

SCHOOL OF
COMMUNICATION ARTS
BANGKOK UNIVERSITY

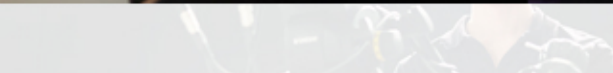


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Innovative Media Production

Academic Year 2018

(June, 2018 – May, 2019)

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

Degree Plan

English Foundation Courses		Non Credit
1. General Education		30 credits
English Courses	9 credits	
Core Courses	15 credits	
Elective Courses	6 credits	
2. Professional Education		96 credits
Professional Core Courses	36 credits	
Major Requirements Courses	60 credits	
3. Free Electives		6 credits
	Total	<u>132 credits</u>

Prerequisite

There are 2 kinds of prerequisite courses:

- a. A student has enrolled in that prerequisite course and passed it with a grade Of at least D; or of “F”
- b. A student has enrolled in that course and obtained at least a grade (“W” is unacceptable.)

Consult your degree plan regarding prerequisite courses. Having registered in a course Without fulfilling prerequisite requirement first will cause a registration cancellation.

List of Courses

1. General Education 30 credits

English Courses (9 credits)

Code	Course	Credits	Grade	Prerequisite
EN 001	English for Everyday Communication	3		-
EN 002	English for Social Communication	3		-
EN 003	English for Global Communication	3		-

Core Courses (15 Credits)

Code	Course	Credits	Grade	Prerequisite
IGE 001	Thinking Skills for Learning	3		-
IGE 002	Citizenship and Social Dynamics	3		-
IGE 003	Cultivating Entrepreneurial Mindset	3		-
IGE 004	Technology and Innovation in the Future World	3		-
IGE 005	Creative Leadership Skills	3		-

Elective Courses (6 Credits)

Code	Course	Credits	Grade	Prerequisite
IGE 006	Asia and the Global Community	3		-
IGE 007	Art of Life	3		-
IGE 008	Health and Wellness for Life	3		-

2. Professional Education (96 Credits)

Professional Core Courses (36 Credits)

Code	Course	Credits	Grade	Prerequisite
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 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		Passed ;CAI 111
CAI 112	Channel Planning	3		-
CAI 113	Data Analysis and Communication Research Design	3		-
Total		30		Credits

Major Requirement Courses (60 Credits)

Code	Course	Credits	Grade	Prerequisite
IMI 200	Understanding International Broadcasting	3		-
IMI 201	Broadcast Performance	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		Passed ;IMI 203
IMI 312	Digital Cinematography	3		-
IMI 313	Audio Production	3		-
IMI 314	Editing	3		-
IMI 315	Directing	3		-
IMI 316	Color Grading and Visual Effect	3		-
IMI 331	Short-form and New Media Production	3		Passed ;IMI 203
IMI 332	Infotainment Production	3		Passed ;IMI 203
IMI 333	TV Drama Production	3		Passed ;IMI 203
IMI 334	Documentary and News Production	3		Passed ;IMI 203
IMI 401	Fundraising, Producing and Entrepreneurship in Media and Entertainment Business	3		-
IMI 402	Regional and International Innovative Media Issues	3		4 th year students Only & passed at least 99 accumulative credit
IMI 403	Degree Project	3		4 th year a student only & passed at least 27 credits of major required courses
Total		30		Credits

3. Free Electives (6 Credits)

Code	Course	Credits	Grade	Prerequisite
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		-

Curriculum

Innovative Media Production

Innovative Media Production

First Year

First Semester

2018

Course Number	Course Title	Credits
EN 001	English for Everyday Communication	3
CAI 108	Trends in Communication Technology	3
IGE 001	Thinking Skills for Learning	3
IGE 002	Citizenship and Social Dynamics	3
IGE 003	Cultivating Entrepreneurial Mindset	3
CAI 104	Digital Photography	3
		18

