



**BANGKOK  
UNIVERSITY  
INTERNATIONAL**

Knowledge with Virtue

**2023**

**Degree Plan**

Bachelor of Arts (B.A.)

Creative Communication Design

Student's Name .....

Student's ID No. ....

# **Student's Manual**

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# Where to Go for Help

	Issue: Contact Person:
<b>Study Problems GPA Lower than 1.75</b>	Lecturers / Chairperson Chairperson
<b>Study Problems Changing Free Elective Courses</b>	Lecturers / Chairperson Associate Dean / Dean of Bangkok University International
<b>Course Contents and Names of Lecturers</b>	Chairperson
<b>Reserve Officer Training Corps (ROTC)</b>	Center of Holistic Student Development
<b>University's Rules and Regulations</b>	The Dean of BU International / Chairperson / One-Stop- Service Office
<b>Library Services</b>	Surat Osathanugrah Library
<b>Financial Problems Development</b>	Center of Holistic Student Development
<b>Sickness &amp; Medical Emergency</b>	University's Infirmary
<b>Psychological Advice</b>	Center of Holistic Student Development
<b>Lost &amp; Found Items</b>	Center of Holistic Student Development
<b>Recommendation Letter</b>	International Affairs Office
<b>Quarrel or Fight</b>	Chairperson / Associate Deans

## **Location of Contact Person**

- The Dean of BU International – Building C6, 5<sup>th</sup> Floor
- Associate Deans – Building C6, 5<sup>th</sup> Floor
- Chairperson – Building C6, 5<sup>th</sup> Floor
- International Center – Building C6, 1<sup>st</sup> Floor
- International Office – Building C6, 1<sup>st</sup> Floor
- BUI Faculty Office – Building C6, 5<sup>th</sup> Floor
- One-Stop-Service Office – Building A3, A6, 1<sup>st</sup> Floor

# Grade Point Average Computation

There are two types of Grade Point Averages (GPA):

1. **Grade Point Average** is an average of grade points for each semester.
2. **Cumulative Grade Point Average** is an average of grade points of all attended semesters.

The letter grades awarded by the University are as follows.

Letter Grade	Definition in English	Definition
A	Excellent	4.00
B+	Very Good	3.50
B	Good	3.00
C+	Very Fair	2.50
C	Fair	2.00
D+	Poor	1.50
D	Very Poor	1.00
F	Failed	0

Other letter symbols used include:

W	Withdrawal
I	Incomplete
S	Satisfactory
U	Unsatisfactory
NC	No Credit

- CF Credits from Formal Education
- CS Credits from Standardized Test
- CE Credits from Exam
- CT Credits from Trainings arranged by organizations other than institutions of higher education
- CP Credits from Portfolio

# How to Calculate GPA and Cumulative Grade Point Average (Cum.GPA)

## 1. Cumulative Grade Point Average

The cumulative grade point average is calculated by dividing the total number of grade points by the total number of credits earned.

### Example:

#### 1<sup>st</sup> Semester

Courses	Credits	Grades	Grade Points
Communicative English	3	A	4 X 3 = 12
Fundamental Mathematics	3	C	2 X 3 = 6
Introduction to Business	3	B+	3.5 X 3 = 10.5
Thinking Skills for Learning	3	D+	1.5 X 3 = 4.5
Principles of Economics	3	B	3 X 3 = 9
Creative Leadership Skills	<u>3</u>	B	3 X 3 = 9
	<u>18</u>		<u>51</u>

$$\text{Grade point average of the 1<sup>st</sup> semester} = \frac{51}{18} = 2.83$$

### Example

#### 2<sup>nd</sup> Semester

Courses	Credits	Grades	Grade Points
Principles of Marketing	3	A	4 X 3 = 12
Critical Reading	3	C	2 X 3 = 6
Financial Accounting	3	B	3 X 3 = 9
Principles of Management	3	D+	1.5 X 3 = 4.5
Citizenship and Social Dynamics	3	C	2 X 3 = 6
	<u>15</u>		<u>37.5</u>

Grade point average of the 2<sup>nd</sup> semester =  $\frac{37.5}{15} = 2.50$

Cumulative grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> semesters =  $\frac{(51+37.5)}{(18+15)} = \frac{88.5}{33} = 2.68$

Note: Only 2 decimal points will be used without rounding off.

