

Communication Design Program

4 Years Structure

Communication Design Program

School of Architecture and Design, KMUTT

Name of Program

Bachelor of Fine Arts Program in Communication Design

Degree

Full name: Bachelor of Fine Arts (Communication Design), International Program

Abbreviate name: B.F.A. (Communication Design), International Program

The Objectives of the Program

This course aims to prepare graduating students for entry-level work as designers in the communication industries or in design- related fields. The course also provides the skills and knowledge necessary for further study in design and communication. Specifically, the course aims to

- provide students with a grounding in and mastery of the range of processes and practices necessary to work creatively and effectively in a professional environment
- provide students with the theoretical knowledge and intellectual abilities necessary for informed and reflective practice in communication design
- provide students with the general and transferable skills needed to work creatively and effectively with others in various professional context
- provide students with a thorough understanding of the various contexts – psychological, social, cultural, theoretical – that will inform their work as communication designers
- provide a comprehensive education through the English language programme, and to develop graduates who are oriented towards the international market as well as prepared to contribute to the culture, welfare and reputation of Thailand

Program Duration

Completion of required credits for full-time program are to be made within a period of 8 semesters or 4 academic years, but not exceeding 16 semesters or 8 academic years.

Curriculum

Total Program Credits **142 credits**

Curriculum Components

General Education Courses **31 credits**

- Health Courses 1 credit
- Integrative Courses 15 credits
- Language Courses 9 credits
- Elective Courses not less than 6 credits

Major Courses **105 Credits**

- Communication Design Project 12 Credits
- Communication Design Principles 24 Credits
- Theoretical, Historical and Cultural Contexts 18 Credits
- Methods and Approaches 6 Credits
- Tools, Technologies and Media 18 Credits
- Professional Context 18 Credits
- Communication Design Electives 9 Credits

Free Elective Courses **not less than 6 Credits**

Communication Design Program

Year 1

First Semester		
Code	Course	Credit*
ARC 115	Design Sketch	3(1-4-6)
ARC 117	Design Fundamentals I	4(1-6-8)
ARC 123	History of Art and Design	3(3-0-6)
LNG 105	Academic English for International Students	3(3-0-6)
GEN 121	Learning and Problem Solving Skills	3(3-0-6)
GEN 231	Miracle of Thinking	3(3-0-6)
Total		19(14-10-38)

Second Semester		
Code	Course	Credit*
ARC 116	Design Drawing	3(1-4-6)
ARC 118	Design Fundamentals II	4(1-6-8)
CMD 121	History of Communication Tools, Technology and Media	3(3-0-6)
GEN 111	Man and Ethics of living	3(3-0-6)
GEN 241	Beauty of Life	3(3-0-6)
LNG 106	Academic Listening and Speaking	3(3-0-6)
Total		19(14-10-38)

Year 2

First Semester		
Code	Course	Credit*
CMD 212	Communication and Visual Representation	4(1-6-8)
CMD 222	Theory of Communication	3(3-0-6)
CMD 231	Research Methodology for Communication Design	3(3-0-6)
CMD 242	Tools and Technology for Text and Image	3(2-2-6)
CMD xxx	Communication Design Elective I	3(x-x-x)
GEN xxx	Elective I	3(x-x-x)
Total		19(x-x-x)

Second Semester		
Code	Course	Credit*
CMD 213	Communication with Sequence, Sound and Motion	4(1-6-8)
CMD 223	Design, Media and Culture	3(3-0-6)
CMD 232	Design Methodology	3(3-0-6)
CMD 243	Combining Media	3(2-2-6)
CMD xxx	Communication Design Elective II	3(x-x-x)
GEN xxx	Elective II	3(x-x-x)
Total		19(x-x-x)

Year 3

First Semester		
Code	Course	Credit*
CMD 314	Communication and Interaction	4(1-6-8)
CMD 325	Psychology for Designers	3(3-0-6)
CMD 345	Simulation and Modeling	3(2-2-6)
CMD 351	Precedent Study	3(3-0-6)
GEN 351	Modern Management and Leadership	3(3-0-6)
XXX xxx	Free Elective I	3(x-x-x)
Total		19(x-x-x)

