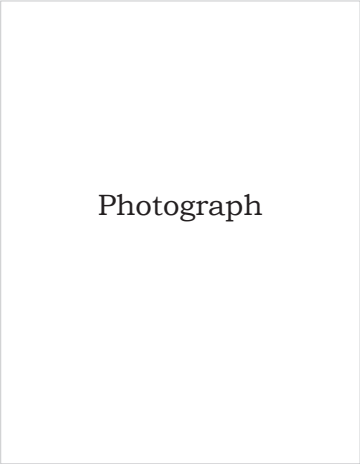


STUDENT MANUAL

Department of Visual Communication Design
Albert Laurence School of Communication Arts
Version #1 (Updated:15.08.2012)

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**Student
Profile**

Major: Visual Communication Design
ID Code:

Name:

Address:

Mobile:

E-mail:

Historial Background

The Department of Visual Communication Arts was established on May 1, 1992 under the Faculty of Communication Arts and deanship of Assistant Professor Sompol Supakkanok. The department was accredited by the Ministry of University Affairs in the same year, consisting of a clear curriculum branched into four major concentrations.

- * Graphic Design
- * Computer Graphics
- * Photography
- * Advertising Design

The Department of Visual Communication Arts constantly improves the excellence of education with experienced faculty members in a variety of fields. The first chairperson of the department was Ajarn Sriurai Prechasilpa, who was administrated from the academic year of 1994 to 1998. Following her administration was Ajarn Khajornsak Thirapanish from the academic year of 1999 to 2010. Presently the department chairperson is directed by Ajarn Littiporn Littipanich.

As the rapid growth and high demand in the digital media field continues, the faculty members of the department agreed on establishing two new departments. With strong direction and two decades of experience in art and design education, the department has created these two new programs to serve the needs of the nation. These programs include:

- * Visual Communication Design (VCD)
- * Computer Generated Imagery (CGI)

The Department of Visual Communication Design is chaired by Mrs. Littiporn Littipanich and the Department of Computer Generated Imagery is chaired by Mr. Suriya Rattanawongul. Both curriculums have been approved by the Office of Higher Education Committee in the academic year of 2011 and launched in the academic year of 2012.

The Department of Visual Communication Design aims to produce graduates who are experts in the design profession under business circumstances. The department provides superior education with an up-to-date curriculum and a student-centered focus through talented and dedicated faculty and staff. The program not only wishes to produce graduates who are committed to excellence in their profession, but also to excellence in morality and social responsibility.

Philosophy

The Bachelor of Fine and Applied Arts program in Visual Communication Design aims to produce graduates who are keen in visual communication design, both theoretical and technical, and who are able to apply these skills critically, logically and analytically to solve problems in the practice of their profession. Graduates must also be able to communicate in English, use information technology, and understand the importance of designer's ethics and the impact of creative works on society.

University Codes And Regulations

AU Dress Code Requirements

The student uniform is mandatory for official and formal occasions as follows:

1. In the examination room.
2. In the Business & Professional Ethics Seminar (BG1403) course.
3. Formal occasions e.g. Wai Kru day, Orientation day, Last Orientation and Commencement day.
4. In all classrooms assigned by the faculties

The 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 (Slacks).
3. Black or dark brown belt with university buckle.
4. Plain black leather shoes.

The student uniform for female students:

1. Plain white, short sleeve blouse. Blouse should fit 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.

Examination Regulations

Students are required to strictly observe the following examination rules and regulations while examinations are in progress. Violating them will subject students to the following terms of punishment: “F” in the concerned subject; suspension from registering for classes in the following term(s) or academic year(s); or Dismissal from the University.

1. Do not bring into the examination room/hall the following items unless permission is stated on the examination cover sheet.
 - any forms of information, related or unrelated to the examination.
 - communication devices i.e. mobile telephones, PCT, PDA(s) etc.
 - all types of calculators.
 - dictionaries.

Should students turn in the above materials to proctors before attempting their examination, the terms of punishment for cheating

cases will not be applied to the students. The materials together with their names and admission codes, however will have to be submitted to the Office of Vice President for Student Affairs for official record purpose.

2. Do not leave the examination room during the first 30 minutes of the examination for whatever reason. Should the students need medical attention, students must request proctors to contact “Examination Director” for further assistance.
3. Do not leave the examination room without signing their names on the examination list. Violating this regulation so as to claim absence from the examination will subject students to the terms of punishment for cheating cases. (In the Final Examination, once entered examination rooms/halls students are not allowed to withdraw the subject. Permission to enter the examination room is given to students on the pretext that they have adequately

prepared and are ready for the examination).

- 4 Proctors’ permission is required should students wish to visit the restrooms.

