Albert Laurence School of Communication Arts

Student Manual:

Department of
Creative Communication Design

2022 Curriculum

Student Manual Revision May 2025

Table of Contents

Overview

Bachelor of Fine and Applied Arts in Creative Communication Design is an international design curriculum for the next generation that integrates art and design practices, creative vision, and interaction technologies. Students gain professional practice through real case studies in digital imagery and graphic design while applying marketing experiences into creative businesses. The program inspires students to become resourceful designers engaged in visual communication through real-world design opportunities and entrepreneurship in response to social responsibility and contemporary culture in the digital age.

The program aims to develop the ability to articulate a creative vision and communicate ideas visually by exploring the relationship between design, business, society, technology, and culture. Students with a communication design degree will be creative and highly adaptable practitioners in the ever-changing field of design.

Creative Communication Design department offers two major concentrations:
1. **Digital Imagery** – explores the art of moving image and focuses on the technological tools and creative skills required in the fields of film, animation and game design
2. **Graphic Design** – focuses on a commercial art practice to create compelling graphic identities and multi-dimensional branded experiences

CCD supports the creative process and professional development through real-world design opportunities and entrepreneurship in response to social responsibility and contemporary culture in the digital age. Graduates of the program will leave Albert Laurence School of Communication Arts prepared to forge careers in the creative design space.

Teaching and Learning Philosophy

The undergraduate program in Creative Communication Design provides a multidimensional approach to education, fostering practical and theoretical knowledge essential for success and leadership in the emerging creative economy. The program cultivates creative thinking, along with social and cultural awareness, through real-world design opportunities.

CCD majors work in dedicated studios in Albert Laurence School of Communication Arts, where they have access to a wide array of digital and traditional resources and specialized facilities. Each year visiting artists, designers, and critics spend time with students offering alternative design perspectives from around the world. Design coursework is complemented by a series of professional design competitions, art and design fieldtrips, as well as collaborations within and beyond the discipline.

Program Learning Outcomes (PLOs)

PLO1 – Implement design principles for organization, impact and communication.
SubPLO 1.1 – Implement 2-dimensional design principles by applying practical methodology to the task.
SubPLO 1.2 – Implement 3-dimensional design principles by applying practical methodology to the task.

PLO2 – Demonstrate an understanding and competency of technical skills in relevant applications of tools and technology.
SubPLO 2.1 – Demonstrate competency of technical skills in traditional media applications and practice.
SubPLO 2.2 – Demonstrate competency of technical skills in digital media applications and practice.

PLO3 – Apply creative design strategies to formulate flexible and practical design solutions.
SubPLO 3.1 – Use key components of visual literacy to any visual communication problem.
SubPLO 3.2 – Use marketing research, conceptualization, and problem-solving strategies to formulate optimal outcomes in visual branding.

PLO4 – Apply effective professional design practice and management within a collaborative environment.
SubPLO 4.1 – Implement design entrepreneurship with business practices that establish a competitive advantage in the global marketplace for creative industries.
SubPLO 4.2 – Demonstrate the ability to work effectively in interdisciplinary organizations.

PLO5 – Analyze art and design resources of diverse form, content, periods and cultures to enhance design thinking.

PLO6 – Create dynamic visual communications which utilize the mechanics of storytelling.
SubPLO 6.1 – Create character development and visual languages to support narrative forms of expression.
SubPLO 6.2 – Create dynamic visual communications which utilize effective composition, visual form, and sequence structure.

PLO7 – Analyze the importance of global citizenship for a broader community by utilizing communication strategies and addressing ethical issues in professional design practice.

PLO1 Design Principles and Foundations	**SUBPLO 1.1** 2-Dimensional
	SUBPLO 1.2 3-Dimensional
PLO2 Formal and Technical Production	**SUBPLO 2.1** Traditional media
	SUBPLO 2.2 Digital media
PLO3 Creative Design Strategies	**SUBPLO 3.1** Visual literacy
	SUBPLO 3.2 Marketing, conceptualization, problem-solving
PLO4 Professional Design Practice Collaboration	**SUBPLO 4.1** Design entrepreneurship
	SUBPLO 4.2 Interdisciplinary skill
PLO5 Art and Design History Cultural Contexts	-
PLO6 Visual Content & Communication Storytelling	**SUBPLO 6.1** Character, Narrative
	SUBPLO 6.2 Composition, Sequence Structure
PLO7 Language and Communication Design Impact & Ethical Concerns	-

Learning Experience

1st Year
Establish a strong foundation of art and design fundamentals and business orientation, from which to develop excellence in creative problem solving. Explore and discover a range of art and design concepts, skills, and critical practices to all creative challenges.

2nd Year
Build a range of analytical, formal, sensory, and technical design experiences. Investigate visual literacy and engage with studio practice, visual culture, and professional practice in communication design.

3rd Year
Advance on design applications and entrepreneurship with a range of electives in specific areas of graphic design and digital imagery. Enhance professional design practice and network in an internship to gain industry-ready skills and experience from a full spectrum of creative employment.

4th Year
Apply a comprehensive theoretical and practical visual understanding in conceptual development, design execution, technical production, and aesthetic creation in a mentored independent study. Demonstrate professional and effective design processes and strategies that connect and advance a career in the creative design industry.

Career Opportunities

Graduates of the BFA Creative Communication Design take on roles of creative agencies, tech giants, start-ups, and cultural institutions.

Digital Imagery alumni make their mark as creative professionals in a wide range of 2D and 3D techniques to invent new realities and conceptualize within the parameters of a given story. They work in the field of animation, film, video games, and advertisement as entrepreneurs or at award-winning studios. Potential career paths are Animator, Traditional Animator, Director, Character Designer, 3D Modeler, Storyboard Artist, Animatic Artist, Conceptual Artist, Motion Graphic Designer, Digital Artist, Film Compositor, SLR Artist, Environment Design Artist, Texture Artist, and Compositor.

Graphic Design graduates leave ABAC prepared to work in a wide range of individual paths, including running their own design studios, working for large corporations, and specializing in both physical (print, objects, and environments) and virtual (interactive and time-based media) design areas. Potential career paths are Graphic Designer, Editorial Designer, Lettering and Type Designer, Brand Identity Designer, Package Designer, Environmental Graphic and Exhibition Designer, New Media and Interactive Designer, Illustrator, Photographer, UI & UX Designer, Advertising Graphic Designer, Producer, Motion Graphic Designer, and Printmaker.

University Rules & Regulations
I. Student Uniform
Student uniform is mandatory for official and formal occasions as follows:
1. In the examination room
2. In Business & Professional Ethics Seminar (BG1403)
3. Formal occasions e.g. Wai-Kru Day, Orientation Day, Last Orientation
and Commencement Day
4. In all classrooms assigned by the faculties

Student Uniform for MALE students:
1. Plain white, short or long sleeve shirt. Sleeves may not be turned up. Shirt must be tucked into trousers. A university necktie must be worn properly.
2. Black trousers (Slack)
3. Black or dark brown belt with university buckle
4. Plain black leather shoes

Student Uniform for FEMALE students:
1. Plain white, short sleeve blouse. Blouse should t properly. University buttons are attached, and the university pin is worn on the left side of the blouse. Blouse must be tucked into skirt.
2. Black straight skirt at knee length
3. Black or dark brown belt with university buckle
4. Plain black leather closed shoes

POLITE DRESS is allowed on the following occasions:
1. In the regular classroom
2. Whenever entering the campus vicinity, except university dormitories and sports complex at Suvarnabhumi Campus

Polite Dress for MALE students:
1. White or light colored short or long sleeve shirt. Shirt must be tucked into trousers neatly.
2. Plain black, grey, blue or brown slacks
3. Dark colored or white closed shoes or sport shoes (polite color)

Polite Dress for FEMALE students:
1. White or light colored short or long sleeve blouse. Blouse must be tucked into skirt neatly.
2. Black or blue knee length skirt, polite style
3. Dark colored closed shoes, sling back court shoes, or sport
shoes (polite color)

CASUAL DRESS is allowed during summer session or university holiday. However when it is scheduled as midterm, Final exam or test, student is required to wear uniform.

Casual dress for MALE students:
1. Shirt, polo shirt, collar shirt or T-shirt (not singlet)
2. Long pants not ragged jeans
3. Closed shoes, strap shoes or sport shoes

Casual dress for FEMALE students:
1. Blouse exclude singlet, single strap, strapless, sleeveless or over fitting blouse
2. Long pants or skirt (not too short)
3. Closed shoes, strap shoes or sport shoes

II. Withdrawal

Students may withdraw (drop) officially from a course, or all courses during the first two weeks without any penalty. Thereafter, until the final day of withdrawals as indicated in the University calendar, students will receive "W" grades. An official withdrawal must be carried out in person at the Office of the Registrar by the student himself/herself (not by someone else on his/her behalf). Failure to withdraw officially will result in a "WF" grade.

