



**BANGKOK
UNIVERSITY
INTERNATIONAL**

Knowledge with Virtue

2024

Degree Plan

Bachelor of Arts (B.A.)

Creative Communication Design

Student's Name

Student's ID No.

Student's Manual

Table of Contents

Topics	Page
Where to Go for Help	4-5
Grade Point Average Computation	6-11
Academic Regulations	12
Plagiarism Policy	13-14
Code of Conduct	15-16
Curriculum	17-23
Regular/Cooperative Track	24-33
Course Description	34-42

Where to Go for Help

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

Location of Contact Person

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

1st 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>

$$\text{Grade point average of the 1}^{\text{st}} \text{ semester} = \frac{51}{18} = 2.83$$

Example

2nd 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>

$$\text{Grade point average of the 2}^{\text{nd}} \text{ semester} = \frac{37.5}{15} = 2.50$$

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

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

Summer Session

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>
	6.		<u>18</u>

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

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

2. GPA Calculation for Withdrawn Courses

GPA calculation will not include the credits of withdrawn courses.

Example

1st 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>

$$\text{Grade point average of the 1st semester} = \frac{42}{15} = 2.80$$

Example

Courses	2 nd 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>

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

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

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

Course	Summer Session		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

1st 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+	1.5X 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>

$$\text{Grade point average of the 1}^{\text{st}} \text{ semester} = \frac{42}{18} = 2.33$$

2nd Semester

Course	Credits	Grade	Grade Points	
Principles of Economics	3	A	4 X 3	= 12
Critical Reading	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	C	2 X 3	= 6
Citizenship and Social Dynamics	<u>3</u>	B*	3 X 3	= 9
	<u>18</u>			<u>46.5</u>

$$\text{Grade point average of the 2}^{\text{nd}} \text{ semester} = \frac{46.5}{18} = 2.58$$

$$\text{Cumulative Grade point average of both 1}^{\text{st}} \text{ and 2}^{\text{nd}} \text{ semesters} = \frac{(42 + 46.5)}{(18 + 15)} = \frac{88.5}{33} = 2.68$$

* 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 Session

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>

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

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

* 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.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

Total Number of Credits	129 credits
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
Total	129 credits

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
------	--------	---------	----------------	-------	--------------

English Language (9 Credits)

IEN106	The Art of Writing	3			
IEN107	Critical Reading and Writing	3			
IEN108	Persuasive Presentation	3			

Integrated Professional Skills (15 Credits)

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
------	--------	---------	----------------	-------	--------------

Core Courses (18 Credits)

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			

Major Requirements (81 Credits)

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 Communication Design	3			
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
Free Electives (6 Credits)					
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

Program of Study
 Bangkok University International
 Bachelor of Arts Program in Creative Communication Design
 Academic Year 2024

First Year
 First Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
IEN 016	The Art of Writing	3	3		
IGE 011	Thinking Skills for Lifelong Learning	3	3		
IGE 012	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	0	0

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
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
IEN 016	The Art of Writing			3	3
		18	18	21	21

Summer Session

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
ICD151	History of Art and Design*			3	3
ICD162	Principles of Design*			3	3
ICD161	Materials Process and Drawing*			3	3
		0	0	9	9

Bachelor of Arts Program in Creative Communication Design
Academic Year 2024

Second Year
First Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
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
		18	21	21	21

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
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
		18	21	18	21

Bachelor of Arts Program in Creative Communication Design
Academic Year 2024

Third Year
First Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
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
		18	21	21	21

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
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
		15	6	15	6

Summer Session

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
ICD384	Internship for Creative Communication Design	3		3	
		3	0	3	0

Bachelor of Arts Program in Creative Communication Design
Academic Year 2024

Fourth Year
First Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
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
		15	15	15	21

