

Innovative Media Production

Academic Year 2021

(June, 2021 - May, 2022)

## Table of Contents

Curriculum Culinary Arts and Design	
Degree Plan	1
Prerequisite	1
List of Courses	2
- General Education	2
- Professional Education	3
- Free Electives	6
Innovative Media Production Degree Plan	7

# 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
Core Courses	36 credits	
Major Requirements	30 credits	
Major Electives	15 credits	
Minor	15 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 for Bachelor of Communication Arts Program in Innovative Media  
Production**

**1. General Education: 30 credits**

Code	Course	Credits	Grade	Prerequisite
<b>English Courses (9 credits)</b>				
IEN 103	Critical Reading	3		
IEN 104	College Writing	3		
IEN 105	Communicative English	3		
<b>General Education (15 Credits)</b>				
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		
<b>General Education Elective (6 Credits)</b>				
IGE 006	Asia and the Global Community	3		
IGE 007	Art of Life	3		
IGE 008	Health and Wellness for Life	3		
Total		30	Credits	

## 2. Professional Education (96 Credits)

### 2.1 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 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		Passed CAI104
CAI 112	Channel Planning	3		
Total		36	Credits	

## 2.2 Major Requirements: 30 Credits

Code	Course	Credits	Grade	Prerequisite
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		Passed IMI 203
IMI 312	Digital Cinematography	3		
IMI 314	Editing	3		
IMI 403	Degree Project	6		4 <sup>th</sup> year a student only and passed at least 27 credits of major required courses
Total		30	Credits	

## 2.3 Major Electives: 15 Credits

Choose 15 credits

Code	Course	Credits	Grade	Prerequisite
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		Passed IMI 203
IMI 332	Infotainment Production	3		Passed IMI 203
IMI 334	Documentary and News Production	3		Passed IMI 203
IMI 335	Streaming Series Production	3		Passed IMI 203
IMI 336	Live Streaming Production	3		
IMI 400	Entrepreneurship in Media and Entertainment Business	3		
IMI 402	Regional and International Innovative Media Issues	3		4th year students only and passed at least 99 accumulative credits
Total		15	Credits	

## 2.4 Minor: 15 Credits

Code	Course	Credits	Grade	Prerequisite
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		
Total		15	Credits	

## 3. Free Electives: 6 Credits

Code	Course	Credits	Grade	Prerequisite
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		
Total		6	Credits	



Bachelor of Communication Arts in Innovative Media Production

2021 Entrants

Year 1

Semester 1

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IEN 105	Communicative English	3			
IGE 001	Thinking Skills for Learning	3			
IGE 002	Citizenship and Social Dynamics	3			
IGE 003	Cultivating Entrepreneurial Mindset	3			
CAI 101	Communication: Theories and Practices	3			
CAI 104	Digital Photography	3			
		18			

Semester 2

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IEN 103	Critical Reading	3			
IEN 104	College Writing	3			
IGE 004	Technology and Innovation in the Future World	3		3	
IGE 006	Asia and the Global Community	3			
CAI 105	Art of Storytelling	3		3	
CAI 108	Trends in Communication Technology	3		3	
CAI 109	Media and Entertainment Business	3		3	
IEN 105	Communicative English			3	
CAI 101	Communication: Theories and Practices			3	
CAI 104	Digital Photography			3	
		21		21	

**Bachelor of Communication Arts in Innovative Media Production**

**2021 Entrants**

**Year 2**

**Semester 1**

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IGE 005	Creative Leadership Skills	3		3	
IGE 007	Art of Life	3		3	
IGE 008	Health and Wellness for Life				
	Choose 1				
CAI 102	Media Law and Ethics	3		3	
CAI 103	Art of Speaking	3		3	
CAI 111	Creative Design Workshop	3		3	
IMI 203	Digital Media Foundation Techniques	3		3	
XXX XXX	Minor I	3		3	
		21		21	

## Semester 2

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
CAI 106	Marketing Communications in Digital Age	3		3	
CAI 107	Data Analytics and Research Design for Insightful Communication	3		3	
CAI 110	Digital Content Creation	3		3	
IMI 100	Understanding International Media Industry	3		3	
IMI 205	Scriptwriting	3		3	
IMI 312	Digital Cinematography	3		3	
IGE 006	Asia and the Global Community Credit Bank			3	
		18		21	

**Bachelor of Communication Arts in Innovative Media Production**

**2021 Entrants**

**Year 3**

**Semester 1**

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IMI 202	Production Design and Visualization Workshop	3		3	
IMI 311	Digital Television Production	3		3	
IMI 201 IMI 313 IMI 332	<div>                     Broadcast Performance                      Audio Production                      Infotainment Production                 </div> <div>Choose 1</div>	3		3	
XXX XXX	Minor II	3		3	
XXX XXX	Minor III	3		3	
XXX XXX	Free Elective I CAI559 Genders and Popular Culture	3		3	
		18		18	

## Semester 2

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IMI 204	Innovation and Technology for Digital Media Production	3		3	
IMI 314	Editing	3		3	
IMI 315	Directing	3		3	
IMI 316 IMI 331	Color Grading and Visual Effect Short-Form and New Media Production	3		3	
Choose 1					
XXX XXX	Minor IV	3		3	
XXX XXX	Free Elective II CAI554 Voice Work in Broadcasting (Lab Fee 3,000 Baht)	3			
IEN 103	Critical Reading			3	
IEN 104	College Writing			3	
		18		21	

**Bachelor of Communication Arts in Innovative Media Production**

**2020 Entrants**

**Year 4**

**Semester 1**

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
CAI 112	Channel Planning	3		3	
IMI 334	Documentary and News Production	3		3	
IMI 335	Streaming Series Production	3		3	
IMI 400	Entrepreneurship in Media and Entertainment Business				
IMI 402	Regional and International Innovative Media Issues				
	Choose 1				
XXX XXX	Minor V	3		3	
IGE 001	Thinking Skills for Learning Credit Bank			3	
IGE 002	Citizenship and Social Dynamics Credit Bank			3	
IGE 003	Cultivating Entrepreneurial Mindset Credit Bank			3	
		12		21	

Semester 2

Course Number	Course Title	Batch 1 (August Entry)		Batch 2 (January Entry)	
		Normal	Co-op	Normal	Co-op
IMI 403	Degree Project	6		6	
XXX XXX	Free Elective II			3	
		6		9	