III. Probation

Students who obtain a cumulative GPA of less than 2.00 (1.99-1.50) but above the limits set for dismissal from the University will be put on probation, except during the first semester of the freshman year.

IV. Dismissal

Undergraduate students will be dismissed from the University under the following conditions:
• obtaining a cumulative GPA of less than 1.50 at the end of any semester except the first semester of the freshman year
• obtaining a cumulative GPA of less than 1.75 for two consecutive semesters except the first semester of the freshman year
• obtaining a cumulative GPA of less than 2.00 for four consecutive semesters except for the first semester of the freshman year. However, in certain cases, the President, in consideration of a student's potential to improve his/her academic performance and eventually graduate, may grant special permission for the student to carry on his/her studies at the University on probation condition.

Honor System Requirement

The University, wishing to provide recognition to exceptional students, has established an Honors System. Undergraduate students are given awards for achievement measurable in grades beginning with semester grades and ending with cumulative grades until graduation.

Graduation with Honors

Undergraduate students maintaining a high scholastic average are eligible for graduation with the following Honors:

Award	Cumulative GPA
Summa Cum Laude	3.80 – 4.00
Magna Cum Laude	3.50 – 3.79
Cum Laude	3.25 – 3.49

Requirements for Graduation with Special Honors and Awards:
• Have fulfilled all the requirements for graduation within 4 years(5 years for Architecture)
• Have not been placed on probation in any condition
• Have not received a grade lower than 'C' for any course and / or "U" for non credit courses
• Transfer students must have taken all the third and fourth year courses (or 72 credits) at Assumption University
• Students who have graduated with a cumulative GPA of 3.25 or higher, regardless of a grade lower than "C" or "U" for non credit courses, or those who completed all requirements within 5 years of study for all 4-year under- graduate programs; and within 6 years for the Architecture Program, are entitled to obtain an Award of Academic Excellence.

CA Academic Advising

The CA Advising Period is held during the last month of every semester.
Students are required to:
1. Schedule an appointment during the advising period (Semester 1: September / Semester 2: February)
2. Prepare the study plan for the next semester
3. Discuss academic performance and any problems or concerns
4. Check criteria for registration approval:
• English & Professional Ethics Seminar course requirements fulfilled
• Probation students (GPA < 2.0) are not allowed to take more than 12 credits
• General courses set as first priority to take
• Should not study 2 practical (studio) courses during the same day if possible *(*case to case basis)*

Students who fail to meet the advisor will be not allowed to register for the next semester during the online registration period through AU Spark.

AU Registration & Payment System

AU SPARK is provided for Assumption University's students. It allows students to access the academic information, class schedule and exam schedule. AU SPARK also provides both registration & payment feature.

Students are required to:
1. Key-in courses as assigned by the advisor. Should there be any necessary changes, students are required to inform and discuss with the advisor. The advisor must approve the online registration. Any student found adding subjects and/or changing sections not approved by the advisor, will be denied access to online registration. Failure to register online will result in late registration.
2. Payment through the AU E-Payment system during the appointed date and time (www.auspark.au.edu). Students who fail to make the required payment will result in registration cancellation and will be considered as late registration.

I. Late Registration

Students who are absent during the CA Advising Period and fail to gain approval by the advisor must meet the advisor on the late registration day (first day of the semester). A late registration fee will be issued. Students who do not come on time will not be allowed to take any courses in that semester.

II. Add/Delete/Change Section

Students who would like to add, delete or change sections of registered subjects may do so during the first week of a semester.
• Add/Delete/Change section for Department courses – contact and obtain approval by the lecturer of the course/section. Once approved, students must contact the registrar office one working day after for payment.
• Add/Delete/Change section for Non-Departmental courses - contact the registrar office

III. Maximum Course / Credit Loads Per Semester

Cumulative GPA	Credits Load
1. GPA 2.00 – 4.00 (according to study plan)	22 Credits
2. GPA 1.99 and below	13 Credits
Graduating Students	
3. GPA. 2.00 – 4.00	22 Credits
4. GPA. 1.99 and below	16 Credits

Over Credits (24-credit petition for normal semesters and 9-credit petition for summer) will be allowed for students with:
• GPA over 3.00
• Studying in the final semester (*not applicable if students still have summer semester)

IV. Prerequisite
Course prerequisites must be fulfilled before registration for subsequent course. Courses preregistered / registered with non-fulfilled prerequisites will be automatically deleted without notice.

V. Tuition Fee Refund Regulation
Refund/withdrawal regulations within the first 2 weeks of the semester without record in transcript.

In case of 50% Tuition Fees Refund:
• Subject(s) /section(s) change due to personal preference
• Personal intention of leave or absence from class
• Prerequisite courses as the result of personal carelessness
• Mid-term / Final examination time conflict
• Graduating students exempted

In case of 100% Tuition Fees Refund:
• Retired status
• On probation status as the result of late grade release
• Prerequisite courses as the result of late grade release
• Class schedule / Exam Time conflict due to administrative change after registration
• Subject(s) / section(s) closed

Student Evaluation Criteria
I. Grading System

GRADE	MEANING	POINT VALUE	PROJECT MARKS
A	Excellent	4.00	90 – 100
A-	Almost Excellent	3.75	85 – 89
B+	Very Good	3.25	80 – 84
B	Good	3.00	75 – 79
B-	Fairly Good	2.75	70 – 74
C+	Fair	2.25	65 – 69
C	Satisfactory	2.00	60 – 64
C-	Minimum Satisfactory	1.75	55 – 59
D	Poor	1.00	0 – 49
F	Failure	0.00	0.00
R	Course repeated later	-	
S	Satisfactory	-	
U	Unsatisfactory	-	
W	Withdrawal with Permission	-	
WF	Withdrawal with F Withdrawal from course after time limit	0	
AUD	Audit and non-credit	-	
I	Incomplete, used in case a student fails to complete his/her assignment within the time limit or is absent from the examination with approval from the University due to exceptional reasons		
WP/IP	Work in progress		
NR	No Report		
TR	Transfer Credits		

II. Attendance

Students are required to attend all classes regularly. To meet with the minimum requirement for class attendance policy, a minimum of 80% attendance is mandatory. Students who find that he/she can no longer attend a class must officially withdraw from the class. Failure to withdraw from the class may result in an "F" grade. The following criteria of class attendance are applied to all department courses:
• Students must not be late more than 15 minutes for each class.
• Students who miss 3 classes before the midterm exam would receive a "W" immediately.
• Students who miss more than 3 classes would receive an "F" immediately.
• Two presences at the class late equal one absence.
• After 30 minutes, students will be considered as absent. Any activities below would cause no attendance checking:
- Disturbance of the class
- Leave the class unnecessarily and without permission
- Dress and act improperly
- Open communication devices
• In case of unavoidable absence e.g. illness, subpoena requirements, car accident, etc. students must submit official evident to the respective lecturer(s) for the final authorized permission.

III. Submission of Assignments

1. Students must submit assignments in the required format.
2. Any assignment submitted within 1 week later than the due time is considered "late" and will receive less than 80% of the grade for that particular assignment. And submitted assignment after 1

week than the due time will receive less than 60% of the grade for that particular assignment. In case of any accident, students must clarify with an official document such as a medical certification, police record, etc. The last day for late submission of all reports, assignments and/or projects will be the last day of the final examination period of that semester.

IV. Failure to Submit Assignments

1. Students who fail to submit their late submissions by 2 weeks after the due date will automatically receive a "0" for that particular requirement.
2. Students who fail to submit their late submissions by the last day of the final examination period of that semester will automatically receive a "0" for that particular requirement.
3. If there is any student caught cheating during the examination or project assignments, he or she will be evaluated by the Academic Committee. The highest punishment for the student judged as cheating is suspension for 1 semester.
4. Only under unavoidable circumstances, e.g. illness, subpoena requirements, car accident, etc. will students receive an "I" for their final grade if they fail to submit all reports, assignments and/or projects.
5. Students who receive an "I" must submit all reports, assignments and/or projects within 2 weeks after the next semester begins. Failure for submission may result in an "F" grade for that course.