Second Semester

Course Number	Course Title	Credits			
		August Intake		January Intake	
		Regular Track	Cooperative Education Track	Regular Track	Cooperative Education Track
ICD487	Degree Project for Creative Communication Design	6	6	6	6
ICD367	Information and Experience Design		3		3
		6	9	6	9

Student's Academic Record

Year	Semester	GPA	CUM. GPA.	Remark
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			

Course Description

Creative Communication Design

1. General Education 24 credits

English Courses

IEN106 The Art of Writing 3 (2 – 2 – 6)

Intensive practice in the writing of paragraphs and essays. Plan, write, and revise different types of essays, including narration, description, and exposition, with emphasis on the development of fluency, self-confidence, and ease with writing through free writing and peer reviewing.

IEN107 Critical Reading and Writing 3 (2 – 2 – 6)

A workshop on enhancing critical reading and writing skills. Build up vital skills for producing a critique of any reading materials, including how to identify main ideas and summarize texts, how to analyze author's intent, tone, bias, assumption, and intended audience, as well as how to spot propaganda, fake news and disinformation.

IEN108 Persuasive Presentation 3 (2 – 2 – 6)

In-depth training on persuasive presentation skills. Learn to plan and organize ideas, design and deliver convincing presentations, with emphasis on employing persuasion strategies, deploying effective arguments, and mastering body language, voice, and word choice, as well as creative audio-visual media.

Integrated Professional Skills Courses

IGE011 Thinking Skills for Lifelong Learning 3 (3 – 0 – 6)

Theories and practical thinking tools, practice critical thinking, creative and innovative thinking, analytical thinking, synthesis thinking and problem-solving thinking, including how to link and select appropriate thinking tools and effectively adapt to daily life, professional undertakings and lifelong learning

IGE012 Citizenship in Society and International Community 3 (3 – 0 – 6)

Concepts, traits, rights, duties and responsibilities of citizenship in Thai society, global society, and digital society, with ability to adjust and live happily with others while keeping abreast of and adapting themselves to societal changes which may affect livelihood and working life; awareness and cooperation at different levels among people of diverse cultures

IGE013 Technology and Innovation for the Future 3 (3 – 0 – 6)
Concepts, roles, awareness and adjustment to changes of the future and applications of various types of technology and innovation in knowledge acquisition and improvement of quality of life in a new normal society including ways to solve life complexity and challenges, and to enhance creative working life; impacts of technology and innovation on our livelihood, society and economics, and how to optimize and to protect the intellectual property arising from technology and innovation

IGE014 Aesthetics and Well-being for Life 3 (3 – 0 – 6)
How to live a meaningful life through various types of arts, recreational activities and sports; new perspectives for aesthetics of life that influence one's mind and how one may plan a path to success from one's passion

IGE015 Entrepreneurial Spirit and Financial Literacy 3 (3 – 0 – 6)
The development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur, opportunities to start and run a business with on the basis of ethics and moral grounds, how to effectively manage and make financial decisions, personal financial management and investment, including sustainable development, effective leadership skills development, teamwork, bold, prompt and well-informed decisions-making

2. Professional Education 99 credits

2.1 Core Courses 18 credits

ICD151 History of Art and Design 3 (3 – 0 – 6)
This course covers the history of western art and design from the 18th century to the end of World War II, the new era. Students will learn how philosophy, mainstream thought, society, technology, and the styles of art and design from different times all relate to each other. This will help them understand how style affects design work.

ICD152 Visual Culture and Communication Design 3 (3 – 0 – 6)
This course exposes students to visual language, a method of communication based on the use of visual components. The students will learn how to effectively convey their thoughts visually by using foundation design theory.

ICD161	Materials Process and Drawing	3 (1 – 4 – 4)
--------	-------------------------------	---------------

In this course, students will learn how to convey their creativity using different tools and materials to produce complex drawings that may be used in the creative communication design profession.

ICD162 Principles of Design 3 (1 – 4 – 4)

This course introduces students to the principles of design. Students will learn to work with composition design, color use, texture generation, and shape form creation using new methods for creative communication design, including 2D and 3D.