Second Semester

Course Number	Course Title	Credits	
		รุ่น 1	รุ่น 2
EN 002	English for Social Communication	3	-
EN 003	English for Global Communication	3	-
IGE 004	Technology and Innovation in the Future World	3	3
IGE 006	Asia and the Global Community	3	-
IGE 007	The Art of Life	0	0
CAI 101	Communication : Theories and Practices	3	3
	Creative Design Workshop		
CAI 105	Art of Storytelling	3	3
CAI 109	Media and Entertainment Business	3	3
EN 001	English for Everyday Communication	-	3
CAI 104	Digital Photography	-	3
CAI 108	Trends in Communication Technology	-	3
		21	21

หมายเหตุ รุ่น 1 วิชา IGE 007 จะถูก credit bank ไปชั้นปีที่ 2 เทอม 1

รุ่น 2 วิชา IGE 006 จะถูก credit bank ชั้นปีที่ 2 เทอม 1 /

ส่วน IGE 007 จะถูก credit bank ไปชั้นปีที่ 3 เทอม 1

Summer Semester

Course Number	Course Title	Credits	
		รุ่น 1	รุ่น 2
IGE 001	Thinking Skills for Learning	-	3
IGE 002	Citizenship and Social Dynamics	-	3
IGE 003	Cultivating Entrepreneurial Mindset	-	3
		-	9

Second Year

First Semester

2019

Course Number	Course Title	Credits	
		รุ่น 1	รุ่น 2
IGE 005	Creative Leadership Skills	3	3
IGE 006	Asia and the Global Community	-	3
CAI 102	Media Law and Ethics	3	3
CAI 103	Art of Speaking	3	3
IMI 203	Digital Media Foundation Techniques	3	3
IGE 007	The Art of Life	3	-
IMI 201	Broadcast Performance	3	3
CAI 111	Creative Design Workshop	3	3
		21	21

Second Semester

Course Number	Course Title	Credits	
		รุ่น 1	รุ่น 2
CAI 113	Data Analysis and Communication Research Design	3	3
CAI 110	Digital Content Creation	3	3
IMI 200	Understanding International Broadcasting	3	3
CAI 106	Marketing Communications in Digital Age	3	3
IMI 205	Scriptwriting	3	3
IMI 312	Digital Cinematography	3	3
EN 002	English for Social Communication	-	3
EN 003	English for Global Communication	-	0
		18	21

หมายเหตุ วิชา EN 002 กับ EN 003 จะเรียนแบบบูรณาการ แต่วิชา EN 003 จะถูก credit bank ไปชั้นปีที่ 3 เทอม 1

Third Year

First Semester

2020

Course Number	Course Title	Credits	
		รุ่น 1	รุ่น 2
IMI 202	Production Design and Visualization Workshop	3	3
IMI 311	Digital Television Production	3	3
IMI 313	Audio Production	3	3
IMI 332	Infotainment Production	3	3
XXXXX	Free Elective I	3	3
IGE 007	The Art of Life	-	3
EN 003	English for Global Communication	-	3
		15	21

Second Semester

Course Number	Course Title	Credits	
		รุ่น 1	รุ่น 2
IMI 204	Innovation and Technology for Digital Media Production	3	3
IMI 314	Editing	3	3
IMI 315	Directing	3	3
IMI 334	Documentary and News Production	3	3
XXXXX	Free Elective II	3	3
		15	15

Fourth Year

First Semester

2021

Course Number	Course Title	Credits	
		รุ่น 1	รุ่น 2
CAI 112	Channel Planning	3	3
IMI 316	Color Grading and Visual Effect	3	3
IMI 331	Short-Form and New Media Production	3	3
IMI 333	TV Drama Production	3	3
IMI 401	Fundraising, Producing and Entrepreneurship in Media and Entertainment Business	3	3
		15	15

Second Semester

Course Number	Course Title	Credits	
		รุ่น 1	รุ่น 2
IMI 400	Degree Project	6	6
IMI 402	Regional and International Broadcasting Issues	3	3
		9	9