V. Plagiarism Policy

Definition: Plagiarism means to take and use another person's ideas and/or manner of expressing them and to pass these off as one's own by failing to give appropriate acknowledgement. This includes material from any source, staff, students or the Internet – published and unpublished works.

Policy:
1. The Department of Creative Communication Design is committed to maintain standards of academic integrity and honesty. Plagiarism in any form is unacceptable and will be treated seriously by the department.
2. Students will be advised at the beginning of their course about the plagiarism policy.
3. A student found plagiarizing will be held responsible on its cause.

Penalty: Plagiarism is to be treated as cheating in accordance with Assumption University. The penalty for plagiarism is an "F" for that course, assignment or project, depending on the lecturer, chairperson, department academic committee, and/or the dean. The maximum penalty for plagiarism is dismissal from the University or suspension from registering in the following semester(s).

Process:
1. A lecturer who suspect's plagiarism has occurred must provide evidence (through identifying the source) to support their allegation. The chairperson must decide whether or not he/she believes the plagiarism was likely to have been intentional or unintentional.
2. If the student is unable to provide a satisfactory explanation of the correspondence between the student's work and the sources identified by the lecturer, the chairperson may infer that plagiarism was done with intention to cheat.
3. The lecturer and the chairperson will determine the level of penalty deemed necessary and have the student sign the department's plagiarism form.
4. If the student does not accept the claims of the lecturer and chairperson, the plagiarism case will be brought forth to the department academic committee. If the student does not further accept the claims of the academic committee, the case will then be brought forth to the dean.
5. After final interrogation from the lecturer, chairperson, department academic committee, and dean, if the student does not accept the claims of the department, he/she may request for the superlative consideration by the University Academic Committee.

VI. Grade Appeal Policy

Policy Statement:
Students are responsible for meeting the standards of academic performance established for each course in which they are enrolled as well as requirements for completion of the Department of Creative Communication Design. Faculty members are responsible for establishing standards of academic performance and for evaluating student performance in an equitable manner.
Faculty decisions in such matters are considered authoritative and can be overturned only when it has been determined that a grade was assigned in an inequitable, arbitrary, or erroneous manner. This policy outlines the grounds for a student grade appeal and the process by which it must be carried out.

Students are entitled to fundamental fairness in treatment from the instructor, as specified by the course TQF3 policies. Grading standards of students in the same course section must be consistent. Students who believe these policies have been violated may choose to file a grade appeal. A student may appeal their final course grade by using the following procedures below. Current process, deadlines, and the grade appeal form are defined by the Department Administrative and Academic Committee.

Valid reasons for appeal:
• violation of university academic system
• failure to follow published course policies in TQF3
• inconsistent grading within the students' course section
• disagreement over factual accuracy of graded work
• miscalculation of marks
• mis-grading of an assignment, paper, project, exam or quiz
• application of an evaluation or grading system not included in the course TQF3
• a departure from the instructor's previously announced standards
• assignment of a grade on some basis other than the student's performance in the course
• clear evidence of discrimination or prejudice in the assignment of the grade
• lack of consistent and equitable standards of grading

Reasons for appeal dismissed:
• allegations by the student do not indicate erratic grading;
• the basis of the disagreement is with the instructor's particular grading standards; or
• the appeal is not submitted within the given two-week period after the official grade release on AU Spark.

Grade Appeal Procedure:
• Step 1: Student receives final grade and initiates conversation with instructor.
- Prior to filing an official grade appeal, the student should discuss questions/concerns with the course instructor or faculty member responsible for the course. It is important for a student to initiate this conversation as soon as possible to meet the deadline should they choose to file an appeal.
- If satisfied, no appeal is filed

• Step 2: Student submits appeal with all documentation.
- If a conversation with the instructor does not resolve the matter, begin the process of submitting the grade appeal with all documentation by using the Grade Appeal Form.
- Students must inform the instructor that they have submitted the grade appeal.
- The grade appeal will be dismissed if not submitted within two-weeks after the official grade release on AU Spark.

• Step 3: Department Chairperson responds with recommendation.
- The Department Administrative and Academic Committee evaluates the student's grade appeal. If agreeing to the grade change, a memorandum will be sent to the University Registrar for grade

adjustment. If not agreeing to the grade change, student's will be informed of the grading procedures, how the grade in question was determined, and any other issues raised in the student's statement. The Department Chairperson responds to student within two weeks of receiving the student's appeal.
- If satisfied, appeal process ends
- If not satisfied, student resubmits appeal with Department Chairperson's response to the Albert Laurence School of Communication Arts Academic Committee within one week of Department Chairperson's response.

Examination Regulations

Do not bring the following items into the examination room/hall:
• Any form of information related or unrelated e.g. notes
• Communication devices e.g. mobile phones, tablets
• Dictionaries

DO NOT / not allowed to:
• Leave exam room during the first 30 minutes
• Leave exam room without surrendering your signature
• Communicate to other students in exam room
• Take any question papers out of the exam room
• Visit the rest room during the exam time
• Remain in the hallway/corridor while the exams are in progress

DO / allowed to:
• Students are allowed to be only 10 minutes late
• Non programmable calculators are allowed
• Place wallets and mobile phones (o) under your own seat

Remark:
• Violation on any regulations is considered as cheating
• Cheating considerations: any kinds of note on papers, note on rulers, note on body, place under exam paper, place inside pencil box, place inside shirt/trouser/skirt, place under desk/chair, etc.

I. Examination Time Conflict

Students are strongly recommended to make sure that they do not have any examination time conflict in any semester. Only graduating students are allowed for examination time conflict in their final semester without an approval. For non-graduating students, they are required to seek approval from the Dean before their registration. The Dean of Albert Laurence School of Communication Arts will approve in case of:
• Graduating student (at least within the academic year)
• Conflict with English courses
• Conflict with courses that offered once a year
• Campus conflict

II. Examination Time Conflict Procedures

1. Obtain the approval signature from dean or appointed person
2. Submit the signed petition at the Office of University Registrar
Submission period: Within the first three weeks of any semester (15 working days). If a student submits a petition later than this date, they would have to submit their request to Deputy Vice President for Academic A airs for approval only.

III. Late Examination

1. No Late Examinations during Summer Session
Students who fail to appear for mid-term and/or final examinations of the subject(s) enrolled in summer session, irrespective of their personal reasons, will not be allowed to take late examinations and will be required to withdraw from the subject(s).

2. No Examination at Wrong Campus
• Effective Mid-term examination semester 2/2002, irrespective of reasons, students will not be permitted to take examinations at "wrong campus" and will hence, be considered as "absent" from the exam.
• To avoid such a mistake, students are required to carefully check their examination schedules as well as the designated locations and be at the premise on time.

Curriculum Structure

General Education Courses	**33 Credits**
Language Courses	14 Credits
Social Science Courses	9 Credits
Humanities Courses	5 Credits
Science and Mathematics Courses	5 Credits
Specialized Courses	**94 Credits**
Core Courses	39 Credits
Major Required Courses	28 Credits
Major Concentration Courses	27 Credits
Free Elective Courses	**6 Credits**
Total number of credits	**133 Credits**

Courses

General Education Courses   **33 Credits**
See Appendix on pg. 32 for General Education Course List Selection

Language Courses		**14 Credits**
ELE 1001	Communicative English I	3 (2-3-6)
ELE 1002	Communicative English II	3 (2-3-6)
ELE 2000	Academic English	3 (2-3-6)
ELE 2001	Advanced Academic English	3 (2-3-6)
XXX 0000	Language Course	2 (2-0-4)

Social Science Courses		**9 Credits**
GE 2202	Ethics	3 (3-0-6)
XXX 0000	Social Science Course 1	2 (2-0-4)
XXX 0000	Social Science Course 2	2 (2-0-4)
XXX 0000	Social Science Course 3	2 (2-0-4)
or		
XXX 0000	Social Science Course 1	3 (3-0-6)
XXX 0000	Social Science Course 2	3 (3-0-6)

Humanities Courses		**5 Credits**
AAD 3012	Thai Art and Culture	3 (3-0-6)
GE 2110	Human Civilizations and Global Citizens	2 (2-0-4)

Science and Mathematics Courses   **5 Credits**

XXX 0000 Science and Mathematics Course 1	2 (2-0-4)
XXX 0000 Science and Mathematics Course 2	3 (3-0-6)