Second Semester		
Code	Course	Credit*
CMD 315	Communication with Form And Space	4(1-6-8)
CMD 326	Culture and Identities	3(3-0-6)
CMD 346	Post Production Technology	3(2-2-6)
CMD 352	Professional, Legal and Ethical Issue	3(3-0-6)
GEN 101	Physical Education	1(0-2-2)
LNG 107	Academic Reading and Writing	3(3-0-6)
CMD xxx	Free Elective III	3(x-x-x)
Total		20(x-x-x)

Year 4

First Semester		
Plan 1: Cooperative Study		
Code	Course	Credit*
CMD 401	Communication Design Project Preparation	3(0-6-6)
CMD 453	Cooperative Study	6(0-35-18)
CMD 454	Communication Design Seminar	3(0-6-6)
Total		12(0-47-30)

Plan 2: Communication Design Internship		
Code	Course	Credit*
CMD 401	Communication Design Project Preparation	3(0-6-6)
CMD 452	Communication Design Internship	3(0-35-18)
CMD 454	Communication Design Seminar	3(0-6-6)
CMD xxx	Communication Design Elective	3(x-x-x)
Total		9(x-x-x)

Second Semester		
Code	Course	Credit*
CMD 402	Communication Design Project	9(0-18-36)
CMD 455	Preparation for Professional Life	3(2-2-4)
XXX xxx	Free Elective II	3(x-x-x)
Total		15(x-x-x)

*Credit = Credit Hour (Lecture-Practice-Self Study)

Course Description

General Education Courses 31 Credits

Required Courses 25 Credits

Health Courses 1 Credit

GEN 101 Physical Education 1 (0-2-2)

Prerequisite: none

This course aims to study and practice sports for health, principles of exercise, care and prevention of athletic injuries, and nutrition and sports science, including basic skills in sports with rules and strategy from popular sports. Students can choose one of several sports provided, according to their own interest. This course will create good health, personality and sportsmanship in learners, as well as develop awareness of etiquette of playing, sport rules, fair play and being good spectators.

Integrative Courses 15 Credits

GEN 111 Man and Ethics of Living 3(3-0-6)

Prerequisite: none

This course studies the concept of living and working based on principles of religion, philosophy, and psychology by fostering students' morality and ethics through the use of knowledge and integrative learning approaches. Students will be able to gain desirable characteristics such as faithfulness, social responsibility, respect of others, tolerance, acceptance of differences, self-discipline, respect for democracy, public awareness, and harmonious co-existence.

GEN 121 Learning and Problem Solving Skills 3(3-0-6)

Prerequisite : None

This course aims to equip students with the skills necessary for life-long learning. Students will learn how to generate positive thinking, manage knowledge and be familiar with learning processes through projects based on their interest. These include setting up learning targets; defining the problems; searching for information; distinguishing between data and fact; generating ideas, thinking creatively and laterally; modeling; evaluating; and presenting the project.

GEN 231 Miracle of Thinking 3(3-0-6)

Prerequisite: none

This course aims to define the description, principle, value, concept and nature of thinking to enable students to acquire the skills of systematic thinking, systems thinking, critical thinking and analytical thinking. The Six Thinking Hats concept is included. Moreover, idea connection/story line and writing are explored. Examples or case studies are used for problem solving through systematic thinking using the knowledge of science and technology, social science, management, and environment, etc.

GEN 241 Beauty of Life 3(3-0-6)

Prerequisite : None

This course aims to promote the understanding of the relationship between humans and aesthetics amidst the diversity of global culture. It is concerned with the perception, appreciation and expression of humans on aesthetics and value. Students are able to experience learning that stimulates an understanding of the beauty of life, artwork, music and literature, as well as the cultural and natural environments.

GEN 351 Modern Management and Leadership 3(3-0-6)

Prerequisite: none

This course examines the modern management concept including basic functions of management—planning, organizing, controlling, decision-making, communication, motivation, leadership, human resource management, management of information systems, social responsibility—and its application to particular circumstances.