5. Do not communicate with other students in the examination room without the proctor’s permission.

6. Do not take question papers or any information pertaining the examination in any form, including students’ answers script outside the exam room. Proctors do not have any authority to give permission for the papers or information to be taken outside.

7. Do not remain in the hallway or in the corridor regardless of reasons while examinations are in progress.

8. Students must strictly follow the instructions of the proctors

Law on Smoking

Smoking is only allowed in the designated areas. Breaching the law will subject students to a fine of 2,000 baht.

Restrictions on Foods and Beverages in the classroom buildings

Foods and beverages are not allowed to be brought into classroom buildings. Should the students violate the regulation, their student ID card will be confiscated.

Academic Action

Academic action can be both favorable and disciplinary. When a student is performing well, all action on him/her in the academic area is said to be favorable to the student. For example, when a student obtains a high GPA he/she is put on the academic List of Honors; when he/she consistently achieves very high marks, he/she is given higher honors. However, if his/her achievement is below standard, disciplinary action may be taken against him/her.

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.

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 (Students are not allowed to take more than 12 credits until his/her GPA is more than 2.00).

Honors System

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:

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

Requirements for Graduation with Honors:

- 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.
- 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 undergraduate programs; and within 6 years for the Architecture program, are entitled to obtain an Award of Academic Excellence.

Special Honors and Awards

Students are given distinctions for their performance for a semester or an academic year as listed below:

- A Special Certificate of Honors from the University Council for those who obtain a 4.00 GPA for any academic year;
- A Special Certificate of Honors from the President of the University to all students who fall within the GPA range of 3.00-3.99 for any academic year;
- Students who obtain a GPA of 3.25 or above at the end of each semester will have their names published in the Academic List Honors.

Condition:

15 credits / semester required except for final semester.
Grades must be “C” or higher

Advising System

To assist students in attaining their academic goals during their study in ABAC, the Albert Laurence School of Communication Arts has set up the student advising system as follows:

General Advising:

Students can make an appointment to meet with their advisors to seek advice regarding life in general, study problems, and the study plan, etc. However, they can also see their advisor in the faculty office without having prior appointment during the regularly reserved advising schedule. (Each advisor will stand by to assist his/her advisees for at least 2 hours a week) Students can check their advisors' schedule on the announcement board in front of the faculty office located on the 7th floor, CA building).

Required documents:

- Student Manual
- Unofficial Transcript

Pre-registration Advising

Students are required to meet with a pre-registration advisor on the pre-registration date before registering for any courses for the incoming semester. This includes advising for adding, dropping and changing sections prior to adjusting their normal plan. If there are any issues regarding to the study plan, the department advises to see an advisor by appointment before the pre-registration date.

Required documents:

- Student Manual
- Unofficial Transcript
- Pre-registration form provided on the pre-registration date.

**Academic
Information**

Academic system

The department of Visual Communication Design, Albert Laurence of School of Communication Arts, has adopted a semester system compiling with the university academic system. An academic year is divided in two semesters and one summer session. The first semester begins in June and ends in October. The second semester begins in November and ends in March. For the summer session the courses operate between April and May.

Normal course load

- Full time students are required to take the minimum of 12 credits (4 courses) per semester. The maximum course load is 21 credits (7 courses) which is normal for Visual Communication Design students.
 - Probation students are allowed a maximum of 12-13 credits, including none credit courses such as Basic English.
 - Summer session students are allowed a maximum of 6 credits per semester. Probation students are allowed a maximum of 3 credits.
- *** To enroll in more than 21 credits (7 courses), a written permission must be obtained (step by step) from an immediate advisor, chairperson and final approval by the dean.

Section Change

Adding

Students are required to fill out a petition form and submit the completed form to the responsible lecture(s) for approval then get a final approval from the chairperson (step by step). Adding non-faculty courses e.g. English I-IV, Principle of Marketing etc. can only be approved by the responsible lecturer(s) of the course. It can be done without obtaining faculty approval. Check seat and section availability via class look up at http://classlookup.au.edu/clu_ug/index.jsp
Required documents:
Petition form with unofficial transcript.
***Submission period:
Within the university adding period (first two weeks of regular semester or one week for summer semester)

Students are allowed to change sections after registration only when it is due to an inconvenience caused by the department such as change of class schedule resulting in a conflicting schedule. Students are required to submit a petition form for an approval. Required documents:
- Petition form with unofficial transcript

Procedures:
1) Fill out the petition form with completed information and obtain an approval from the responsible lecturer (s)
2) Obtain an approval from the department chairperson and submit to the Office of Registrar.

Withdrawal

Students may withdraw (drop) officially from a course or all courses during the first two weeks without penalty. Thereafter, until the indicated final day of withdrawals students will receive “W” grade. Students who fail to withdraw officially will receive an “F” grade for the course. Required documents:
- Petition form with unofficial transcript

Procedures:
1) Fill out petition form with completed information and obtain an approval from the respective lecturer
2) Obtain an approval from the department chairperson
3) Submit to the Office of Registrar

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.