Specialized Courses   **94 Credits**
I. Core Courses   **39 Credits**

AAD 1111 Intensive for Fundamental Drawing	Non-credit
AAD 1001 Drawing and Painting	3 (2-2-5)
AAD 1002 Design Foundation	3 (2-2-5)
AAD 1003 Visual Art Media	3 (2-2-5)
AAD 1004 3D Foundation	3 (2-2-5)
AAD 1005 Fundamental of Typography	3 (2-2-5)
AAD 1006 Digital Illustration	3 (2-2-5)
AAD 2007 Art History and Aesthetics	3 (3-0-6)
AAD 2008 Digital Photography	3 (2-2-5)
CA 1100 Introduction to Human Communication	3 (3-0-6)
CA 1103 Introduction to Computer Graphic Design	3 (2-2-5)
CA 1104 Creative Production Management	3 (2-2-5)
CA 2110 Media Literacy and Ethical Concerns	3 (3-0-6)
CA 2120 Interactive and Digital Platform Design	3 (2-2-5)

II. Major Required Courses   **28 Credits**

AAD 2009 Visual Language	3 (2-2-5)
AAD 2010 Corporate Visual Identity	3 (2-2-5)
AAD 3011 Layout and Composition	3 (2-2-5)
AAD 3013 Design Management and Creative Innovation	3 (3-0-6)
AAD 3014 CCD Internship	1 (160 Hours)
AAD 4016 CCD Art Thesis I	3 (2-2-5)
AAD 4017 CCD Art Thesis II	3 (2-2-5)
CA 3120 Entrepreneurial Principles and Practices for Communication Arts	3 (3-0-6)
CDI 2202 Motion Graphics and Storytelling	3 (2-2-5)
CDI 3206 Sound Production	3 (2-2-5)

III. Major Concentration Courses   **27 Credits**
Students must complete 9 major concentration courses.
A ratio of 6:3 completed courses must be selected from one major concentration.

Digital Imagery Concentration   **27 Credits**

CDI 3203 Animation Foundation and Pre-production	3 (2-2-5)
CDI 3204 3D Modeling	3 (2-2-5)
CDI 3205 Short Animation	3 (2-2-5)
CDI 3207 Concept Art and Visual Development Design	3 (2-2-5)
CDI 3208 3D Animation and Movement Analysis	3 (2-2-5)
CDI 3209 Shading Lighting and Rendering for Game	3 (2-2-5)
CDI 3210 Digital Compositing and Matte Painting	3 (2-2-5)
CDI 3211 Game Design	3 (2-2-5)
CDI 4214 3D Sculpting	3 (2-2-5)

Graphic Design Concentration   **27 Credits**

GDC 3101 Packaging Design	3 (2-2-5)
GDC 3102 Digital Typeface Design	3 (2-2-5)
GDC 3103 Infographic Design	3 (2-2-5)
GDC 3104 Digital Publication Design	3 (2-2-5)
GDC 3105 Brand Identity System	3 (2-2-5)

GDC 3106   Environmental Graphic & Exhibition Design   3 (2-2-5)
GDC 3107   User Interface and User Experiences Design   3 (2-2-5)
GDC 3108   Photograph Manipulation   3 (2-2-5)
GDC 4109   Applied Motion Graphic Design   3 (2-2-5)

Selected Topic in Communication Arts Practices (optional)
Student can select up to 3 courses as part of the major concentration requirement.

AD 3270-74   Selected Topics in Advertising and Brand Communication Practices   3 (2-2-5)
CDI 3270-74   Selected Topics in Digital Imagery Practices   3 (2-2-5)
DM 3270-74   Selected Topics in Digital Media Communication Practices   3 (2-2-5)
IG 3270-74   Selected Topics in Innovative Gamification and   3 (2-2-5)
      Content Management Practices
GDC 3270-74 Selected Topics in Graphic Design Practices   3 (2-2-5)
LV 3270-74   Selected Topics in Live Event Creation and Management Practices   3 (2-2-5)
PR 3270-74   Selected Topics in Image Management and Public Relations Practices 3 (2-2-5)

IV. Free Elective Courses   **6 Credits**
Students can take free elective courses of 6 credits from any faculty in
Assumption University upon completion of the prerequisites (if any).

CDI 4212   AR and VR Concept Design   3 (2-2-5)
CDI 4213   Character and Props Design   3 (2-2-5)
CDI 4215   Digital Texture and Material   3 (2-2-5)
CDI 4216   3D Character Animation   3 (2-2-5)
CDI 4217   Lip Sync and Facial Expressions   3 (2-2-5)
GDC 4110   History of Modern Art and Design   3 (3-0-6)
GDC 4111   Surface Pattern Design   3 (2-2-5)
GDC 4112   Paper Arts and Craft   3 (2-2-5)
GDC 4113   Printmaking   3 (2-2-5)
GDC 4114   Graphic Design for Startup   3 (2-2-5)

Major Concentration Declaration
All students are required to complete the requirements as follows:
• Minimum of **33 credits** of CCD courses completed *(*See course list below)*
• Unofficial transcript with Student ID number and name, cumulative GPA and grade list of all courses completed. *(*Compile screenshots from AU SPARK into a single PDF file, size limit less than 10 MB, upload to Microsoft Form)*
• 3-minute video explaining your reason for choosing **Digital Imagery or Graphic Design** and your future goal for this career path *(*English only. Upload URL link to Microsoft Form)*
• Portfolio containing 70% of works from assigned projects in CCD courses and 30% of works from personal practice

Minimum of 33 Credits of CCD Courses Completed
First Year – CCD Courses
1. AAD1001 Drawing and Painting
2. AAD1002 Design Foundation
3. AAD1003 Visual Art Media
4. AAD1004 3D Foundation
5. AAD1005 Fundamental of Typography
6. AAD1006 Digital Illustration
7. AAD2008 Digital Photography
8. CA1103 Introduction to Computer Graphic Design
Total = 24 Credits (3 credits per course)

Second Year – CCD Courses
1. AAD2007 Art History and Aesthetics
2. AAD2009 Visual Language
3. CDI2202 Motion Graphics and Storytelling
Total = 9 Credits (3 credits per course)
• All courses listed are required a minimum C grade for completion.
• Any student who has not completed all courses listed above will be subject to an academic background evaluation.
• Any student who does not fulfill all requirements will be allowed to enroll a maximum of 1 major concentration course under the evaluation of the program faculty members.

Study Plan
First Year
First Semester

Course Code	Course Title	Credits
AAD 1001	Drawing and Painting	3 (2 – 2 – 5)
AAD 1002	Design Foundation	3 (2 – 2 – 5)
AAD 1004	3D Foundation	3 (2 – 2 – 5)
CA 1103	Introduction to Computer Graphic Design	3 (2 – 2 – 5)
ELE 1001	Communicative English I	3 (2 – 3 – 6)
GE 2110	Human Civilizations and Global Citizens	2 (2 – 0 – 4)

Second Semester

Course Code	Course Title	Credits
AAD 1003	Visual Art Media	3 (2 – 2 – 5)
AAD 1005	Fundamental of Typography	3 (2 – 2 – 5)
AAD 1006	Digital Illustration	3 (2 – 2 – 5)
AAD 2008	Digital Photography	3 (2 – 2 – 5)
ELE 1002	Communicative English II	3 (2 – 3 – 6)
CA 1100	Introduction to Human Communication	3 (3 – 0 – 6)

Second Year
First Semester

Course Code	Course Title	Credits
AAD 2007	Art History and Aesthetics	3 (3 – 0 – 6)
AAD 2009	Visual Language	3 (2 – 2 – 5)
CDI 2202	Motion Graphics and Storytelling	3 (2 – 2 – 5)
CDI 3206	Sound Production	3 (2 – 2 – 5)
ELE 2000	Academic English	3 (2 – 3 – 6)
XXX 0000	Social Science Course 1	2 (X – X – X)

Second Semester

Course Code	Course Title	Credits
AAD 2010	Corporate Visual Identity	3 (2 – 2 – 5)
AAD 3012	Thai Art and Culture	3 (3 – 0 – 6)
CA 1104	Creative Production Management	3 (2 – 2 – 5)
CA 2120	Interactive and Digital Platform Design	3 (2 – 2 – 5)
ELE 2001	Advanced Academic English	3 (2 – 3 – 6)
XXX 0000	Social Science Course 2	2 (X – X – X)

Third Year

First Semester

Course Code	Course Title	Credits
AAD 3011	Layout and Composition	3 (2 – 2 – 5)
AAD 3013	Design Management and Creative Innovation	3 (2 – 2 – 5)
XXX 0000	Language Course	2 (X – X – X)
Digital Imagery Concentration Courses		
CDI 3203	Animation Foundation and Pre-production	3 (2 – 2 – 5)
CDI 3204	3D Modeling	3 (2 – 2 – 5)
CDI 3207	Concept Art and Visual Development Design	3 (2 – 2 – 5)
Graphic Design Concentration Courses		
GDC 3101	Packaging Design	3 (2 – 2 – 5)
GDC 3102	Digital Typeface Design	3 (2 – 2 – 5)
GDC 3103	Infographic Design	3 (2 – 2 – 5)

