

**Albert Laurence School of  
Communication Arts**

# **Student Manual:**

## **Department of Visual Communication Design**

**2017**

Modified Curriculum

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# Historical 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 improve the excellence of education with experienced faculty members in a variety of fields. The first chairperson of the department was Mrs. Sriurai Prechasilpa, who was administrated from the academic year of 1994 to 1998. Following her administration was Mr. Khajornsak Thirapanish from the academic year of 1999 to 2010. Presently the department chairperson is directed by Miss Littiorn 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 two new programs to serve the needs of the nation. These programs include:

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

The first chairperson of the Department of Visual Communication Design was Ms. Littiorn Littipanich, who was administrated from the academic year of 2012 to 2017. The first chairperson of the Department of Computer Generated Imagery was Mr. Suriya Rattanawongul, who was administrated from the academic year of 2012 to 2014. Presently, the department chairperson of VCD is directed by Asst. Prof. Nattanan Naewmalee and the department chairperson of CGI is directed by Mr. Rayut Soonkool. 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.

In the year 2017, the curriculum has been modified to provide 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 in excellence in morality and social responsibility.

## Vision

An institute where individuals are challenged to engage in visual experiments and global visual cultures.

## Mission

We are committed to provide the local and global community with visual communication designers who are aware of their role in society. An individual must carry out design conforming to business convention, realizing the sustainable approaches and uplifting social and cultural practice as well as personal visual exploration.

# 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 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

## II. Polite Dress

**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)

### **III. Casual Dress**

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

### **Regulation Handout (\*link)**

(<http://www.sa.au.edu/images/pdf/regulationHandout2015.pdf>)

## **Dismissal / Retire Status**

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 the first semester of the Freshman Year. However, in certain cases the President in consideration of the 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.

## 1.Special Honors and Awards

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

Award	GPA / Semester
University Council Certificate of Honors	4.00 / any academic year
President's Certificate of Honors	3.50-3.99 / any academic year
Academic List of Honors	3.25 or higher / each semester

Conditions :

- 15 credits / semester required except for final semester
- Grades must be 'C' or higher

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

### **3.Academic Merit Scholarship**

Qualifications:

1. Completed 50 credits or more
2. Attained a cumulative GPA of 3.85 or more (1st & 2nd semester only)
3. 15 credits / semester required
4. Holds a general good standing with the University
5. Enrolled and attends the classes for the sequentially following semester (1st & 2nd semester only)
6. No Academic Merit Scholarships will be provided for students in the Aeronautic Engineering specialist subjects
7. The students are not recipients of scholarships from within the university or other institutions/organizations
8. For undergraduate students only
9. GPAs improved to 3.85 or greater due to changes in English grades by way of TOEFL/IELTS scores do not entitle any tuition refund normally awarded each regular semester as an Academic Merit Scholarship.



# Academic Advising and Registration System

The BFA Advising Period is held every semester after the midterm examination period. Students are required to:

1. Check his/her assigned advisor posted in front of the VCD Office on the 8th floor of Albert Laurence School of Communication Arts.

2. Meet with his/her advisor during the BFA Advising Period.

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

## **Criteria for registration approval:**

- English & Ethics courses required until 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 studio courses during the same day (\*case to case basis)

3. Key-in courses as suggested by the advisor on AU Spark - online registration.

\*The advisor must approve the online registration. Any student found adding subjects and/or changing sections not approved by his/her advisor, will be denied access to register online. Failure to register online will result in late registration.

4. After online registration is complete, students must pay through the AU E-Payment system during the appointed date and time.

(Log-in: [www.au.edu](http://www.au.edu) and go to e-payment)

\*Students who fail to make the required payment will result in registration cancellation and will be considered as late registration.

## **Late Registration**

Students who are absent during the BFA Advising Period and fail to gain approval by his/her advisor must meet the advisor to gain permission 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 subjects in that semester.)

