and feeling from figurative models to non-figurative ones; emphasis on accomplishments resulting from forms and emotions.

707346 Creative New Media Art **4(1-6-5)**

Creating art works with technological media in order to respond to concept and imagination resulting from experiences; investigation of several technological techniques, enabling expression through content reacting to emotions.

707351 Textile Art **3(1-4-4)**

Experiments on several techniques in textile art, including weaving, tying-dyeing and batik, to convey aesthetic meanings and expressions.

707352 Art and Concept **3(1-4-4)**

Theories and meanings of conceptual art; presentations of artwork samples related to the field; practice in writing to express concepts and transform into artwork holding one's own unique style.

707353 Media in Art **3(1-4-4)**

Application of mixed media or creative mixed media processes which represent results of thoughts, emotions and feelings through two-dimension or three-dimension with unlimited techniques.

707354 Ceramic Art **3(1-4-4)**

Processes of creating different kinds of ceramics with the combination of materials, techniques and methods; creating qualified ceramics by considering fine art beauty and functional uses.

707355 Creative Photography **3(1-4-4)**

Problematic issues, searching for information, analyzing data and determining objective in order to establish the creative work of creative photographic art considering physically and mentally artistic functions that relate to the development of digital photography skills and individual perception that contain community and social requirements of the majority.

707356 Local Intellectual and Craft Techniques **3(1-4-4)**

Creativity, process and technique of local craft production, including individual style of particular region, and applying this to creating a work of visual art.

707357 Community Art **3(2-2-5)**

Problematic issues, determining hypotheses, searching for information, analyzing data and determining objective in order to establish creative works of art considering artistic and physical functions that relate to community and social requirements.

707391 Research Methodology on Visual Art Design **3(2-2-5)**

Problematic issues, determining hypotheses and searching for information involving conceptual theories, forms, content and methods from the past to present by looking at creative works of design artists, related to research objectives, data analysis and conclusion in order to establish creativity and analysis of creative works through examining determined hypotheses.

707392 Professional Training

Practice in visual art design or other related jobs in governmental and private sectors.

707458 Cultural Management **3(1-4-4)**

Approaches in managing art and culture; practice in writing project proposals and searching information beneficial to projects' financial support; presentations of projects in the form of seminars; theories of selecting appropriate exhibit places for artwork presentations, such as museums, galleries or public space, in order to be prepared for acting as an art and culture professional.

707459 Illustration Design **3(1-4-4)**

Designing illustrations with several techniques in order to develop skills in communicating with pictures from stories according to determined content, including practice in drawing illustrations to be used in advertisements with appropriate technical processes.

707493 Art Thesis **6 Credits**

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

707494 Seminar in Visual Art Design **2(0-4-2)**

Process of conducting research in order to gain some data for designing by starting from getting a research topic, procedures and presentation. Organize a seminar according to the proposed topic in order to give background in doing research in supplementing visual art design work.

707495 Independent Study **6 Credits**

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 to the committee and finalizes it in the form of exhibition to the public.

707496 Co-operative Education

6 Credits

Practice in operating art and design in governmental 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.

707497 International Academic or Professional Training 6 หน่วยกิต

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