Second Semester

Course Code	Course Title	Credits
CA 2110	Media Literacy and Ethical Concerns	3 (3 – 0 – 6)
CA 3120	Entrepreneurial Principles and Practices for Communication Arts	3 (3 – 0 – 6)
XXX 0000	Science and Mathematics Course 1	3 (X – X – X)
Digital Imagery Concentration Courses		
CDI 3205	Short Animation	3 (2 – 2 – 5)
CDI 3208	3D Animation and Movement Analysis	3 (2 – 2 – 5)
CDI 3209	Shading Lighting and Rendering for Games	3 (2 – 2 – 5)
Graphic Design Concentration Courses		
GDC 3104	Digital Publication Design	3 (2 – 2 – 5)
GDC 3105	Brand Identity System	3 (2 – 2 – 5)
GDC 3106	Environmental Graphic & Exhibition Design	3 (2 – 2 – 5)

Summer Session

Course Code	Course Title	Credits
AAD 3014	CCD Internship	1 (160 hours)

Fourth Year

First Semester

Course Code	Course Title	Credits
AAD 4016	CCD Art Thesis I	3 (2 – 2 – 5)
XXX 0000	Social Science Course 2	2 (X – X – X)
XXX 0000	Science and Mathematics Course 2	2 (X – X – X)
XXX 0000	Free Elective Course 1	3 (X – X – X)
Digital Imagery Concentration Courses		
CDI 3210	Digital Compositing and Matte Painting	3 (2 – 2 – 5)
CDI 3211	Games Design	3 (2 – 2 – 5)
Graphic Design Concentration Courses		
GDC 3107	User Interface and User Experiences Design	3 (2 – 2 – 5)
GDC 3108	Photograph Manipulation	3 (2 – 2 – 5)

Second Semester

Course Code	Course Title	Credits
AAD 4017	CCD Art Thesis II	3 (2 – 2 – 5)
GE 2202	Ethics	3 (3 – 0 – 6)
XXX 0000	Free Elective Course 2	3 (X – X – X)
Digital Imagery Concentration Courses		
CDI 4212	AR and VR Concept Design	3 (2 – 2 – 5)

GDC 4109   Applied Motion Graphic Design   3 (2 – 2 – 5)

Course Description
General Education Courses
1. Language Courses

ELE 1001 Communicative English I   **3 (2-3-6) Credits**
English skills in listening, speaking, and writing for efficient communication in various contexts.

ELE 1002 Communicative English II   **3 (2-3-6) Credits**
Prerequisite: ELE 1001 Communicative English I
Communicative English using various language learning strategies, reinforcing listening, speaking, reading, and writing skills through interactive activities in various contexts.

ELE 2000 Academic English   **3 (2-3-6) Credits**
Prerequisite: ELE 1002 Communicative English II
Advanced English with a multidisciplinary approach, emphasizing high-level reading, writing, listening, and speaking skills essential for effective learning at the university level.

ELE 2001 Advanced Academic English   **3 (2-3-6) Credits**
Prerequisite: ELE 2000 Academic English
Advanced English for academic purposes with a multidisciplinary approach, emphasizing critical and analytical thinking in reading, writing, listening, and speaking essential for effective learning at the university level.

*Recommended Language Courses to fulfill 14 credits
GE 1410   Thai for Profession Communication   **2 (2–0–4) Credits**
(Required course for Thai students)
Communication skills in Thai language in listening, speaking, reading, and writing, active listening, comprehensive reading, analyze main idea and supporting details, write an article, project and meeting minute, public speaking, special-occasion speeches.

GE 1411   Thai Language for Multicultural Communication   **2 (2–0–4) Credits**
(Required course for non-Thai students)
Thai language for basic communication in multicultural social setting, integrative culture perspective in listening and speaking on talk at work. Thai cultural and traditional patterns in each professional setting, Thai ways of life, Thai ceremony, and festivals.

GE 1412   Introductory Thai Usage   **2 (2–0–4) Credits**
(Required course for Thai students from International Program)
Enhance listening and speaking skills in daily life, write and read Thai consonants, vowels, tones, and grammar and create accurate basic sentences.

2. Social Science Courses

GE 2202   Ethics   **3 (3-0-6) Credits**
Teachings of major world religions, the role of conscience, self-development in the moral arena, building self-esteem, self-knowledge, and good habits, distinguishing the right from the wrong, doing the right and refraining from the wrong, attaining a more fulfilling life. Civil right and duties.

BBA 1004 Essential Marketing for Entrepreneurs   **2 (2–0–4) Credits**
Fundamental concepts of marketing, including ethical issues, challenges, trends, channels, tools, platforms, and strategy formulation to implement and enhance marketing performance of goods and services.

BBA 1005 Essential Finance for Entrepreneurs   **2 (2–0–4) Credits**
Fundamental financial issues and tools in conducting business and essential financial issues including types and sources of capital raising, interest rate, loans, time value of money, financial statements analysis, financial planning, and project decisions.

BBA 1006 Essential of Economics for Entrepreneurs   **2 (2–0–4) Credits**
Application of economic theories in business. Topics included cost-benefit analysis, opportunity cost, demand and supply, competition and market structures, macroeconomic indicators and policies

3. Humanities Courses

AAD 3012 Thai Art and Culture   **3 (3-0-6) Credits**
Dvaravati, Sri Vijaya, Lop Buri, Lanna, Sukhothai, Ayutthaya, Rattanakosin, Buddhist art and architecture, Thai folklore, Thai cultural heritage, Southeast Asian influences, Thai Contemporary art

GE 2110   Human Civilizations and Global Citizens   **2 (2–0–4) Credits**
The development of human society, achievements, and heritages of Western and Eastern civilizations since ancient times in order to understand their roots; globalization impacts on modern societies; cross-cultural society. It will help human beings to be aware of researching and searching for information that connects the past and the present.

4. Science and Mathematics Courses

Recommended Science and Mathematics Courses to fulfill 5 credits

GE 1303   Science for Sustainable Future   **2 (2–0–4) Credits**
The interrelationship of human beings, science, technology, and nature, natural resources utilization on future environmental challenges, the importance of natural capital and ecosystem services on sustainability, the importance of sustainable natural resources for future

BBA 1007 Data Analytics for Entrepreneurs   **3 (2–2–5) Credits**

Application of data analytics concept in business. The topics include data collection, data preparation/cleansing, application of basic statistical methods to data analysis, result presentation, and visualization.

Specialized Courses
1. Core Courses

AAD 1111 Intensive for Fundamental Drawing   **Non Credit**
Basic black and white drawing techniques, explore mark making, value, line and line quality, scale, proportion, shading, direct observation, basic representational imagery

AAD 1001 Drawing and Painting   **3 (2-2-5) Credits**
Prerequisite: AAD 1111 Intensive for Fundamental Drawing
Line, form, color, value, texture, movement, proportion, perspective, composition, direct observation, realistic representation, various drawing, and painting techniques

AAD 1002 Design Foundation   **3 (2-2-5) Credits**
Line, shape, texture, color/hue, value, saturation, size, space, continuation, proximity, direction,
alignment, proportion, repetition, dimension, completion, symmetry, contrast, correspondence,
hierarchy, balance, emphasis, unity

AAD 1003 Visual Art Media   **3 (2-2-5) Credits**
Prerequisite: AAD 1001 Drawing and Painting
Traditional and digital art media, material exploration, formal and technical skill, experimental
exercises, visual thinking, visual language, and conceptual development

AAD 1004 3D Foundation   **3 (2-2-5) Credits**
Principles of three-dimensional visual abstractions, form, space, mass, structure, scale, proportion,
perspective, elevation, lighting, 3D modeling and rendering, spatial and temporal dimensions, 3D
computer generated imaging software

AAD 1005 Fundamental of Typography   **3 (2-2-5) Credits**
Prerequisite: CA 1103 Introduction to Computer Graphic Design
Basic principles of type and typesetting, history of typography, type anatomy and classification,
basic lettering, basic grid system, layout, and page design software

AAD 1006 Digital Illustration   **3 (2-2-5) Credits**
Prerequisite: CA 1103 Introduction to Computer Graphic Design
Hand-rendered illustration, digital painting, stylistic approaches, graphic translations, form to
content, conceptual solutions, commercial and artistic venue, editorial, concept art, character
design, raster graphics editor software

AAD 2007 Art History and Aesthetics   **3 (3-0-6) Credits**
Prehistoric art, Ancient Mediterranean, Medieval Europe, Byzantine, Renaissance, Europe 1800-
1900, Asian art, Global vanguards, Modernism 1900-1980, Contemporary art, Philosophy of art,
classic to contemporary thinkers, multicultural art, multi-sensory art experiences, artistic value and
meaning, art criticism, critical thinking, interpretation and judgement, artistic inspiration

AAD 2008 Digital Photography   **3 (2-2-5) Credits**
History of photography, photographic equipment and material, basic camera operations,
fundamental concepts and techniques, photographic composition, basic cinematography

CA 1100   Introduction to Human Communication   **3 (3-0-6) Credits**
Principles of communication, definition and types of communication, including principles of
intrapersonal communication, interpersonal communication, small group communication, public
communication, mass communication and the principles of green communication for sustainable
development.