## Add/Delete/Change Section

Students who would like to add, delete or change sections of registered subjects may do so during the first two weeks 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

### Maximum course / Credit load per semester

Cum. GPA	Credits Load
1. GPA 2.00 and above (according to study plan)	21-22 Credits
2. GPA 1.99 and below	12-13 Credits
3. Graduating Students	
3.1 GPA. 2.00 and above	21-22 Credits
3.2 GPA. 1.99 and below	15-16 Credits

Remark: Exceeding Credits Limit (only for graduating student)

The 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).

## Prerequisite

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

## Withdrawal

Course modifications are possible within the Withdrawal period.

You do not have to complete withdrawals at one time.

1. Period for course(s) withdrawal is appointed by the Office of the University Registrar. Withdrawal within the appointed period results in a “W” mark on transcripts.
2. English courses can be withdrawn.
3. First year, first semester cannot withdraw 100% of courses enrolled. 3 credits minimum must be enrolled, attended and final exams taken.
4. Nursing Science, Communication Arts and Bio-Technology students must contact their Faculty office for withdrawal matters.
5. The system will forbid you from withdrawing incorrectly.
6. Non-credit courses may be withdrawn.

## Tuition Fee Refund Regulation

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

### 19.1 In case of 50% Tuition Fees Refund

- Subject(s)/section change
- For leave of absence (only tuition fees refund)
- Prerequisite (late grade release)
- Mid-term/Final examination time conflict (graduating students exempted).

### 19.2 In case of 100% Tuition Fees Refund

- Student status retirement
- Time conflict due to administrative changes after registration
- On probation because of late grade release
- Subject(s)/section closed
- Graduated

# 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 (off) 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.

## 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

## Examination Time Conflict Process:

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 Affairs for approval only.

## **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.

## **Petition Submission**

Students who have queries which must be approved by the School such as having examination conflict and having exceeding credits limits, they must follow the following steps.

Students must:

1. Pick up the petition form at the Office of the University Registrar
2. Fill out the petition form
3. Attach the most updated unofficial transcript or a photocopy of it
4. Submit the petition form to the School for approval

Remark:

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

## Curriculum Structure

<b>General Education Courses</b>	<b>34</b>	<b>Credits</b>
Language Courses	12	Credits
Social Science Courses	7	Credits
Humanities Courses	12	Credits
Science and Mathematics Courses	3	Credits
 <b>Specialized Courses</b>	 <b>93</b>	 <b>Credits</b>
Core Courses	39	Credits
Major Required Courses	45	Credits
Major Elective Courses	9	Credits
 <b>Free Elective Courses</b>	 <b>6</b>	 <b>Credits</b>
 <b>Total number of credits</b>	 <b>133</b>	 <b>Credits</b>

# Courses

## General Education Courses

### Language Courses

BG1001	English I
BG1002	English II
BG2000	English III
BG2001	English IV

## 34 Credits

### 12 Credits

3	(2 – 3 – 6)
3	(2 – 3 – 6)
3	(2 – 3 – 6)
3	(2 – 3 – 6)

### Social Science Courses

GE1204	Physical Education
GE2202	Ethics
MGT1101	Introduction to Business

### 7 Credits

1	(1 – 0 – 2)
3	(3 – 0 – 6)
3	(3 – 0 – 6)

### Humanities Courses

GE2101	World Civilization
ART1507	History of Western Art I
ART2513	History of Western Art II
ART3014	Thai Art

### 12 Credits

3	(3 – 0 – 6)
3	(3 – 0 – 6)
3	(3 – 0 – 6)
3	(3 – 0 – 6)

### Science and Mathematics Courses

MA1200	Mathematics for Business
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### 3 Credits

3	(3 – 0 – 6)
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## Specialized Courses

### Core Courses

ART0011	Intensive Drawing
ART1002	2 Dimensional Foundation
ART1003	Color Theory
ART1006	3 Dimensional Foundation
ART1604	Visual Art Media I
ART1605	Visual Art Media II
ART1608	Computer Graphic
ART2010	Typography
ART2112	Illustration
ART2311	Photography
ART2615	Visualization
ART3016	History of Modern Design
ART4019	Aesthetics
MKT2280	Principles of Marketing