Examination Time Conflict Process:
1) Obtain an approval signature from the dean or appointed person.
2) Submit the signed petition at the registration office.

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 Affairs for approval only.

Transfer and Re-Entry

Students are allowed to transfer to other faculties. However, the time frame and requirements would depend on the faculty to which the student wants to transfer.

Students are to observe the faculty announcement board for the requirements of re-entry. The period is offered only once per semester.

Submission period: Check the faculty announcement board

Process:
1) Obtain the advisor’s signature in the petition.
2) Obtain the approval signature from the chairperson or appointed person(s).
3) Submit the signed petition at the registration office.

Remarks
Students can always petition for other requests, i.e. request to see the examination paper or request for grade clarification. However, they should be aware that each nature of request requires different periods of time to attend to. Therefore, they should allow sufficient time for the authorized person(s) to process their request. Moreover, students must always give their contact information (mobile phone number or email address) in their petitions.

Department Course Requirements

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 (see withdrawal policy, page 14). Failure to withdraw from the class may result in an “F” grade. The following criteria of class attendance below is 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 evidents to the respective lecturer(s) for the final authorized permission.

Mark Allocation

All grading and mark allocations are defined in the course outline provided during the first week of the semester. Students are required to follow up strictly.

Grading System

A	90-100	C+	65-69
A-	85-89	C	60-64
B+	80-84	C-	55-59
B	75-79	D	50-54
B-	70-74	F	0- 49

- S : Satisfactory
- U : Unsatisfactory
- W : Withdrawal with Permission
- WF : Withdrawal with F
- WF : Withdrawal from course after time limit
- 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.

Submission of Assignments

1. Students must submit assignments in class only.
2. Students must write on each assignment their full name, ID Code, subject, lecturer's name and topic by using the official label provided by the department.
3. Any assignment submitted later than the due time is considered "late" and will receive less than 50% 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.
4. 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.

Failure To Submit Assignment

1. 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.
2. 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. (see plagiarism, page 19).
3. 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.
4. 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.

Plagiarism

Plagiarism is the use of another person's work or ideas as if it were your own. The other person may be an author, artist, critic, lecturer or another student or material on a web site. When it is desirable or necessary to use other people's material, take care to include appropriate references and attribution-do not pretend the ideas are your own. Take care not to plagiarize unintentionally. Penalties for plagiarism are severe: examples include 0% for the particular project or assignment, an "F" grade for the course and/or suspension for a semester.

Major Selection

Primary Requirements

Students are required to pass VIS2105 Visual Communication Design III before the enrollment of their major concentration.

Secondary Requirements

Portfolio

- 1) 10 pieces in combination of:
 - Drawing
 - Painting
 - 2 Dimensional Foundaton
 - 3 Dimensional Foundation
 - Illustration
- 2) 15 pieces from the selected major concentration

Graphic Design

- 15 pieces in combination:
- Computer Graphics Foundation
 - Visual Communication Design I-III (Graphic Design)
 - Typography
 - Advanced Typography
- (Hard copy and CD ROM required)

Advertising Design

15 pieces in combination:

- Computer Graphics Foundation
 - Visual Communication Design I-III (Advertising Design)
 - Photography
- (Hard copy and CD ROM required)

In addition, students who are not eligible to enroll in their major concentration of choice, must provide a secondary choice in the request form. The results from the committee are superative level.

Criteria For Petition Submission

For all queries, students must:

- 1) Fill out the petition form.
- 2) Attach an unofficial transcript or a photocopy of an unofficial transcript. A downloaded document is accepted.
- 3) Submit the petition form for approval to the respective lecture(s) and chairperson.

Remark: Every petition must be written in blue ink only. It must also be clean and clear of any erased marks. The Department will reject any petition that does not meet the above requirements.

Petition

Obtain the petition form at the Office of the University Registrar (SM116 at Suvarnabhumi Campus or M Building at Hua-Mak Campus) or <http://www.au.edu/petition-online.html>

Remark: One petition form can only be used for one query and for one subject only. For students who have several requests or one request for several courses, he/she must submit separate petitions for each request/course.

Request for unofficial transcript

1. Fill out the unofficial transcript request form at Registration Office (SM 114)
2. Pay the fee at the Office of Financial Management (SM 114) and receive the receipt
3. Submit the receipt at the Office of the University Registrar (SM 116) to obtain the unofficial transcript.