CA 1103   Introduction to Computer Graphic Design   **3 (2-2-5) Credits**
Foundation of Software Illustrator (Vector Graphic) and Photoshop (Raster Image) such as
Photomontage, Basic image manipulation and retouching. Also learn how to manage Files Format,
File Usage, Basic Layout to get appropriate design print and screen-based media

CA 1104   Creative Production Management   **3 (2-2-5) Credits**
Basic understanding of Pre-Production, Production, Post-Production including Music Video, Sound
Design, Acting, Casting, Theatre, Script Writing, Movie Analysis, TVC, Cinematography, Break
Down and Production Management, Creative thinking design through group brainstorming to
present interesting storytelling through VDO Production by using Digital Media platform to manage
basic creative production

CA 2110   Media Literacy and Ethical Concerns   **3 (3-0-6) Credits**
Prerequisite: CA1100 Introduction to Human Communication
Elements and concepts of the macro-environment structure (political, economic, social, technological, legal, and environmental structures), relationship between media and individuals, media literacy, role of media in shaping and reflecting the social realities, ethical issues media industry.

CA 2120   Interactive and Digital Platform Design   **3 (2-2-5) Credits**
Prerequisite: CA 1103 Introduction to Computer Graphic Design
Design interface of website and mobile application with the principles of UX/UI, sitemap, wireframe, and digital marketing. Design websites and mobile application aligns with upcoming trend by using prototype program and create digital broadcasting or live streaming contents in order to enhance the interactive users' experience.

2. Major Required Courses
AAD 2009 Visual Language   **3 (2-2-5) Credits**
Prerequisite: CA 1103 Introduction to Computer Graphic Design
Creative thinking, contextualized design concept, visual literacy, problem-solving, interpretation, design elements, form relationships, design principles, communication principle

AAD 2010 Corporate Visual Identity   **3 (2-2-5) Credits**
Prerequisite: AAD 2009 Visual Language
Mark, sign, symbol, icon, semiotics, syntactic, semantic, pragmatic, marketing analysis, visual branding design, critical and design thinking

AAD 3011 Layout and Composition   **3 (2-2-5) Credits**
Prerequisite: CA 1103 Introduction to Computer Graphic Design
Visual structure, history of visual communication design, design vocabulary and principles, typography, stylistic approaches, visual analysis, critical and design thinking, print and on-screen layout design, kinetic compositions

AAD 3013 Design Management and Creative Innovation   **3 (3-0-6) Credits**
Entrepreneurship, design process and strategy, business model canvas, organization and financial management, creative and design thinking, real-world business situations, leadership and professional practice, human centered design, green communication design with social responsibility for sustainable development

AAD 3014 CCD Internship   **1 (160 hours) Credit**
Requirement: 9 Credits from one major concentration: Digital Imagery or Graphic Design
Professional practice, apprenticeship in design and business, workplace dynamics, professional and intercultural communication, roles, and responsibilities within an organization

AAD 4016 CCD Art Thesis I   **3 (2-2-5) Credits**
Prerequisite: ELE 1002 Communicative English II and earned 12 Credits from one major concentration: Digital Imagery or Graphic Design
Mentored independent study, culmination of advanced studies in major concentration, applied cumulative theoretical and practical knowledge, conceptual development, preparatory research towards the Thesis topic

AAD 4017 CCD Art Thesis II   **3(2-2-5) Credits**
Prerequisite: AAD 4016 CCD Art Thesis I
Comprehensive visual understanding and presentation, conceptual development, design execution, technical production, aesthetic creation, professional and effective in creative communication design, thesis exhibition production

CA 3120   Entrepreneurial Principles and Practices for   3 (3-0-6**) Credits**
             Communication Arts

A study of concepts, principles, theories, and case studies in strategic and creative entrepreneurship for communication arts students. Ability to integrate knowledge and skills to manage communication arts and entrepreneurship projects.

CDI 2202   Motion Graphics and Storytelling   3 (2-2-5) Credits
Prerequisite: CA 1103 Introduction to Computer Graphic Design
Basic motion design, audio assets and integration, effects control, 3D space and compositing, rotoscoping, key frame interpolation, pre-composition, narrative structure, concept, and storyboard. The design concept to promote understanding of the human heritage and globalization sustainability idea

CDI 3206   Sound Production   3 (2-2-5) Credits
Sound equipment and material, fundamental concepts and techniques, relationship of sound and moving images, ambiance, foley, audio effects, voice-over, sound recording and reproduction, sound editing and mixing, digital sound creation and post-production

3. Major Concentration Courses
Digital Imagery Concentration
CDI 3203   Animation Foundation and Pre-production   3 (2-2-5) Credits
Basic animation principles, narrative script, beat board, storyboard, character and storytelling visual development, body and animation mechanics, animatics

CDI 3204   3D Modeling   3 (2-2-5) Credits
Prerequisite: AAD 1004 3D Foundation
Three-dimensional space principles, topology and polygon theory, mechanical and organic modeling, SLR (Shade, Lighting, And Rendering), turntables, image sequences, file output

CDI 3205   Short Animation   3 (2-2-5) Credits
Research on story development, Beat board, Storyboard, block shot, conceptual development, animatics, Staging, Straight Ahead and Pose to Pose movement, animation test, Final Animation with sound. The story development will be integrated to the green design concept, social concern and human crisis, world heritage, Thai art and culture, and the idea of sustainability.

CDI 3207   Concept Art and Visual Development Design   3 (2-2-5) Credits
Conceptual development and storyline, character and scene development, preliminary sketch and point of reference, mood, tone, and color palette of imaginary worlds. The concept design can be concerned to the world and local heritage.

CDI 3208   3D Animation and Movement Analysis   3 (2-2-5) Credits
Prerequisite: CDI 3204 3D Modeling
12 Principle of animation, turntable, walk cycle, jumping, primary movement and secondary movement in a shot, apply principle to the scene, facial expression and lip sync

CDI 3209   Shading Lighting and Rendering for Game   3 (2-2-5) Credits
Prerequisite: CDI 3204 3D Modeling
Ambient occlusion, shadow projection and volume, studio and exterior lighting, pixels and color interpolation, vertices and texture maps, screen space projection and rasterization

CDI 3210   Digital Compositing and Matte Painting   **3 (2-2-5) Credits**
Prerequisite: CA 1103 Introduction to Computer Graphic Design
Fundamental image processing techniques, matte painting, image-based lighting, modeling and rendering, transparency and secularity, visual effects workflow and pipeline

CDI 3211   Game Design   **3 (2-2-5) Credits**
Fundamentals of game design, elements of games and narrative design, game criticism and analysis, system mechanics and dynamics, development process and playful experiences, playable prototype

CDI 4214   3D Sculpting   **3 (2-2-5) Credits**
Modeling, sculpting, texturing, and posing models in high resolution detail. This will also include the creation of normal and displacement maps that will allow the model to be displayed correctly in Maya.