## 93 Credits

### 39 Credits

Non-credit	
3	(2 – 2 – 5)
3	(2 – 2 – 5)
3	(2 – 2 – 5)
3	(2 – 2 – 5)
3	(2 – 2 – 5)
3	(2 – 2 – 5)
3	(2 – 2 – 5)
3	(2 – 2 – 5)
3	(3 – 0 – 6)
3	(3 – 0 – 6)
3	(3 – 0 – 6)

Major Required Courses	45 Credits
ART1709 Digital Production	3 (2 – 2 – 5)
ART3117 Internship	3 (160 hours)
ART3718 Folk Art in South East Asia	3 (3 – 0 – 6)
ART3720 Time Base Media	3 (2 – 2 – 5)
ART3721 Interactive Media	3 (2 – 2 – 5)
VIS1701 Visual Literacy	3 (2 – 2 – 5)
VIS2104 Advance Typography	3 (2 – 2 – 5)
VIS2702 Composition	3 (2 – 2 – 5)
VIS2703 Mark & Symbol	3 (2 – 2 – 5)
VIS2705 Visual Marketing & Design	3 (2 – 2 – 5)
VIS3706 Information Graphic Design	3 (2 – 2 – 5)
VIS4115 Design Management	3 (3 – 0 – 6)
VIS4116 Art Thesis I	3 (3 – 0 – 6)
VIS4122 Art Thesis II	6 (1 – 10 – 11)

Major Elective Courses	9 Credits
VIS3111 Package Design	3 (2 – 2 – 5)
VIS3112 Typeface Design	3 (2 – 2 – 5)
VIS3807 Text in Space	3 (2 – 2 – 5)
VIS3808 Image Manipulation	3 (2 – 2 – 5)
VIS3809 Graphic Design System	3 (2 – 2 – 5)
VIS3810 Art Direction	3 (2 – 2 – 5)
VIS3813 Visual Merchandising Design	3 (2 – 2 – 5)
VIS4117 Signage System and Wayfinding Design	3 (2 – 2 – 5)
VIS4814 Exhibition Design	3 (2 – 2 – 5)
VIS4818 Campaign Design	3 (2 – 2 – 5)
VIS4819 Experimental Design	3 (2 – 2 – 5)

Students must take major elective courses of at least 9 credits from the list.

Free Elective Courses	6 Credits
ART3922 Basic Drawing	3 (2 – 2 – 5)
ART3923 Thai Painting	3 (2 – 2 – 5)
ART3924 Printmaking	3 (2 – 2 – 5)
ART3925 Creative Photography	3 (2 – 2 – 5)
ART4926 History of Asian Art	3 (3 – 0 – 6)
VIS4124 Bookbinding	3 (2 – 2 – 5)
VIS4920 Art Exposure	3 (3 – 0 – 6)
VIS4921 Sustainable Graphic Design	3 (2 – 2 – 5)
VIS4923 Design Discourse	3 (3 – 0 – 6)

Students can take free elective courses of 6 credits from any faculty in Assumption University upon completion of the prerequisites (if any).



# Study Plan

## First Year

### First Semester

Course Code	Course Title	Credits
BG1001	English I	3 (2 – 3 – 6)
GE 2101	World Civilization	3 (3 – 0 – 6)
ART1002	2 Dimensional Foundation	3 (2 – 2 – 5)
ART1003	Color Theory	3 (2 – 2 – 5)
ART1604	Visual Art Media I	3 (2 – 2 – 5)
ART1608	Computer Graphic	3 (2 – 2 – 5)
	Total	18 (13– 11 – 32)

### Second Semester

Course Code	Course Title	Credits
BG1002	English II	3 (2 – 3 – 6)
ART1507	History of Western Art I	3 (3 – 0 – 6)
ART1605	Visual Art Media II	3 (2 – 2 – 5)
ART1709	Digital Production	3 (2 – 2 – 5)
ART2010	Typography	3 (2 – 2 – 5)
VIS1701	Visual Literacy	3 (2 – 2 – 5)
	Total	18 (13 – 11 – 32)