Remark: An unofficial transcript can also be printed out online with access through the university information pool system: <http://www.eai.au.edu/ABACWeb/index.jsp>

Curriculum
Structure

General Education Courses			31	Credits
- Language Courses	12	Credits		
- Social Science Courses	7	Credits		
- Humanities Courses	9	Credits		
- Science and Mathematics Courses	3	Credits		
Professional Courses			109	Credits
- Core Courses	45	Credits		
- Major Required Courses	49	Credits		
- Major Elective Courses	15	Credits		
Free Elective Courses			6	Credits
TOTAL			146	Credits

Courses

A. General Education Courses 31 Credits		
1. Language Courses		12 Credits
		Credits
BG 1001	English I	3
BG 1002	English II	3
BG 2000	English III	3
BG 2001	English IV	3
2. Social Science Courses		7 Credits
		Credits
MGT 1101	Introduction to Business	3
GE 1204	Ethics	3
GE 1204	Physical Education	1
3. Humanities Courses		9 Credits
		Credits
ART 4018	Art Appreciation	3
MGT 2404	Managerial Psychology	3
GE 2101	World Civilization	3
4. Science and Mathematics Courses		3 Credits
		Credits
BG 1200	Mathematics for Business	3

B. Specialized Courses 109 Credits:

1. Core Courses		45 Credits
		Credits
ART1001	Drawing	3
ART1002	2 Dimensional Foundation	3
ART1003	Color Theory	3
ART1004	Technical Drawing	3
ART1005	Painting	3
ART1006	3 Dimensional Foundation	3
ART1208	Computer Graphic Foundation	3
ART2009	History of Art	3
ART2010	Typography	3
ART2112	Illustration	3
ART2311	Photography	3
ART3014	Thai Arts	3
ART4019	Aesthetics	3
ART4020	Law and Ethics for Arts and Design	3
MKT2208	Principles of Marketing	3

2. Major Required Courses		49 Credits
		Credits
ART2313	Digital Imaging	3
ART3016	History of Modern Design	3
ART3017	Internship	1
ART3215	Interactive and Time Base Media	3
VIS1101	Visual Communication Design I	3
VIS2102	Visual Communication Design II	3
VIS2103	Print Production	3
VIS2104	Advanced Typography	3
VIS2105	Visual Communication Design III	3
VIS3106	Sketch Design	3
VIS3107	Visual Communication Design IV	3
VIS3110	Visual Communication Design V	3
VIS4115	Design Management	3
VIS4116	Art Thesis I	3
VIS4121	Self Promotion	3
VIS4122	Art Thesis II	6

3. Major Elective Courses

15 Credits

Students are required to pass VIS2105 Visual Communication Design III and the portfolio review before the enrollment of their major concentration.

3.1 Graphic Design (15 Credits)

	Credits
VIS3108 Publication Design	3
VIS3111 Package Design	3
VIS3112 Typeface Design	3
VIS4117 Signage System and Wayfinding Design	3
VIS4118 Display and Exhibition Design	3

3.2 Advertising Design (15 Credits)

	Credits
VIS3409 Idea-Generation Techniques	3
VIS3413 Advertising Graphics	3
VIS3414 Copywriting	3
VIS4419 Production Design	3
VIS4420 Advertising Campaign Design	3

C. Free Elective Courses 6 Credit

Students must take free elective courses of 6 credits which are offered by the department, Faculty or by different faculties upon completion of the prerequisites. The department free elective courses are as follows:

		Credits
VIS4123	Individual Project	3
VIS4124	Book Binding	3
VIS4125	Sketch Fashion Design	3

Study
Plan

First Year

First Semester

Course Code	Course Title	Credits
ART 1001	Drawing	3
ART 1002	2 Dimensional Foundation	3
ART 1003	Color Theory	3
ART 1004	Technical Drawing	3
BG 1001	English I	3
MGT 1101	Introduction to Business	3
Total		18

Second Semester

Course Code	Course Title	Credits
ART 1005	Painting	3
ART 1006	3 Dimensional Foundation	3
ART 1208	Computer Graphics Foundation	3
BG 1002	English II	3
BG 1200	Mathematics for Business	3
VIS 1101	Visual Communication Design I	3
Total		18

Summer Session

A student is allowed to register for a maximum of 6 credits for summer session.

Second Year

First Semester

Course Code	Course Title	Credits
ART 2009	History of Art	3
ART 2010	Typography	3
ART 2311	Photography	3
BG 2000	English III	3
VIS 2102	Visual Communication Design II	3
MKT 2280	Principles of Marketing	3
Total		18

Second Semester

Course Code	Course Title	Credits
ART 2112	Illustration	3
ART 2313	Digital Imaging	3
BG 2001	English IV	3
GE 1204	Physical Education	1
VIS 2103	Print Production	3
VIS 2104	Advanced Typography	3
VIS 2105	Visual Communication Design III	3
Total		19

Summer Session

A student is allowed to register for a maximum of 6 credits for summer session.