ICD171	Digital Image Design	3 (1 – 4 – 4)
--------	----------------------	---------------

This course examines theoretical exercises in foundation design as they are made using basic 2D digital tools. In the Lab, students will use different kinds of software to figure out which one gives them the best visual solution to a conceptual design issue.

ICD172	Digital Photography	3 (1 – 4 – 4)
--------	---------------------	---------------

This course offers an introduction to fundamental photography techniques and the management of related equipment and instruments. The technical aspects of cameras and lenses are addressed as the specifics of how a particular type of image can be created. Studio lighting is also explored as well as the development of the photographic subject.

2.2 Major Requirements 81 credits

ICD253	Professional Development for Design Entrepreneurs	3 (3 – 0 – 6)
--------	---	---------------

The major focus of this course is the link between entrepreneurial thinking and creative design thinking, which addresses the critical areas for successful growth in business. The students will learn about brand design, work models, and professional design, as well as the creation of a business model, and product-market fit knowledge. The emphasis will be on start-ups and small-scale production/design studios. This course will also look at outside sources for start-ups, which will help students understand where to seek money for design-related ventures.

ICD254	Psychology for Design	3 (3 – 0 – 6)
--------	-----------------------	---------------

The Psychology of Design course will combine psychological theories with design practices to enable students to learn what influences visual perception and how to manipulate users through design.

ICD255	Contemporary Visual Semiotics	3 (3 – 0 – 6)
In both design and non-design domains, this course focuses on the analysis of semiotics in contemporary new media and visual culture. Students will learn how to design for inclusion and how to adapt to different communities' dynamic standards.		
ICD263	Typography and Composition Design	3 (1 – 4 – 4)
This course explores the development of typography and a typographic foundation such as font family, font format, font personality, and font features. Students will learn how to create a compositional design using various typefaces to communicate ideas and meaning.		
ICD264	Branding Design	3 (1 – 4 – 4)
This course focuses on the study and application of identity design via research, analysis and syncing of information to set guidelines for creating a logo and a graphic element. Through creative and methodical development, company concepts and characteristics are communicated to target audiences.		
ICD265	Editorial and Digital Publication Design	3 (1 – 4 – 4)
This course emphasizes the study and practice of conventional and digital publication design styles. It focuses on the creation of text images that may transmit material creatively and properly according to the personality of the media.		
ICD273	3 Dimensional Modeling Design	3 (1 – 4 – 4)
This course serves to introduce the foundation of 3D modeling programs. The students will develop 3D constructions as a tool for both static and narrative media composition and production. Character creation fundamentals and environment architectures will be utilized as a steppingstone to 3D programming and skill acquisition. Students will learn how to create both theoretical and narrative projects in a 3D environment.		
CD274	3 Dimensional Design for Animation	3 (1 – 4 – 4)
3 Dimensional Design for Animation is a more complex and demanding use of 3D modeling and surroundings. This course builds upon the basis of 3D modeling abilities obtained in ICD273: 3 Dimensional Modeling Design and building as a tool for static and narrative media composition and production. Furthermore, animation will be performed inside these 3D settings. In a 3D environment, students are required to acquire a better understanding of 3D software, develop material, and conceptual projects that connect to their narrative project work.		