### Summer Semester

Course	Credits	Grade	Grade Points
Asia and Global Community	3	A	4 X 3 = 12
Art of Life	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

Grade point average of the summer term =  $\frac{18}{6} = 3.00$

Cumulative grade point average =  $\frac{(51+37.5+18)}{(18+15+6)} = \frac{106.5}{39} = 2.73$

## 2. GPA Calculation for Withdrawn Courses

GPA calculation will not include the credits of withdrawn courses.

### Example

#### 1<sup>st</sup> Semester

Courses	Credits	Grades	Grade Points
Communicative English	3	A	4 X 3 = 12
Fundamental Mathematics	3	C	2 X 3 = 6
Critical Reading	3	B+	3.5 X 3 = 10.5
Thinking Skills for Learning	3	D+	1.5 X 3 = 4.5
Principles of Marketing	3	B	3 X 3 = 9

Citizenship and Social Dynamics	<u>3</u>	W	0 X 3
=	0		
<u>15</u>			<u>42</u>

Grade point average of the 1<sup>st</sup> semester =  $\frac{42}{15} = 2.80$

### Example

Courses	2 <sup>nd</sup> Semester		Grade Points
	Credits	Grades	
Principles of Economics	3	A	4 X 3 = 12
College Writing	3	C	2X 3 = 6
Financial Accounting	3	B	3X 3 = 9
Principles of Management	3	D+	1.5 X 3 = 4.5
Creative Leadership Skills	3	W	0 X 3 = 0
	<u>12</u>		<u>31.5</u>

$$\text{Grade point average of the 2<sup>nd</sup> semester} = \frac{31.5}{12} = 2.63$$

$$\text{Cumulative grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> semesters} = \frac{(42 + 31.5)}{(15 + 12)} = \frac{73.5}{27} = 2.72$$

Note: Only 2 decimal points will be used without rounding off.

Course	Summer Semester		Grade Points
	Credits	Grade	
Principles of Marketing	3	A	4 X 3 = 12
Introduction to Business	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

$$\text{Grade point average of the summer term} = \frac{18}{6} = 3.00$$

$$\text{Cumulative grade point average} = \frac{(42 + 31.5 + 18)}{(15 + 12 + 6)} = \frac{91.5}{33} = 2.77$$

### 3. Failed Courses and Repeated Courses

All courses given an "F" grade will be recorded on students' transcripts and calculated for both GPA and cumulative GPA as below:

#### Example of GPA Calculation for One Failed Course

##### 1<sup>st</sup> Semester

Courses	Credits	Grades	Grade Points
Communicative English	3	A	4 X 3 = 12
Fundamental Mathematics	3	C	2 X 3 = 6
Critical Reading	3	B+	3.5 X 3 = 10.5
Thinking Skills for Learning	3	D+	1.5 X 3 = 4.5
Principles of Marketing	3	B	3 X 3 = 9
Citizenship and Social Dynamics		<u>3</u>	F 0 X 3
	=	0	
	<u>18</u>		<u>42</u>

Grade point average of the 1<sup>st</sup> semester =  $\frac{42}{18} = 2.33$

##### 2<sup>nd</sup> Semester

Course	Credits	Grade	Grade Points
Principles of Economics	3	A	4 X 3 = 12
Critical Reading	3	C	2 X 3 = 6
Financial Accounting	3	B	3 X 3 = 9
Principles of Management	3	D+	1.5 X 3 = 4.5
Creative Leadership Skills	3	C	2 X 3 = 6
Citizenship and Social Dynamics		<u>3</u>	B* 3 X 3
	=	9	
	<u>18</u>		<u>46.5</u>

Grade point average of the 2<sup>nd</sup> semester =  $\frac{46.5}{18} = 2.58$

$$\text{Cumulative Grade point average of both 1}^{\text{st}} \text{ and 2}^{\text{nd}} \text{ semesters} = \frac{(42 + 46.5)}{(18 + 15)}$$

$$= \frac{88.5}{33} = 2.68$$

\* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the "F" grade from the previous semester will still be shown on the transcript.

### Summer Semester

Course	Credits	Grade	Grade Points
Retailing Management	3	A	4 X 3 = 12
Introduction to Business	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

$$\text{Grade point average of the summer term} = \frac{18}{6} = 3.00$$

$$\text{Cumulative grade point average} = \frac{(42 + 46.5 + 18)}{(18 + 15 + 6)} = \frac{106.5}{39} = 2.73$$

\* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the "F" grade from the previous semester will still be shown on the transcript.

**Caution:**

Students are strongly encouraged to keep track of their GPAs attentively.