Third Year

First Semester

Course Code	Course Title	Credits
ART 3014	Thai Art	3
ART 3215	Interactive and Time Base Media	3
GE 2101	World Civilization	3
VIS 3106	Sketch Design	3
VIS 3107	Visual Communication Design IV	3
<u>1.Major electives for Graphic Design 3 Credits</u>		
VIS 3108	Publication Design	3
<u>2. Major electives for Advertising Design 3 Credits</u>		
VIS 3409	Idea-Generation Techniques	3
Total		18

Second Semester

Course Code	Course Title	Credits
ART 3016	History of Modern Design	3
VIS 3110	Visual Communication Design V	3
GE 2202	Ethics	3
MGT 2404	Managerial Psychology	3
<u>1. Major electives for Graphic Design 6 Credits</u>		
VIS 3111	Package Design	3
VIS 3112	Typeface Design	3
<u>2. Major electives for Advertising Design 6 Credits</u>		
VIS 3413	Advertising Graphics	3
VIS 3414	Copywriting	3
Total		18

Summer Semester

Course Code	Course Title	Credits
ART 3017	Internship	1 (160 hrs.)
Total		1

Fourth Year

First Semester

CourseCode	Course Title	Credits
ART 4018	Art Appreciation	3
VIS 4115	Design Management	3
VIS 4116	Art Thesis I	3
	1 Free elective	3
<u>1. Major elective for Graphic Design (6 Credits)</u>		
VIS 4117	Signage System and Wayfinding Design	3
VIS 4118	Display and Exhibition Design	3
<u>2. Major elective for Advertising Design (6 Credits)</u>		
VIS 4419	Production Design	3
VIS 4420	Advertising Campaign Design	3
Total		18

Second Semester

Course Code	Course Title	Credits
ART 4019	Aethetics	3
ART4020	Law and Ethics for Arts and Design	3
ART 4121	Self Promotion	3
ART 4122	Art Thesis II	6
	1 Free elective	3
	Total	18

Summer Session

A student is allowed to register for a maximum of 6 credits for summer session.

Course Description

I. General Education Courses

1. Language Courses

BG 1001	English I	3(3-3-7) Credits
Lower intermediate academic English, with activities to foster reading, writing, listening and speaking skills in English through communicative activities in a meaningful academic context.		

<p> BG 1002 English II Prerequisite: BG 1001 English I Intermediate academic English, reinforcing fluency and grammar with task-driven oral and writing exercises, developing vocabulary and sentence writing skills with combined reading comprehension exercises and writing practice. </p>	<p>3(3-3-7) Credits</p>
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BG 2000 English III 3(3-3-7) Credits
 Prerequisite: BG 1002 English II
 Advanced English for academic and career purposes, emphasizing organization of ideas
 and clarity of expression and understanding.

BG 2001 English IV 3(3-3-7) Credits
Prerequisite: BG 2000 English III
Advanced English for academic and career purposes, emphasizing critical and analytical skills, and formulating logical and coherent opinions.

2. Social Science Courses

GE 1204	Physical Education	1(1-0-2) Credits
Improving physical fitness and psychomotor skills, creating unity among students, and developing the sportive mind.		

GE 2202 Ethics 3(3-0-6) Credits
 Nature of man, society, and the world, self-discovery, self-love, self-respect, self-actualization, relationship between man and man, man and society, and man and the world, possible problems of living together in the society and their analysis, and ways to live a meaningful and happy life.

MGT 1101 Introduction to Business 3(3-0-6) Credits
 General introduction to business, philosophy, objectives and responsibility of business enterprises, business vocabulary, business and its environment emphasizing fundamental principles of organization, legal forms of business ownership, business activities concerning personnel, accounting, marketing, production and finance.

3. Humanities Courses

ART 4018 Art Appreciation 3(3-0-6) Credits
 Characteristics and importance of visual arts, literature, music, drama, film, taste, appreciation in the value of artistic creation, influence of art in human experiences with the artistic sense in visual communication design area including outdoor study.

GE 2101 World Civilization 3(3-0-6) Credits
 Development of human society, rise and fall of civilizations, achievements and heritages of Western and Eastern civilizations since ancient time in order to understand their roots and their impacts on modern societies.

MGT 2404 Managerial Psychology 3(3-0-6) Credits
 Concepts and scope of social psychology, basic psychological factors and how they relate to business organization, language symbol, perception, memory, emotion, social attitudes, persuasion, social and cultural environment, role and status, personality, leadership, group behavior, morale and application of these factors in the human relation of business, especially in creation of morale, motivation of workers, and solutions of business and social problems.

4. Mathematics and Science Courses

BG 1200 Mathematics for Business 3(3-0-6) Credits
Relation and various functions: linear, polynomial, exponential, logarithmic, rational and their applications in business and economics, linear programming, mathematics of finance and differential calculus: limits, derivatives, and optimization.