Language Courses 9 Credits

LNG 105 Academic English for International Students 3(3-0-6)

Prerequisite: none

The course aims at developing academic English skills necessary for learners in an international program. The learning and teaching involves the integration of the four language skills, thinking skills and autonomous learning. In terms of reading, the course focuses on academic reading, reading for main ideas, summarizing skills, critical reading and interpretation skills. In terms of writing, the emphasis is on process writing and academic writing to enable learners to effectively use the information gained from reading to support their statements, and to use appropriate citation to avoid plagiarism. Learners are also going to use dictionaries, grammar books, and appropriate information and communication technology to assist their writing. In terms of speaking, the focus is on impromptu situations, oral presentation, and the sharing and exchanging of ideas on issues related to the learners' content areas. In terms of listening, the focus is on listening to English lectures and taking notes.

LNG 106 Academic Listening and Speaking 3(3-0-6)

Prerequisite: none

This course aims at developing academic listening and speaking skills necessary for learners in international programs. The teaching and learning styles involve an integration of English with content areas related to the learners' fields. The course aims to enable learners to be able to listen to English lectures in their fields, ask and appropriately respond to questions, share ideas and express opinions, and read and summarize text. Learners will discuss and lead a discussion, make an effective oral presentation, and actively participate in the session.

LNG 107 Academic Reading and Writing 3(3-0-6)

Prerequisite : none

The course aims at developing academic reading and writing skills necessary for learners in international programs. The teaching and learning styles involve an integration of English into learners' content areas to enable them to read academic articles in their chosen fields. Learners will be able to extract main points from the text, purposefully select required information to support their writing, write different forms of reports in their fields, use information obtained from reading and their own experiment in writing an essay, and effectively use references and citations throughout the writing process.

Elective 6 Credits

Select from GEN xxx courses or LNG xxx courses

Major Courses 102 Credits

Communication Design Project Group

9 Credits

CMD 401 Communication Design Project Preparation 3 (0-6-6)

Prerequisite: CMD 315

Preparation for Communication Design Project CMD402. Development of an intellectual, formal and pragmatic framework.

CMD 402 Communication Design Project 9(0-18-18)

Prerequisite: CMD 401

Self-directed project contextualized in various ways: theoretically, professionally and culturally.

Communication Design Principle Group

24 credits

ARC 117 Design Fundamentals I 4 (1-6-8)

Prerequisite: none

This course introduces the practical relevance of a set of nine design principles including Proportion, Asymmetry, Figure & Ground, Transformation, Chance, Dot/Line/Plane, Module, and Idea/Concept/ Reflexivity through structured day-length exercises in combinations of drawing, two-dimensions and three-dimensions. This class emphasizes on skills development, conceptual understanding and good working practice. The assessment is done via brief presentations and teacher advice.

ARC 118 Design Fundamentals II 4 (1-6-8)

Prerequisite: ARC 117

This course introduces visual thinking methodology: Idea/s – Development – Concept – Outcome/Evaluation, via speculative visual thinking practical assignments involving variable combinations of two dimensions and three dimensions. This class emphasizes on ideas generation, creative thinking, critical evaluation, skills transference, and development across a range of situations. Assignment work is a discussion and evaluation via presentations and critical forum.

CMD 212 Communication and Visual Representation 4 (1-6-8)

Prerequisite: ARC 118

Visual representation in human communication. Ways in which objects, people, events, processes and ideas can be represented visually.

CMD 213 Communication with Sequence, Sound and Motion 4 (1-6-8)

Prerequisite: CMD 212

Audiovisual communication artifacts and systems. Principles of design with motion and sequence sound. Narrative techniques.

CMD 314 Communication and Interaction 4 (1-6-8)

Prerequisite: CMD 213

Development of a personal creative methodology. Critical analysis, reflection of initial concepts, expressed as communication and interactive forms. Development of a strong sense of individual creative identity.

CMD 315 Communication with Form and Space 4 (1-6-8)

Prerequisite: CMD 314

Creative methodologies developed in Communication and Interaction. The relationship between Form and Space. Multiple interpretations including cultural, social and environmental issues expressed through design practice. Integration with Post Production Technology course. Development of project presentational skills.