# **Rules and Regulations for Undergraduate Studies 2018 – 2023**



<http://degreeplan.bu.ac.th/>

# Plagiarism Policy

## **Guidelines for education about, and management of, plagiarism**

- a. Suggested definition of plagiarism
- b. BU International's approach to plagiarism
- c. Levels of plagiarism and action to be taken

### **a. Suggested definition of plagiarism**

For the purposes of this policy, plagiarism could be defined as:

*"The representation of another person's work, without acknowledgement of the source, as the student's own for the purposes of satisfying formal assessment requirements."*

<http://www.staffsunion.com/news/article/Plagiarism-know-the-rules/>

### **b. BU International's approach to plagiarism**

BU International's approach for managing plagiarism is *educative* rather than punitive.

- students should understand:
  - what plagiarism is
  - how to avoid it
  - what BU International's policy is and the penalties that apply

### **c. Levels of plagiarism and action to be taken**

(derived from:

[http://www.lc.unsw.edu.au/plagiarism/plagiarism\\_STUDENTBOOK.pdf](http://www.lc.unsw.edu.au/plagiarism/plagiarism_STUDENTBOOK.pdf)

<http://www.newcastle.edu.au/policylibrary/000608.html>)

Suggested levels of plagiarism and action to be taken are:

#### **Level 1**

Where the plagiarism is significant (i.e. meets BU International's definition) and a first occurrence and the student is at first or second year level:

Response:

1. counsel the student and
2. require the student to revise the item and resubmit

**Level 2**

Where a second instance of plagiarism occurs or the student is in the third or fourth year:

Response:

1. issue a verbal warning and
2. return the item unmarked to the student for rewriting and resubmitting or
3. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

**Level 3**

Where the plagiarism is extensive and the student is in the third or fourth year or a third instance of plagiarism has occurred irrespective of the level of the student:

Response:

1. return the item unmarked to the student with written explanation of the plagiarism and
2. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

# Code of Conduct

Students must adhere to the following University Code of Conduct:

1. Students must abide by the university rules and regulations, and official announcements made by university officers or lecturers.

2. Students must dress in the school uniform when attending class, using university's facilities, and taking examinations, and they must carry their student ID card at all times and must be ready to show it when asked.

3. Students must treat all lecturers and university officers with respect.

4. Students must not gamble or be involved in any gambling activities.

5. Students must not carry weapons or dangerous items of any kind.

6. Students must not bring or drink any alcoholic beverage on university premises.

7. Students must not bring or use any illegal drug on campus.

8. Students must not commit any crime or be with a person or persons who have committed crime which could bring the university into disrepute.

9. Students must not be infected with deadly contagious diseases or diseases that are socially unacceptable. In case of suspected infection, the university's executives, or the Director of Student Services and Activities or Student Advisors, can require a thorough medical examination.

10. Students must not be present in a place that is recognized as morally inappropriate.

11. Students must not be involved in any activities considered violent, including bullying, intimidation, taunting, verbal abuse or the use of threat of violence towards any person.

12. Students must behave in a socially acceptable manner in public, and must not act in a way that is considered sexually offensive or which is offensive to those with learning and/or physical disabilities.

13. Students are required to seek approval from the university before they stage a performance of any kind.

14. Students are required to seek approval from the university before they hold a large gathering on campus.

15. Students are required to seek approval from the university before they publish any materials.

Students who are found to have violated the code of conduct in any way are subject to the following penalties:

1. Reprimand or a notification to parents or guardians;
2. Probation;
3. Deduction of grade;
4. Suspension;
5. Exclusion from final examination;
6. Withholding of degree;
7. Dismissal.

## **Curriculum**

# **Creative Communication Design Major**

Degree Plan  
Bangkok University International  
Creative Communication Design Major

<b>Total Number of Credits</b>		<b>129 credits</b>
General Education		24 credits
English Courses	9 credits	
Integrated Professional Skills Courses	15 credits	
Professional Education		99 credits
Core Courses	18 credits	
Major Requirements	81 credits	
Free Electives		6 credits
<b>Total</b>		<b>129 credits</b>

**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
- b. A student has enrolled in that course and obtained at least a grade of "F" ("W" is unacceptable.)

Consult your degree plan regarding prerequisite courses. Having registered in a course without fulfilling any prerequisite requirements first will cause a registration cancellation.

# List of Courses for Bachelor of Arts Program in Creative Communication Design

## 1. General Education: 24 credits

A minimum of 24 credit hours are required.