II. Professional Courses

1. Core Courses

ART 0011 Intensive Drawing Non-Credits
Prerequisite : None
Introduction to drawing tools and equipment, model observation, scale and proportion, shading, and shadowing, composition, extra studio class with individual study.

ART 1001 Drawing 3(1-4-4) Credits
Prerequisite : ART 0011 Intensive Drawing
Principles of drawing, types of drawing tools and equipment, includes paper types, various medium implementation, shading, and shadowing, scale and proportion, composition preparatory process in the creation of intermediate and advanced art and design work, including a required field trip.

ART 1002 2 Dimensional Foundation 3(1-4-4) Credits
Theory of design from nature and the relationship between man and his environment, significance of elements in nature to humans, including practical design projects in 2 and 3 dimensions.

ART 1003 Color Theory 3(1-4-4) Credits
Introduction of color theory, tools and equipment, visual arts application, key terms and basics of color physics and psychology of visual perception, theories of color relationships, color sphere, color and value, primary color, secondary color, and tertiary colors identification. Portfolio of both assigned and individual painted projects.

ART 1004 Technical Drawing 3(1-4-4) Credits
Introduction to mechanical drawing: equipment, lettering, sketching, orthographic projection, and basic dimensioning. Drawing may be done using the drafting board.

- ART 1005 Painting 3(1-4-4) Credits
Prerequisite : ART 1001 Drawing
Introduction to painting and its principles, theory of colors, tools and equipment, types of colors and its characteristics, techniques on medium implementation, individual expression under practical and a theoretical understanding, presentation and critique on assignments, including required field trip.
- ART 1006 3 Dimensional Foundation 3(1-4-4) Credits
Prerequisite : ART 1002 2 Dimensional Foundation
3D form, properties of light and shadow and their effects toward visual perception, and transformation of 2D to 3D works.
- ART 1208 Computer Graphic Foundation 3(1-4-4) Credits
Introduction to computer for design, software and hardware, vector and raster-based graphics and its nature, digital file development, principles of graphics design process, techniques and printing options.
- ART 2009 History of Art 3 (3-0-6) Credits
A chronological survey of Western and Eastern arts, classifications and periods of historical significances and their impacts on human civilization from ancient to contemporary art.
- ART 2010 Typography 3(1-4-4) Credits
Foundation of typography as a tool for designers to make communication. Through observations, students will be trained on the Thai and Roman typography in order to acquire basic working skills for professional environment.
- ART 2112 Illustration 3 (1-4-4) Credits
Drawing figures, nature and imagination in order to use in all print media, e.g. magazines, documentaries, novels, etc. The course Includes outdoor study.
- ART 2311 Photography 3 (1-4-4) Credits
Basic camera control, types of lenses, photography technique, lighting condition and exposure. History of photography, skill practicing from class assignments.
- ART 3014 Thai Art 3 (1-4-4) Credits
Nature of Thai art, traditions, folklore and influencing models for students to apply in the creation of visual communications. Students will study from museums and historical parks which include outdoor study.

ART 4019 Aesthetics 3(3-0-6) Credits
Critical judgment based on sound analytical skills from different perspectives in issues pertaining to art and design both globally and locally, scientific methods and quantitative measurement as keys to empower students' thought process.

ART 4020 Laws and Ethics for Arts and Design 3(3-0-6) Credits
Law and ethics for art and design, libel law, printing law, management act and regulations concerning printing graphics, advertisement, radio, television, film and other laws defining the right duties, responsibilities and freedom of art and design in public.

MKT 2280 Principles of Marketing 3(3-0-6) Credits
Prerequisite: MGT 1101 Introduction to Business
Principles and problems involved in transfer of goods and services from producer to consumer, consumer's buying motives, basic product, distribution, price, promotion mix strategies, and improvement of marketing efficiency.

2. Major Required Courses

ART 2313 Digital Imaging 3(1-4-4) Credits
Image retouching technique by using Adobe Photoshop and other major image editing software, color management system and digital imaging workflow, studio shooting, location, and laboratory exercises.

ART 3016 History of Modern Design 3(3-0-6) Credits
Survey of art and design since 1900s on historical contribution in the area of product design, furniture design, fashion design with the emphasis on graphic design, ideas of the past designers in the context of their own social and cultural climate and their impacts toward contemporary design practice.

ART 3017 Internship 1(160 hours) Credit
Prerequisite :VIS 3110 Visual Communication Design V
(for Visual Communication Design)
Professional practice by working in a company which provides design business such as graphics design, computer graphics, photography and/ or advertising design. This course requires 160 hours working and satisfactory performance evaluated by a company supervisor.