- ICD275 Digital Painting and Illustration 3 (1 – 4 – 4)
- This course focuses on the basic aspects of digital painting in relation to illustration. Students will develop their own visual styles by learning the creative process of storytelling via picture-making, such as conceptual thinking, visual narrative, compositional design, color and stylization, and so on.
- ICD281 Creative Time-based Communication Design 3 (1 – 4 – 4)
- The study and practice of creating time-based communications, such as media, video, animation, and sound with an emphasis on conceptual communication, storytelling, and the use of appropriate techniques, approaches, and tools.
- ICD356 Design Management and Digital Marketing 3 (3 – 0 – 6)
- In this course, students will acquire principles of marketing and strategic management skills connected with design management, such as consumer behavior, operation management, financial management, organization and human resource management, among other things.
- ICD357 Design Research in Creative Communication Design 3 (3 – 0 – 6)
- This course provides design research foundations and research proposal writing techniques. To create a design project, the student will learn how to compose a research methodology, research framework, research topic, literature review, data collecting strategy, data analysis, and summary.
- ICD358 Ethics, Intellectual Property Law, and Professionalism 3 (3 – 0 – 6)
- This course examines the social impact of IT-based technology in order to enhance professional and competency in the computer-related Thai/International Law job sector, as well as computer ethics. The course covers a historical investigation of ethics and gives a chance to discover why it is important to grasp the ethical consequences of our professional activity via research, presentations, and discussions. Global ramifications of technology, security, international law, personal responsibility, discrimination and harassment, computer crime, privacy, and intellectual property rights are all discussed.
- ICD366 Graphic Design for Packaging 3 (1 – 4 – 4)
- Students in this course will study and practice graphic design on packaging and other elements in packaging design by emphasizing communication and fostering uniqueness in many product categories.

- ICD367 Information and Experience Design 3 (1 – 4 – 4)
- This course explores graphic visual representations of information, data, or knowledge that are intended to deliver information in a concise and straightforward manner. Through a series of directed projects utilizing graphics, the generated assets enhance the human visual system's ability to see patterns and communicate to the viewer.
- ICD368 Creative Advertising 3 (1 – 4 – 4)
- In this course, students will learn the fundamentals of art direction in various fields such as graphic design, advertising, and film. The materials cover advertising history, typeface use, page layout, color usage, the art director's duties and so on.
- ICD376 Motion Graphics Design 3 (1 – 4 – 4)
- This course examines motion graphics as a time-based, visual narrative. Students will learn fundamentals of keyframing, applying effects over time, field and frame rendering, creating mattes, as well as the overall style of professional motion graphic production, which includes editing techniques, art direction, aesthetics and compositing and layering animated images.
- ICD377 Design Technology Innovation 3 (1 – 4 – 4)
- This course highlights the use of modern software products available on the market for the production of design materials products and services, which are vital for the industry.
- ICD382 Creative Graphic Communication Design 3 (1 – 4 – 4)
- Creative Graphic Communication Design
- The study and practice of graphic design in relation to the environment or the social innovation and sustainability design. The course focuses on collecting information and analyzing data to identify a concept, developing ideas, and analyzing data to create a unique solution to a particular issue.
- ICD383 Communication Design for Creative Agencies 3 (1 – 4 – 4)
- The study and practice of the professional work of the art director, creative director, or other related positions, such as graphics, photography, magazines, newspapers, packaging, films, and advertising.

ICD384	Internship for Creative Communication Design	3 (0 – 40 – 0)
Prerequisite: Foundation 6 courses and 20 major requirement courses		
This internship provides students with hands-on experience in the graphic design and digital media sectors as well as job market preparation. Students will submit status reports to an advising faculty during the internship.		
ICD469	Content Creation for Creative Communication Design	3 (1 – 4 – 4)
This course emphasizes the development of content creation and storytelling skills for creative communication design. Students will learn to write, compose, and tell stories for use in the communication design both online and offline.		
ICD485	Creative Experimental Communication Design	3 (1 – 4 – 4)
The study and use of experimental research design to foster creativity. In this course, students investigate, analyze, and synthesize theoretical data in order to construct projects that interest them.		
ICD478	Non-coding Platform for Creative Communication Design	3 (1 – 4 – 4)
Examine the software and platforms that are available on the market in order to produce visual design services from coding-related platforms without having to comprehend how to apply instructions to generate work in code, digital products.		
ICD486	Degree Project Proposal for Creative Communication Design	3 (1 – 4 – 4)
In this course, students conduct a research project of their interest and prepare a proposal for committee approval. After approval, the student works on research and revises the project proposal in accordance with the committee's advice. Students must obtain a minimum grade of "C" to complete this course.		
ICD487	Degree Project for Creative Communication Design	6 (0 – 0 – 16)
Prerequisite: ICD485		
This course is seen as a final and major growth result for students; it also relates and flows from ICD485 Degree Project Proposal for Creative Communication Design. Students will work on the approved project suggested in ICD485. To pass this course, students must get at least a "C" and complete a public display.		