Code	Course	Credits	Credits Earned	Grade	Prerequisite
<b>English Language (9 Credits)</b>					
IEN106	The Art of Writing	3			
IEN107	Critical Reading and Writing	3			
IEN108	Persuasive Presentation	3			
<b>Integrated Professional Skills (15 Credits)</b>					
IGE011	Thinking Skills for Lifelong Learning	3			
IGE012	Citizenship in Society and International Community	3			
IGE013	Technology and Innovation for the Future	3			
IGE014	Aesthetics and Well-being for Life	3			
IGE015	Entrepreneurial Spirit and Financial Literacy	3			

**Total: 24 Credits**

## 2. Professional Education: 99 credits

A minimum of 99 credit hours are required.

Code	Course	Credits	Credits Earned	Grade	Prerequisite
<b>Core Courses (18 Credits)</b>					
ICD151	History of Art and Design	3			
ICD152	Visual Culture and Communication Design	3			
ICD161	Materials Process and Drawing	3			
ICD162	Principles of Design	3			
ICD171	Digital Image Design	3			
ICD172	Digital Photography	3			
<b>Major Requirements (81 Credits)</b>					
ICD253	Professional Development for Design Entrepreneurs	3			
ICD254	Psychology for Design	3			
ICD255	Contemporary Visual Semiotics	3			
ICD263	Typography and Composition Design	3			
ICD264	Branding Design	3			
ICD265	Editorial and Digital Publication Design	3			
ICD273	3 Dimensional Modeling Design	3			
ICD274	3 Dimensional Modeling Design	3			
ICD275	Digital Painting and Illustration	3			
ICD281	Creative Time-based Communication Design	3			
ICD356	Design Management and Digital Marketing	3			

ICD357	Design Research in Creative Communication Design	3			
ICD358	Ethics, Intellectual Property Law, and Professionalism	3			
ICD366	Graphic Design for Packaging	3			
ICD367	Information and Experience Design	3			
ICD368	Creative Advertising	3			
ICD376	Motion Graphics Design	3			
ICD377	Design Technology Innovation	3			
ICD382	Creative Graphic Communication Design	3			
ICD383	Communication Design for Creative Agencies (For Regular Track)	3			
ICD384	Internship for Creative Communication Design (For Regular Track)	3			
ICD469	Content Creation for Creative Communication Design	3			
ICD485	Creative Experimental Communication Design	3			
ICD478	Non-coding Platform for Creative Communication Design	3			
ICD486	Degree Project Proposal for Creative	3			

	Communication Design				
ICD487	Degree Project for Creative Communication Design	3			
ICO301	Pre-Cooperative Education	3			
ICD388	Cooperative Education	3			

**Total: 81 Credits**

### 3. Free Electives: 6 credits

A minimum of 6 credit hours are required.

Code	Course	Credits	Credits Earned	Grade	Prerequisite
<b>Free Electives (6 Credits)</b>					
ICD390	Special Topics in Photography	3			
ICD391	Special Topics in Interactive Design	3			
ICD392	Independent Study	3			
ICD393	Special Topics in Design	3			
ICD394	Special Topics in Animation and Moving Image	3			
ICD395	Visual Effects for Moving Image	3			
ICD396	Sound Design	3			
ICD397	Collaborative Design Project	3			
ICD398	Character Design	3			
ICD399	Type Design	3			

**Total: 6 Credits**

# **Regular/Cooperative Track**

# Creative Communication Design

## Year 1

### First Semester

Course Number	Course Title	Credits					
		1/1		1/2		2	
		Regular	Cooperative	Regular	Cooperative	Regular	Cooperative
IEN106	The Art of Writing			3	3		
IGE011	Thinking Skills for Lifelong Learning			3	3		
IGE012	Citizenship in Social and International Community			3	3		
ICD151	History of Art and Design			3	3		
ICD161	Materials Process and Drawing			3	3		
ICD162	Principles of Design			3	3		
				18	18		

### Second Semester

Course Number	Course Title	Credits					
		1/1		1/2		2	
		Regular	Cooperative	Regular	Cooperative	Regular	Cooperative
IGE013	Technology and Innovation for the Future			3	3	3	3
IGE014	Aesthetics and Well-being for Life			3	3	3	3
IGE015	Entrepreneurial Spirit and Financial Literacy			3	3	3	3
ICD152	Visual Culture and Communication Design			3	3	3	3
ICD171	Digital Image Design			3	3	3	3
ICD172	Digital Photography			3	3	3	3
IEN106	The Art of Writing					3	3
		0	0	18	18	21	21