VIS 1101	Visual Communication Design I	3(1-4-4) Credits
An introduction to visual problem solving, marks, symbols, semiotics, simplification and translation in visual language.		

VIS 2102	Visual Communication Design II	3(1-4-4) Credits
Prerequisite : VIS 1101 Visual Communication Design I		
Theory and practice in spatial composition, history of layout design as well as experimental design structures.		

VIS 2103	Print Production	3(3-0-6) Credits
<p>Print production process for visual communication design from basic printing such as wood cut, silk screen to industrial printing of books, packaging and various types of media, printing process such as offset printing, Gravure Print, ink-jet, etc., pre-press process, print material, special technique in printing including printing subsidization.</p>		

VIS 2104	Advanced Typography	3(1-4-4) Credits
Prerequisite : ART 2010 Typography		
Expressive typography and deployment of type as visual literature, exploration of the typography design.		

VIS 2105	Visual Communication Design III	3(1-4-4) Credits
Prerequisite : VIS 2102 Visual Communication Design II		
System in design, design problem analysis and its solution to business entity, corporate identity design, branding and advertising medias.		

VIS 3106	Sketch Design	3(1-4-4) Credits
Practice in 2 dimensional and 3 dimensional sketches with various techniques and medium, with focus on how to visualize idea coping with skill development such as structuring, shading, and shadowing into basic visual communication design sketch.		

VIS 3107 Visual Communication Design IV 3(1-4-4) Credits

Prerequisite : VIS 2105 Visual Communication Design III

Confluent accessibilities of data and information, information design principles, history, design process, formats, analysis, experiments and advertising series.

VIS 3110 Visual Communication Design V 3(1-4-4) Credits

Prerequisite : VIS 3107 Visual Communication Design IV

Current climate of visual culture and its impact to our social movement, visual convergence of higher design sensibilities toward human conditions and advertising campaign.

VIS 4115 Design Management 3(3-0-6) Credits

Contemporary issues of the cultural, technological, and environmental influences of design, research methodology, design research, current brand identities, organizational management, and factors in the design industry.

VIS 4116 Art Thesis I 3(1-4-4) Credits

Prerequisite : VIS 3110 Visual Communication Design V

Students are required to choose their own topics which have to be approved by the Thesis Committee. Students must complete the information gathering and analysis.

VIS 4121 Self Promotion 3(1-4-4) Credits

Self promotion strategies, utilizing new technology, synthesis of media in the promotion of contemporary design work, preparation for the business aspects of a design career, portfolio and professional presentation techniques.

VIS 4122 Art Thesis II 6(1-10-11) Credits

Prerequisite : VIS 4116 Art Thesis I

Students are required to continue their project and complete sketch designs following the information analysis from VIS 4116 Art Thesis I. Students must finish their final project and organize their Art Thesis Exhibition in public.

3. Major Elective Courses

Students are required to pass VIS 2105 Visual Communication Design III and the portfolio review before the enrollment of their major concentration.

Graphic Design

VIS 3108 Publication Design 3(1-4-4) Credits
Prerequisite : VIS 2105 Visual Communication Design III
Desktop publishing applications, page layout, basic mechanical preparation for printing industry, characteristics of different publications such as catalog, annual report or magazine together with further exploration in the new emerging industry of digital media publication.

VIS 3111 Package Design 3(1-4-4) Credits
Prerequisite : VIS 2105 Visual Communication Design III
Application of design and communication principles to package design and marketing goals including package design process, market and consumer analysis, materials, and packaging industry.

VIS 3112 Typeface Design 3(1-4-4) Credits
Prerequisite : VIS 2105 Visual Communication Design III
Principles of typeface design, classical typefaces and the analysis of typographic forms and proportions, the creation of the custom typefaces for professionalism and practical usage.

VIS 4117 Signage System and Wayfinding Design 3(1-4-4) Credits
Prerequisite : VIS 2105 Visual Communication Design III
Three-dimensional signage system and way finding, conceptual development, hands-on production of signage, way finding, working drawings, and 3D models.

VIS 4118 Display and Exhibition Design 3(1-4-4) Credits
Prerequisite : VIS 2105 Visual Communication Design III
Application of graphics to 3-dimensional displays based on commercial objectives, function, creativity and beauty. Students will design several types of displays: P.O.P., kiosk, including exhibition and event design.

Advertising Design

VIS 3409	Idea-Generation Techniques	3(1-4-4) Credits
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Prerequisite : VIS 2105 Visual Communication Design III

Concept of creative idea, idea generated techniques, mind-mapping, brainstorming, concept development, executions, application in various medias.

VIS 3413	Advertising Graphics	3(1-4-4) Credits
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Prerequisite : VIS 2105 Visual Communication Design III

Visual elements of effective advertisements, color application, typography, illustration, art direction, mood and tone, impact of visual composition, various kinds of medias.