Graphic Design Concentration
GDC 3101 Packaging Design   **3 (2-2-5) Credits**
Prerequisite: AAD 1004 3D Foundation
Structure, primary and secondary package design, substrates, materials, methods, practical and production consideration, manufacturing processes, marketing and brand identity integration, 3D design and prototyping, information design, commercial and governmental regulations, green packaging design, sustainable packaging, problem-solving and innovative solutions

GDC 3102 Digital Typeface Design   **3 (2-2-5) Credits**
Prerequisite: AAD 1005 Fundamental of Typography
Structure, type design hierarchy, handwritten script, revival and standard typeface, letterform digitization, kerning and spacing, type specimens, current professional font editor software

GDC 3103 Infographic Design   **3 (2-2-5) Credits**
Prerequisite: AAD 2010 Corporate Visual Identity
Data management, information analysis, infographic structure, quantitative data, interactive data visualization, visual storytelling and display, visual representation of commercial and private venues

GDC 3104 Digital Publication Design   **3 (2-2-5) Credits**
Prerequisite: AAD 1005 Fundamental of Typography
Typographic manipulation, advanced typographic grid system, interactive publication, practical and experimental typographic solutions, current layout, and interactive design software

GDC 3105 Brand Identity System   **3 (2-2-5) Credits**
Prerequisite: AAD 2010 Corporate Visual Identity
Visual brand assets and extensions, brand and design strategy, problem solving and creative solutions, design process and effective communication, comprehensive visual experience for a business, organization, green design for brand identity system and social campaign, online design system, product, person

GDC 3106 Environmental Graphic & Exhibition Design   **3 (2-2-5) Credits**
Prerequisite: AAD 1004 3D Foundation
Environmental graphic design systems, integrated signage and wayfinding design, multimedia display methodologies, narrative structure and visual storytelling, audience perception and understanding, interactive experience, spatial planning, construction and organization, sustainable materials for exhibition design

GDC 3107 User Interface and User Experiences Design   **3 (2-2-5) Credits**
Prerequisite: CA 1103 Introduction to Computer Graphic Design
User-centered design, usability analysis, digital interface and interaction, industry-standard digital methods and software, content management system platform, prototype concepts in business, social, and cultural contexts

GDC 3108 Photograph Manipulation   **3 (2-2-5) Credits**
Prerequisite: AAD 2008 Digital Photography
             CA 1103 Introduction to Computer Graphic Design
Advanced digital image editing techniques, professional digital imaging workflow, color corrections and color management systems, images of various formats and styles, digital imaging restoration, enhancement, and manipulation

GDC 4109 Applied Motion Graphic Design   **3 (2-2-5) Credits**
Prerequisite: CDI 2202 Motion Graphics and Storytelling
Integration of design, typography, photo imaging, sound, video and two-dimensional animation, role of motion in digital communication, storyboard and animatic planning, creative strategies for commercial usage, digital visual effect and compositing design software

Selected Topic in Communication Arts Practices

AD 3270-74 Selected Topics in Advertising and   3 (2-2-5) Credits
                Brand Communication Practices
An exploration and practice of selected topics in advertising and brand communication practices. The topic will be announced semester by semester.

CDI 3270-74 Selected Topics in Digital Imagery Practices   3 (2-2-5) Credits
An exposure and exploration of selected topics in digital imagery practices. The topics will be announced semester by semester.

DM 3270-74 Selected Topics in Digital Media Communication Practices 3 (2-2-5) Credits
An exposure and exploration of selected topics in digital media communication practices. The topics will be announced semester by semester.

GDC 3270-74 Selected Topics in Graphic Design Practices   3 (2-2-5) Credits
An exposure and exploration of selected topics in communication design practices. The topics will be announced semester by semester.

IG 3270-74   Selected Topics in Innovative Gamification and Content   3 (2-2-5) Credits
                Management Practices
An exploration and practice of selected topics in innovative gamification and content management practices. The topic will be announced semester by semester.

LV 3270-74   Selected Topics in Live Event Creation and   3 (2-2-5) Credits
                Management Practices
An exposure and exploration of selected topics in live events creation and management practices. The topics will be announced semester by semester.

PR 3270-74   Selected Topics in Image Management and   3 (2-2-5) Credits
                Public Relations Practices
Exposure and exploration of selected topics in public relations and image management practices. The topics will be announced semester by semester.

Free Elective Courses

CDI 4212   AR and VR Concept Design   **3 (2-2-5) Credits**
User interface and user experience design, 3D interactive and procedural graphics, spatial design, virtual and augmented reality, rapid prototyping, immersive reality technologies and applications

CDI 4213   Character and Props Design   **3 (2-2-5) Credits**
Designing characters, functional character designs, designing variety styles for characters and what it needs to make appealing and iconic character design.

CDI 4215   Digital Texture and Material   **3 (2-2-5) Credits**
Foundation concept in texturing material, hard surface, organic object texture, advance UV setup for 3D painting texture software

CDI 4216   3D Character Animation   **3 (2-2-5) Credits**
3D character animation, weight and physic, pose and mechanics of character movement, variety of movement situation

CDI 4217   Lip Sync and Facial Expressions   **3 (2-2-5) Credits**
Facial expression, lip sync techniques, fundamental of emotion, animating with the recorded dialogue, referencing footage, Timing and Spacing, lip syncing, graph editor

GDC 4110 History of Modern Art and Design   **3 (3-0-6) Credits**
Modern design 1900-present, applied arts and industrial design, pioneers to modernism and the expansion of design, dynamic relationship between design, manufacturing, technology, social and commercial contexts

GDC 4111 Surface Pattern Design   **3 (2-2-5) Credits**
Mark making, repetition, layout, color palette, traditional processes to contemporary media, applied arts and industrial design application

GDC 4112 Paper Arts and Craft   **3 (2-2-5) Credits**
Paper art, Cutting, Card, Origami, Layer arts, Folding technique, Paper craft, Quilling art, Paper structure, Paper peepshow

GDC 4113 Printmaking   **3 (2-2-5) Credits**
History of printmaking, basic printmaking methods (intaglio, relief, planography, stencil), processes and techniques (monoprint, linocut, collagraph, dry point, emboss, silkscreen), exploration and experimentation, technical and conceptual consideration

GDC 4114 Graphic Design for Startup   **3 (2-2-5) Credits**
Logo design, basic graphic design theory: color usage, page layout, photo retouching, graphic software

Graduation Checklist

General Education Courses – 33 Credits

No	Course Code & Title	Prerequisite	Requires	Grade
1	ELE 1001 Communicative English I		C	
2	ELE 1002 Communicative English II	ELE 1001 Communicative English I	C	
3	ELE 2000 Academic English	ELE 1002 Communicative English II	C	
4	ELE 2001 Advanced Academic English	ELE 2000 Academic English	C	
5	XXX 0000 Language Course		D	
6	GE 2202 Ethics		D	
7	XXX 0000 Social Science Course 1		D	
8	XXX 0000 Social Science Course 2		D	
9	XXX 0000 Social Science Course 3		D	
10	AAD 3012 Thai Art and Culture		D	
11	GE 2110 Human Civilizations and Global Citizens		D	
12	XXX 0000 Science and Mathematics Course 1		D	
13	XXX 0000 Science and Mathematics Course 2		D	

Core Courses – 39 Credits

No	Course Code & Title	Prerequisite	Requires	Grade
1	AAD 1111 Intensive for Fundamental Drawing		S	
2	AAD 1001 Drawing and Painting	AAD 1111 Intensive for Fundamental Drawing	C	
3	AAD 1002 Design Foundation		C	
4	AAD 1003 Visual Art Media	AAD 1001 Drawing and Painting	C	
5	AAD 1004 3D Foundation		C	
6	AAD 1005 Fundamental of Typography	CA 1103 Introduction to Computer Graphic Design	C	
7	AAD 1006 Digital Illustration	CA 1103 Introduction to Computer Graphic Design	C	

No	Course Code & Title	Prerequisite	Requires	Grade
8	AAD 2007 Art History and Aesthetics		C	
9	AAD 2008 Digital Photography		C	
10	CA 1100 Introduction to Human Communication		D	
11	CA 1103 Introduction to Computer Graphic Design		C	
12	CA 1104 Creative Production Management		D	
13	CA 2110 Media Literacy and Ethical Concerns	CA 1100 Introduction to Human Communication	D	
14	CA 2120 Interactive and Digital Platform Design	CA 1103 Introduction to Computer Graphic Design	D	

Major Required Courses – 28 Credits

No	Course Code & Title	Prerequisite	Requires	Grade
1	AAD 2009 Visual Language	CA 1103 Introduction to Computer Graphic Design	C	
2	AAD 2010 Corporate Visual Identity	AAD 2009 Visual Language	C	
3	AAD 3011 Layout and Composition	CA 1103 Introduction to Computer Graphic Design	C	
4	AAD 3013 Design Management and Creative Innovation		C	
5	AAD 3014 CCD Internship	9 Credits from one major concentration: Digital Imagery or Graphic Design	C	
6	AAD 4016 CCD Art Thesis I	ELE 1002 Communicative English II and 12 Credits from one major concentration: Digital Imagery or Graphic Design	C	
7	AAD 4017 CCD Art Thesis II	AAD 4016 CCD Art Thesis I	C	
8	CA 3120 Entrepreneurial Principles and Practices for Communication Arts		C	
9	CDI 2202 Motion Graphics and Storytelling	CA1103 Introduction to Computer Graphic Design	C	
10	CDI 3206 Sound Production		C	