Theoretical, historical and cultural contexts 18 Credits

ARC 123 History of Art and Design 3 (3-0-6)

Prerequisite: none

This course introduces art historical chronology from early civilizations through to contemporary period in relation to theoretical relevance of nine key principles of design; Proportion; Asymmetry; Figure & Ground; Transformation; Chance; Dot/Line/Plane; Module; Idea/Concept/ Reflexivity. Material is imparted through a combination of lectures, documentary films and illustrated presentations. The written assignments should illustrate a combination of researched art history and individual observation of design principles in relation to local environment.

CMD 121 History of Communication Tools, Technology and Media 3 (3-0-6)

Prerequisite: None

History of communication and development of communication tools, technology and media. Impact on society and culture based on a series of case studies.

CMD 222 Theory of Communication 3 (3-0-6)

Prerequisite: none

Theories of human communication and design. Information, semiotic, rhetorical and cognitive models of communication.

CMD 223 Design, Media and Culture 3 (3-0-6)
Prerequisite: none
Culture from contemporary and historical perspectives. Theories and analysis of material and visual culture. Design as a mode of cultural production.

CMD 325 Psychology for Designers 3 (3-0-6)
Prerequisite: None
Psychological influence on individual's choices and aspects of design creativity. Psychology of consumer behavior. Relationship between environment and psyche.

CMD 326 Culture and Identities 3 (3-0-6)
Prerequisite: None
Theories of culture and identity within social sciences and psychology.

Methods and Approaches Group 6 Credits

CMD 231 Research Methodology 3 (3-0-6)
Prerequisite: none
Appropriate research methods for communication design. Visual exploration, research and development of ideas. Design as a tool of inquiry and means of ideation.

CMD 232 Design Methodology 3 (3-0-6)
Prerequisite: none
Creative design processes. Reflective writing and verbal and visual presentations.

Tools, Technology and Media Group 18 Credits

ARC 115 Design Sketch 3 (1-4-6)
Prerequisite: none
Varying approaches to freehand drawing are offered to enhance awareness of the world and gain visual confidence. The course includes exercises in still life, figure drawing, and perspective sketching to expose the students to various ways of seeing. Students learn to draw form, objects, and objects in space. The course explores positive and negative space, edges and contours, and the effects of light and shadow. Proportion, details observation, awareness of space and surrounding, and creative problem solving will also be exercised. Media used includes: pencil, pen and ink, charcoal, crayon, pastels and colored pencil.

ARC 116 Design Drawing 3 (1-4-6)
Prerequisite: ARC 115
This course introduces the use of drafting tools, measurement and scale, and typography and lettering. The skills and knowledge include projection drawings: plan, elevation, section, oblique, axonometric, isometric, external view of one and two point perspectives, internal view of one and two point perspectives, and shade and shadow construction of orthographical projected drawing and perspectives. The above drawings projection can be used for research, analysis and representation.

CMD 242 Tools and Technology for Text and Images 3 (2-2-6)

Prerequisite: none
Analogue and digital tools. Manipulation and production of typographic artifacts and media. Technological and formal aspects of typography and imagery.

CMD 243 Combining media 3(2-2-6)
Prerequisite: none
Tools and techniques of audio-visual sequences. Fundamentals of digital software, hardware and related analogue techniques. Key processes, structure and roles in professional contexts.

CMD 345 Simulation and Modeling 3 (2-2-6)
Prerequisite: none
Creation of 3D models and prototypes. Ways of simulating objects, environments and experiences using both analogue and digital media. Use of materials and structures as media for development of ideas, and use of models and simulations as tools for planning and realizing projects.

CMD 346 Post Production Technology 3 (2-2-6)
Prerequisite: None
The study of the various areas of postproduction introduces film, video, print and spatial design. The class emphasizes the development of professional standards of postproduction, presentation and packaging of creative work.

Professional Context Group 18 Credits

CMD 351 Precedent study 3 (3-0-6)
Prerequisite: none
Range of possible career directions for communication designers in Thailand and South East Asia. Preparation for the forthcoming Cooperative Study/ Internship.

CMD 352 Professional, Legal and Ethical Issue 3 (3-0-6)
Prerequisite: none
Professional, legal and ethical issues relevant to professional design practice.