## Second Year

### First Semester

Course Code	Course Title	Credits
BG2000	English III	3 (2 – 3 – 6)
MGT1101	Introduction to Business	3 (3 – 0 – 6)
ART1006	3 Dimensional Foundation	3 (2 – 2 – 5)
ART2112	Illustration	3 (2 – 2 – 5)
ART2513	History of Western Art II	3 (3 – 0 – 6)
VIS2702	Composition	3 (2 – 2 – 5)
	Total	18 (14 – 9 – 33)

### Second Semester

Course Code	Course Title	Credits
BG2001	English IV	3 (2 – 3 – 6)
ART2311	Photography	3 (2 – 2 – 5)
ART2615	Visualization	3 (2 – 2 – 5)
ART3016	History of Modern Design	3 (3 – 0 – 6)
VIS2703	Mark & Symbol	3 (2 – 2 – 5)
VIS2705	Visual Marketing & Design	3 (2 – 2 – 5)
	Total	18 (13 – 11 – 32)

## Third Year

### First Semester

Course Code	Course Title	Credits
MKT2280	Principles of Marketing	3 (3 – 0 – 6)
ART3014	Thai Art	3 (3 – 0 – 6)
ART3720	Time Base Media	3 (2 – 2 – 5)
VIS2104	Advance Typography	3 (2 – 2 – 5)
VIS3706	Information Graphic Design	3 (2 – 2 – 5)
	Major Elective Course	3 (2 – 2 – 5)
	Total	18 (– –)

### Second Semester

Course Code	Course Title	Credits
MA1200	Mathematics for Business	3 (3 – 0 – 6)
ART3718	Folk Art in South East Asia	3 (3 – 0 – 6)
ART3721	Interactive Media	3 (2 – 2 – 5)
VIS4115	Design Management	3 (3 – 0 – 6)
	Major Elective Course	3 (2 – 2 – 5)
	Free Elective Course	3 (– –)
	Total	18 (– –)

## Summer Session

Course Code	Course Title	Credits
ART3117	Internship	3 (160 hours)
	Total	3 (160 hours)

## Fourth Year

### First Semester

Course Code	Course Title	Credits
ART4019	Aesthetics	3 (3 – 0 – 6)
VIS4116	Art Thesis I	3 (3 – 0 – 6)
	Major Elective Course	3 (2 – 2 – 5)
	Free Elective Course	3 (– –)
	Total	12 (– –)

### Second Semester

Course Code	Course Title	Credits
GE1204	Physical Education	1 (1 – 0 – 2)v
GE2202	Ethics	3 (3 – 0 – 6)
VIS4122	Art Thesis II	6 (1 – 10 – 11)
	Total	10 (– –)

# Course Description

## General Education Courses

### 1. Language Courses

BG1001                      English I    3 (2-3-6) 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.

BG1002                      English II    3 (2-3-6) Credits  
Prerequisite:              BG1001 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.

BG2000                      English III    3 (2-3-6) Credits  
Prerequisite:              BG1002 English II  
Advanced English for academic and career purposes, emphasizing organization of ideas and clarity of expression and understanding.

BG2001                      English IV    3 (2-3-6) Credits  
Prerequisite:              BG2000 English III  
Advanced English for academic and career purposes, emphasizing critical and analytical skills, and formulating logical and coherent opinions.

### 2. Social Science Courses

GE1204                      Physical Education    1 (1-0-2) Credit  
Improving physical fitness and psychomotor skills, creating unity among students, and developing the sportive mind.

GE2202                      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.

**MGT1101**                      **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

**GE2101**                      **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 times in order to understand their roots; globalization impacts on modern societies; cross-cultural society.

**ART1507**                      **History of Western Art I**                      **3 (3-0-6) Credits**  
 An introduction to the history of Western art from prehistoric times to the dawn of the Renaissance emphasizing the place of visual arts in the history of civilization. Examine historical, cultural, religious and social conditions and its impacts on human civilization and artists in society through works of architecture, painting, and sculpture.