# Regular Track

## Creative Communication Design

Year 2

First Semester

Course Number	Course Title	Credits					
		1/1		1/2		2	
		Regular	Cooperative	Regular	Cooperative	Regular	Cooperative
IGE011	Thinking Skills for Lifelong Learning					3	
IEN107	Critical Reading and Writing			3	3	3	3
ICD253	Professional Development for Design Entrepreneurs			3	3	3	3
ICD254	Psychology for Design			3	3	3	3
ICD263	Typography and Composition Design			3	3	3	3
ICD264	Branding Design			3	3	3	3
ICD273	3 Dimensional Modeling Design			3	3	3	3
	Free Elective				3		3
		0	0	18	21	21	21

Second Semester

Course Number	Course Title	Credits					
		1/1		1/2		2	
		Regular	Cooperative	Regular	Cooperative	Regular	Cooperative
IEN108	Persuasive Presentation			3	3	3	3
ICD255	Contemporary Visual Semiotics			3	3	3	3
ICD265	Editorial and Digital Publication Design			3	3	3	3
ICD274	3 Dimensional Design for Animation			3	3	3	3
ICD275	Digital Painting and Illustration			3	3	3	3
ICD281	Creative Time-based Communication Design			3	3	3	3
ICD358	Ethics, Intellectual Property Law, and Professionalism				3		3
		0	0	18	21	18	21

# Regular Track

## Creative Communication Design

Year 3

First Semester

Course Number	Course Title	Credits					
		1/1		1/2		2	
		Regular	Cooperative	Regular	Cooperative	Regular	Cooperative
IGE 012	Citizenship in Social and International Community					3	
ICD356	Design Management and Digital Marketing			3	3	3	3
ICD357	Design Research in Creative Communication Design			3	3	3	3
ICD366	Graphic Design for Packaging			3	3	3	3
ICD376	Motion Graphics Design			3	3	3	3
ICD377	Design Technology Innovation			3	3	3	3
ICD382	Creative Graphic Communication Design			3	3	3	3
ICO301	Pre-Cooperative Education				3		3
		0	0	18	21	21	21

Second Semester

Course Number	Course Title	Credits					
		1/1		1/2		2	
		Regular	Cooperative	Regular	Cooperative	Regular	Cooperative
ICD358	Ethics, Intellectual Property Law, and Professionalism			3		3	
ICD367	Information and Experience Design			3		3	
ICD368	Creative Advertising			3		3	

ICD383	Communication Design for Creative Agencies			3		3	
	Free Elective			3		3	
ICD388	Cooperative Education				6		6
		0	0	15	6	15	6

### Summer Semester

Course Number	Course Title	Credits					
		1/1		1/2		2	
		Regular	Cooperative	Regular	Cooperative	Regular	Cooperative
ICD358	Internship for Creative Communication Design			3		3	
		0	0	3	0	3	0

# Regular Track

## Creative Communication Design

Year 4

First Semester

Course Number	Course Title	Credits					
		1/1		1/2		2	
		Regular	Cooperative	Regular	Cooperative	Regular	Cooperative
IGE011	Thinking Skills for Lifelong Learning						3
IGE 012	Citizenship in Social and International Community						3
ICD469	Content Creation for Creative Communication Design			3	3	3	3
ICD478	Non-coding Platform for Creative Communication Design			3	3	3	3
ICD485	Creative Experimental Communication Design			3	3	3	3
ICD486	Degree Project Proposal for Creative Communication Design			3	3	3	3
	Free Elective			3	3	3	3
		0	0	15	15	15	21

Second Semester

Course Number	Course Title	Credits					
		1/1		1/2		2	
		Regular	Cooperative	Regular	Cooperative	Regular	Cooperative
ICD487	Degree Project for Creative Communication Design			6	6	6	6
ICD367	Information and Experience Design				3		3
		0	0	6	9	6	9

## Student's Academic Record

<b>Year</b>	<b>Semester</b>	<b>GPA</b>	<b>CUM. GPA.</b>	<b>Remark</b>
1	First Semester			
	Second Semester			
	Summer Term			
2	First Semester			
	Second Semester			
	Summer Term			
3	First Semester			
	Second Semester			
	Summer Term			
4	First Semester			
	Second Semester			
	Summer Term			
5	First Semester			
	Second Semester			
	Summer Term			
6	First Semester			
	Second Semester			
	Summer Term			
7	First Semester			
	Second Semester			
	Summer Term			
8	First Semester			
	Second Semester			
	Summer Term			