CMD 452 Communication Design Internship3(S/U)
Prerequisite: none
Two month internship and study experience in communication design-related industries and organizations.

CMD 453 Cooperative study 6 (0-35-18)
Prerequisite: none
Four month working and study experience in communication design-related industries and organizations.

CMD 454 Communication Design Seminar 3 (0-6-6)
Prerequisite: None
Student-led discussions critiquing ideas and practices in CMD 401 Communication Design Project Preparation. Emphasizes reflective practice and integration of theory and practice. Sharpens expertise in presentation and argumentation.

CMD 455 Preparation for Professional Life 3 (2-2-6)

Prerequisite: None
Structured reflection of post-program futures. Synthesis of academic, professional and personal program experiences. Articulate personal goals and objectives.

Communication Design Electives
9 Credits

CMD 214 Corporate Identity and Brand Strategy 3 (2-2-6)

Prerequisite : None
Design for corporate and brand identity. Historical and social contexts of branding. Role of design in the formation and functions of identities and brands.

CMD 215 Typographic Communication 3(2-2-6)

Prerequisite: none
Typographic treatments within complex textual system. Content and typography, and organization of textual information.

CMD 316 Introduction to Packaging Design 3(2-2-6)

Prerequisite: None
Introduction to theory and practice of packaging design. Relationship between product, package, display and user. Exploration of emerging technological and existing production contexts.

CMD 317 Advanced Practice in Motion and Sound 3(2-2-6)

Prerequisite : CMD 213
Introduction to motion and sound media. Understanding of design and communication. Practice advanced technique for combining sound and image. Experimental techniques for sound and video recording. Explore audio visual genres.

CMD 318 Game Design 3(2-2-6)

Prerequisite: None
Introduction to theory, concept development and practical techniques of game design.

CMD 333 Screenwriting 3(1-4-6)

Prerequisite: None
Synopsis, treatment, characterization, dialogue, visual writing, story paradigm, storytelling strategies, narrative structure theories for screen writing.

CMD 347 Cinematography 3(1-4-6)

Prerequisite: None
Fundamental principles of visual storytelling. Focus on framing, lighting, vantage point and continuity style of filming and staging. Technical issues specific to electronic cinematography; colors space, compression schemes and digital workflow.

CMD 361 Special Topic Study I 3 (1-4-6)

Prerequisite : None
Special study about Communication Design topic that adjusted to individual needs.

CMD 362 Special Topic Study II 3 (1-4-6)

Prerequisite : None
Special study about Communication Design topic that adjusted to individual needs.

CMD 363 Special Topic Study III 3 (1-4-6)

Prerequisite : None
Special study about Communication Design topic that adjusted to individual needs.

CMD 461 Interface Design 3 (2-0-6)

Prerequisite: None
Introduction of design interfaces for digital services; E-commerce, information sites, networked appliances, services, and mobile technology.

CMD 462 Media Studies 3 (3-0-6)

Prerequisite: None
Theoretical methods for analyzing and understanding mass media. Thematic analysis, rhetorical studies and semiotics in TV film and Press.

CMD 463 Independent Study 3 (1-4-6)

Prerequisite: None
Self-directed topic of study.

CMD 464 Information Architecture and Design 3 (1-4-6)

Prerequisite: None
Process of realization, contextualization and visualization of functionality, information, and user interaction design concept in the context of digital media.

CMD 465 Advanced Practice in Photography 3 (1-4-6)

Prerequisite: None
Advanced aesthetic and technical practices. Introduction of black and white darkroom techniques, studio lighting, digital workflow and post-processing.

CMD 466 Signage and Wayfinding Design 3 (1-4-6)

Prerequisite: None
Introduction of safety code, building code, fire code, ADA code, schematic design, sign typography, site analysis, material selection, and installation techniques.

CMD 467 Advertising Design 3 (1-4-6)

Prerequisite: None
Introduction of art directing and copywriting in advertisement; TVC, radio spot and print media.

IND 339 Photography 3 (1-4-6)

Prerequisite: none
Principles of Photography. Processes of Photography. Tools and techniques exploration. Artistic and aesthetic self-expression through photography.

Free Elective Courses not less than 6 Credits