ICO301 Pre-Cooperative Education 3 (3 – 0 – 6)

The study of the concept underlying the cooperative education system and the development of readiness and various skills, including job application letter writing, employer screening, job interview techniques, communication skill improvement, personality, teamwork, organizational culture, creative thinking techniques, report writing and presentation techniques, as well as entrepreneurship skills, recommended workplace practices, and workplace safety.

ICD388 Cooperative Education 6 (0 – 40 – 0)

Prerequisite: ICO 301

The study of actual work processes in a real-world business as an employee, with the goal of preparing students for their future careers in the most systemic way possible. The student will be given a full-time job at a place of business for at least one school term, or 16 weeks. The job is a quality one that provides opportunities for relevant work-integrated learning or project-based learning and helps the organization. The student's performance will be assessed by both the staff and the establishment. At the end of their cooperative education work assignment, the student will also have to give a report that summarizes how well they did.

3. Free Electives 6 credits

ICD390 Special Topics in Photography 3 (1 – 4 – 4)

This course focuses on various photographic practices, including landscape, architecture, nature, black and white, still life, experimentation, and lighting technique. The topic may be altered based on the interests of the students.

ICD391 Special Topics in Interactive Design 3 (1 – 4 – 4)

This course examines advanced topics in interactive design, such as physical computing, creative coding, interactive performance, and artificial intelligence for digital media, among others. The topic may be altered based on the interests of the students.

ICD392 Independent Study 3 (1 – 4 – 4)

Students in this course have the opportunity to engage in advanced study in a designated topic area under the supervision of a teacher.

ICD393	Special Topics in Design	3 (1 – 4 – 4)
	This course focuses on practicing certain design topics, such as experimental typography, experimental book design, experimental illustration, 2D board game, experimental animation, among others. The topic may be altered based on the interests of the students.	
ICD394	Special Topics in Animation and Moving Image	3 (1 – 4 – 4)
	This course focuses on specialized animation and moving image, such as storyboard for animation, stop motion, hand drawn animation, texture and lighting, and scripting for animation. The topic may be altered based on the interests of the student.	
ICD395	Visual Effects for Moving Image	3 (1 - 4 - 4)
	This course focuses on the production of visual effects for films and animation. Among the topics to practice are the visual effects workflow system, particle effects, adding special effects to films or animations, compositing, matte painting, and 3D tracking.	
ICD396	Sound Design	3 (1 - 4 - 4)
	This course focuses on the design and production of audio component tracks for graphic media. The development of ambient audio tracks for narratives, as well as techniques for editing and manipulating recorded speech to achieve effects will be covered.	
ICD397	Collaborative Design Project	3 (1 - 4 - 4)
	Practice designing and producing creative products in groups and/or in collaboration with other organizations or agencies. An emphasis is placed on practical training from real-world design issues.	
ICD398	Character Design	3 (1 - 4 - 4)
	Students will master the fundamentals of character development in this course. The focus is on single characters, designing their personalities, backgrounds, layout, and conceptual narrative for film, gaming, and animation.	
ICD399	Type Design	3 (1 - 4 - 4)
	In this course, the student will learn how to generate a font concept, how to translate the idea and draw a complete alphabet, including bold and italic variations, how to digitize alphabet sketches, and how to create a typeface in a typography software.	