	Digital Imagery Concentration Courses – 27 Credits			
No	**Course Code & Title**	**Prerequisite**	**Requires**	**Grade**
1	CDI 3203 Animation Foundation and Pre-production		C	
2	CDI 3204 3D Modeling	AAD 1004 3D Foundation	C	
3	CDI 3205 Short Animation		C	
4	CDI 3207 Concept Art and Visual Development Design		C	
5	CDI 3208 3D Animation and Movement Analysis	CDI 3204 3D Modeling	C	
6	CDI 3209 Shading Lighting and Rendering for Game	CDI 3204 3D Modeling	C	
7	CDI 3210 Digital Compositing and Matte Painting	CA 1103 Introduction to Computer Graphic Design	C	
8	CDI 3211 Game Design		C	
9	CDI 4214 3D Sculpting		C	
	Graphic Design Concentration Courses – 27 Credits			
No	**Course Code & Title**	**Prerequisite**	**Requires**	**Grade**
1	GDC 3101 Packaging Design	AAD 1004 3D Foundation	C	
2	GDC 3102 Digital Typeface Design	AAD 1005 Fundamental of Typography	C	
3	GDC 3103 Infographic Design	AAD 2010 Corporate Visual Identity	C	
4	GDC 3104 Digital Publication Design	AAD 1005 Fundamental of Typography	C	
5	GDC 3105 Brand Identity System	AAD 2010 Corporate Visual Identity	C	
6	GDC 3106 Environmental Graphic & Exhibition Design	AAD 1004 3D Foundation	C	
7	GDC 3107 User Interface and User Experiences Design	CA 1103 Introduction to Computer Graphic Design	C	
8	GDC 3108 Photograph Manipulation	AAD 2008 Digital Photography CA 1103 Introduction to Computer Graphic Design	C	
9	GDC 4109 Applied Motion Graphic Design	CDI 2202 Motion Graphics and Storytelling	C	

	Selected Topic in Communication Arts Practices *(*optional)*			
1	AD 3270-74 Selected Topics in Advertising and Brand Communication Practices		D	
2	CDI 3270-74 Selected Topics in Digital Imagery Practices		D	
3	DM 3270-74 Selected Topics in Digital Media Communication Practices		D	
4	IG 3270-74 Selected Topics in Innovative Gamification and Content Management Practices		D	
5	GDC 3270-74 Selected Topics in Graphic Design Practices		D	
6	LV 3270-74 Selected Topics in Live Event Creation and Management Practices		D	
7	PR 3270-74 Selected Topics in Image Management and Public Relations Practices		D	
	Free Elective Courses – 6 Credits			
1			D	
2			D	

Appendix
General Education Course List
Recommended courses in Red and alternative options in Blue

1. Language Courses

GE 1403	Thai Language for Professional Communication	3 (3-0-6) (For Thai students)
GE 1409	Thai Language for Intercultural Communication	3 (3-0-6) (For Non-Thai students)
GE 1410	Thai for Professional Communication	2 (2-0-4) (For Thai students)
or GE 1411	Thai Language for Multicultural Communication	2 (2-0-4) (For Non-Thai students)
or GE 1412	Introductory Thai Usage	2 (2-0-4) (For Thai students from International Program)
GE 1413	Introduction to Korean Language And K-pop Culture	3 (3-0-6)
GE 1414	Introduction to Spanish Language and Culture	3 (3-0-6)
GE 1415	Storytelling and Presentation Skills in English	3 (3-0-6)
GE 3401	Public Speaking in Thai	3 (3-0-6)

2. Social Science Courses

AD 3280	Inspiration, Lifestyles and Popular Culture	3 (2-2-5)
ADX 1101	Art and Design Appreciation	3 (3-0-3)
ADX 1240	Artist Studio (Painting and Rendering)	3 (2-2-5)
ADX 1303	Design Communication	3 (2-2-5)
ADX 1304	Design Fundamental	3 (2-2-5)
BBA 1004	Essential Marketing for Entrepreneurs	2 (2-0-4)
BBA 1005	Essential Finance for Entrepreneurs	2 (2-0-4)
BBA 1006	Essential Economics for Entrepreneurs	2 (2-0-4)
BBA 1010	Design Thinking in Business	3 (3-0-6)
BBA 1012	Entrepreneurial Marketing	3 (3-0-6)
BBA 1020	Design Thinking Essentials	2 (2-0-4)
BBA 1021	Design Thinking Workshop	1 (1-0-2)
BBA 1022	Building CEO and Leadership Essentials	2 (2-0-4)
BBA 1023	Building CEO and Leadership Workshop	1 (1-0-2)
BBA 1024	Entrepreneurial Marketing Essentials	2 (2-0-4)
BBA 1025	Entrepreneurial Marketing Workshop	1 (1-0-2)
CA 1110	Art and Beauty of Living	3 (2-2-5)
EG 1001	Digital Literacy	3 (3-0-6)
FT 1003	Food Factory Explore Trip (Special course)	3 (3-0-6)
FT 2004	Drinkology: The Art of drinking	3 (3-0-6)
FT 2005	Food Zodiac	3 (3-0-6)
GE 1204	Physical Education	1 (0-2-1)
GE 1205	ASEAN Ways	3 (3-0-6)
GE 1209	Psychology Application in Daily Life	3 (3-0-6)
GE 2207	Sport, Health and Wellness Development	3 (3-0-6)
GE 2209	The Power of Personality in Leadership	3 (3-0-6)
GE 2210	Love and Art of Living	3 (3-0-6)
GE 2212	Exotic Thai Food and Crafts	3 (3-0-6)
GE 2213	Thai Market Vendor Exposure	3 (3-0-6)
ITX 2004	UI/UX Design and Prototyping	3 (3-0-6)
ITX 2005	Design Thinking	3 (3-0-6)
ITX 4502	Tech Startup	3 (3-0-6)

LLB 1501	Business Law	3 (3-0-6) For Non-Law Students
LLB 1502	Fundamentals of Tax Law	3 (3-0-6)
LLB 4540	International Business Law and Start-Up Business	3 (3-0-6) For Non-Law Students
LLB 4806	Business and Human Rights	3 (3-0-6)
MB 2531	Music Business	3 (3-0-6)
NGE 0110	First Aid and Basic Life Support	3 (3-0-6) For Non-Nursing Students
NGE 0111	Innovative Media and Project Influencing Health Risk Behavior	3 (3-0-6) For Non-Nursing Students

3. Science and Mathematics Courses

BBA 1007	Data Analytics for Entrepreneurs	3 (2-2-5)
BBA 1013	Entrepreneurial Finance	3 (3-0-6)
BBA 1014	The Art of Data for Business	3 (3-0-6)
BBA 1026	Entrepreneurial Finance Essentials	2 (2-0-4) (for non-MSME students)
BBA 1027	Entrepreneurial Finance Workshop	1 (1-0-2) (for non-MSME students)
BBA 1028	The Art of Data Essentials	2 (2-1-4)
BBA 1029	The Art of Data Workshop	1 (0-1-1)
CA 1201	Creative Photography	3 (2-2-5)
CA 1202	Computer Graphic for Presentation Design for Pitching	3 (2-2-5)
CSX 3001	Fundamentals of Computer Programming	3 (3-0-6)
EG 1002	Application Design for Everyone Literacy	3 (3-0-6)
EG 1003	Introduction to Internet of Things (IoTs) Literacy	3 (3-0-6)
EG 1004	Artificial Intelligence for Beginners	3 (3-0-6)
EG 1005	3D Modelling and 3D Printing Technology	3 (3-0-6)
FT 1004A	Food-Agri-Bio Tech Trend Update (Part A)	2 (2-0-4)
FT 1004B	Food-Agri-Bio Tech Trend Update (Part B)	1 (1-0-2)
FT 1005	Sustainability and Circular Living	3 (3-0-6)
GE 1302	Ecology and Sustainability	3 (3-0-6)
GE 1303	Science for Sustainable Future	2 (2-0-4)
GE 2304	Lifestyles and Sustainability in Dynamic World	3 (3-0-6)
ITX 3002	Introduction to Information Technology	3 (3-0-6)