SCHOOL OF
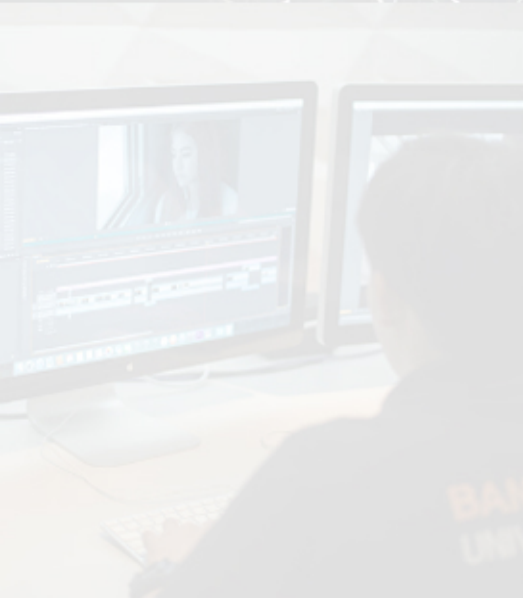# COMMUNICATION ARTS
BANGKOK UNIVERSITY

#นิเทศมอกรุงเทพ

Table of Contents

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

Innovative Media Production

Academic Year 2019

(June, 2019 – May, 2020)

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		4th year students Only & passed at least 99 accumulative credit
IMI 403	Degree Project	3		4th 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		-

INNOVATIVE MEDIA PRODUCTION

2019

First Year

Course Number	Course Title	รุ่น 1/1		รุ่น 1/2		รุ่น 2	
		ปกติ	สหกิจ	ปกติ	สหกิจ	ปกติ	สหกิจ
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	รุ่น 1/1		รุ่น 1/2		รุ่น 2	
		ปกติ	สหกิจ	ปกติ	สหกิจ	ปกติ	สหกิจ
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 Creative Design Workshop			3		3	
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 1/2   วิชา IGE007 จะถูก credit bank ไปชั้นปีที่ 2 เทอม 1

รุ่น 2   วิชา IGE006 จะถูก credit bank ชั้นปีที่ 2 เทอม 1

ส่วน IGE007 จะถูก credit bank ไปชั้นที่ปี 3 เทอม

Summer Session

Course Number	Course Title	รุ่น 1/1		รุ่น 1/2		รุ่น 2	
		ปกติ	สหกิจ	ปกติ	สหกิจ	ปกติ	สหกิจ
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   2020

Course Number	Course Title	รุ่น 1/1		รุ่น 1/2		รุ่น 2	
		ปกติ	สหกิจ	ปกติ	สหกิจ	ปกติ	สหกิจ
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	รุ่น 1/1		รุ่น 1/2		รุ่น 2	
		ปกติ	สหกิจ	ปกติ	สหกิจ	ปกติ	สหกิจ
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 EN002 กับ EN003 จะเรียนแบบบูรณาการ แต่วิชา EN003 จะถูก credit bank
ไปชั้นปีที่ 3 เทอม 1

Third Year

First Semester   2021

Course Number	Course Title	รุ่น 1/1		รุ่น 1/2		รุ่น 2	
		ปกติ	สหกิจ	ปกติ	สหกิจ	ปกติ	สหกิจ
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 1			3		3	
IGE 007	The Art of Life					3	
EN 003	English for Global Communication					3	
				15		21	

Second Semester

Course Number	Course Title	รุ่น 1/1		รุ่น 1/2		รุ่น 2	
		ปกติ	สหกิจ	ปกติ	สหกิจ	ปกติ	สหกิจ
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 2			3		3	
				15		15	

Fourth Year

First Semester 2020

Course Number	Course Title	รุ่น 1/1		รุ่น 1/2		รุ่น 2	
		ปกติ	สหกิจ	ปกติ	สหกิจ	ปกติ	สหกิจ
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	รุ่น 1/1		รุ่น 1/2		รุ่น 2	
		ปกติ	สหกิจ	ปกติ	สหกิจ	ปกติ	สหกิจ
IMI 403	Degree Project			6		6	
IMI 402	Regional and International Broadcasting Issues			3		3	
				9		9	