VIS 3414 Copywriting 3(1-4-4) Credits

Prerequisite : VIS 2105 Visual Communication Design III

Principles of copywriting, analysis of information, structure of content, art of writing, persuasive techniques, applications in various media.

VIS 4419	Production Design	3(1-4-4) Credits
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Prerequisite : VIS 3413 Advertising Graphics

Planning process of various advertising medias, pre-production, 2 dimensional media and motion picture production, post-production.

VIS 4420	Advertising Campaign Design	3(1-4-4) Credits
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Prerequisite : VIS 3414 Copywriting

Principles of campaign design, campaign development, information analysis, concept and design development, application in mass media and below the line.

III. Free Elective Courses

VIS 4123 Individual Project 3(1-4-4) Credits

This course allows upper level students to delve into specific areas of study where their personal interests meet with instructors' expertise. Detailed studies may include integrated branding, public service, self promotion, motion graphic etc.

VIS 4124 Book Binding 3(1-4-4) Credits

Methods of binding books with different materials, techniques and ideas by hand, process of how to become books or magazines for print production, such as perfect binding, flat back journal binding, cross side stitch or slab binding, pamphlet stitch binding, and sewing with four needles including process preparing the signatures to making many types of book covers.

VIS 4125 Sketch Fashion Design 3(1-4-4) Credits

Creative expression in fashion design, fashion sketching, creative design, draping, and pattern drafting, importance of communication, critical reasoning and effects they have on this diversified and global industry.

Graduation Checklist

NO.	COURSE NO.	COURSE TITLE	REQUIRE	GRADE	PREREQUISITE
GENERAL EDUCATION COURSES (31 CREDITS)					
1	BG 1001	English I	C		
2	BG 1002	English II	C		BG 1001 English I
3	BG 2000	English III	C		BG 1002 English II
4	BG 2001	English IV	C		BG 2000 English III
5	GE 1204	Physical Education	D		
6	GE 2202	Ethics	D		
7	MGT 1101	Intro to Business	D		
8	ART 4018	Art Appreciation	D		
9	GE 2101	World Civilization	D		
10	MGT 1200	Math for Business	D		
11	MGT 2404	Managerial Psychology	D		
CORE COURSES (109 CREDITS)					
1	ART 1001	Drawing	C		ART 0011 Intensive Drawing
2	ART 1002	2 Dimensional Foundation	C		
3	ART 1003	Color Theory	C		
4	ART 1004	Technical Drawing	C		
5	ART 1005	Painting	C		ART 1001 Drawing
6	ART 1006	3 Dimensional Foundation	C		ART 1002 2 Dimensional Foundation
7	ART 1208	Computer Graphic Foundation	C		
8	ART 2009	History of Art	D		
9	ART 2010	Typography	C		
10	ART 2012	Illustration	C		
11	ART 2311	Photography	C		
12	ART 3014	Thai Arts	D		
13	ART 4019	Aesthetics	D		
14	ART 4020	Law and Ethics for Arts and Design	D		
15	MKT 2280	Principles of Marketing	D		MGT 1101 Intro to Business

MAJOR REQUIRED COURSES (49 CREDITS)					
1	ART 2313	Digital Imaging	C		
2	ART 3016	History of Modern Design	C		
3	ART 3017	Internship	S		VIS 3110 Visual Communication Design V
4	ART 3215	Interactive and Time Base Media	C		ART 1208 Computer Graphics Foundation
5	VIS 1101	Visual Communication Design I	C		
6	VIS 2102	Visual Communication Design II	C		VIS 1101 Visual Communication Design I
7	VIS 2103	Print Production	C		
8	VIS 2104	Advanced Typography	C		ART 2010 Typography
9	VIS 2105	Visual Communication Design III	C		VIS 2102 Visual Communication Design II
10	VIS 3106	Sketch Design	C		
11	VIS 3107	Visual Communication Design IV	C		VIS 2105 Visual Communication Design III
12	VIS 3110	Visual Communication Design V	C		VIS 3107 Visual Communication Design IV
13	VIS 4115	Design Management	C		
14	VIS 4116	Art Thesis I	C		VIS 3110 Visual Communication Design V
15	VIS 4121	Self Promotion	C		
16	VIS 4122	Art Thesis II	C		VIS 4116 Art Thesis I
MAJOR ELECTIVE COURSES (15 CREDITS)					
1			C		VIS 2105 Visual Communication Design III
2			C		VIS 2105 Visual Communication Design III
3			C		VIS 2105 Visual Communication Design III
4			C		VIS 2105 Visual Communication Design III
5			C		VIS 2105 Visual Communication Design III
FREE ELECTIVE COURSES (6 CREDITS)					
1			D		
2			D		
*	BG 1403	Business Ethics Seminar	S		* 8 semesters