**ART2513**                      **History of Western Art II**                      **3 (3-0-6) Credits**  
 Study works of art from the early Renaissance to present-day. Discuss the development of stylistic movements in relation to significant historical, cultural, religious, technological, and social contexts. Categorize artists, schools, movements and styles by examining and interpreting artists' intentions through the interaction of analytical and creative processes.

**ART3014**                      **Thai Art**                      **3 (3-0-6) Credits**  
 Introduction to works of Thai art from prehistoric settlements to contemporary art scenes emphasizing the places of visual arts in the history of Asian art and culture. Categorize and characterize periods, kingdoms and styles by examining historical, cultural, religious and social conditions and its impact on human civilizations and artistic sensibilities. Study from museums, historical parks and other outdoor venues.

### 4. Mathematics and Science Courses

**MA1200**                      **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.

# Specialized Courses

## 1. Core Courses

**ART0011                      Intensive Drawing                      Non Credit**  
Introducing basic black and white drawing techniques to increase direct observation skills. Emphasis is placed on the fundamentals of drawing in relation to scale, proportion and shading. Students work in black media on sketch paper from a variety of subjects to demonstrate basic representational imagery by exploring mark making, value, line and line quality.

**ART1002                      2 Dimensional Foundation                      3 (2-2-5) Credits**  
Study the terminology of design elements, form relationships, and design principles of 2-dimensional design utilized by all aspects of visual art. Practice on the utilization of each component following basic design principles in visual language and build up design vocabulary and its repertoire, using a wide variety of materials and methods.

**ART1003                      Color Theory                      3 (2-2-5) Credits**  
A basic and practical understanding of the principles of color theory in regards to hue, value, saturation, shade and tone, color relationships and schemes as they apply to the visual communication design process. Explore the psychological, perceptual, historical, cultural and symbolic aspects and meanings of color. Develop an understanding of the practical application of color theories, focusing on the interaction and relativity of color, through hands-on experience in a variety of media.

**ART1006                      3 Dimensional Foundation                      3 (2-2-5) Credits**  
**Prerequisite:**      ART1002 2 Dimensional Foundation  
A continuation from 2-dimensional design principles unfolding into the third dimension. Emphasize on fundamental terminology, concepts, theory, and application. Practice revolves around the principles of three dimensional visual abstractions. Understand the role of dominant, subdominant, and subordinate elements played in 3D form. Explore a variety of processes and materials to assist form and space relationships.

**ART1604                      Visual Art Media I                      3 (2-2-5) Credits**  
**Prerequisite:**      ART0011 Intensive Drawing  
Explore various traditional media in regards to techniques and effects. Emphasize on drawing and painting tools such as pencil, charcoal, color pencil, pen and ink, chalk, pastel, acrylic, and watercolor. Acquire skills in creating representative, abstract and non-objective image through the use of lines, patterns, shapes, textures, value and colors

- ART1605                      Visual Art Media II                      3 (2-2-5) Credits  
 Prerequisite:              ART1604 Visual Art Media I  
 Introduce and expose traditional media used in sculpture, printmaking and mix-media. Learn about methods and processes used in printing — relief, intaglio and silkscreen. Introduce a platform for compositional development, design skills and three-dimensional forms. Give attention to visual thinking, exploration, exposure to the qualities and properties of the materials, techniques and processes.
- ART1608                      Computer Graphic                      3 (2-2-5) Credits  
 Train in current software and hardware used in the profession design field. Emphasize on vector and raster based applications through basic computer operations and digital workflow specified for design studio practices. Develop and understanding in basic pre-press practice to output artwork in digital and print format.
- ART2010                      Typography                      3 (2-2-5) Credits  
 Learn and develop skills use Roman alphabets as design tools for visual communication. Explore and investigate historical significance and development of art of marks and lettering from ancient civilizations to contemporary culture. Learn basic principles of type and typesetting in relation to function, arrangement, organizing and composing in visual space. Practicing laying out text using a grid system basic.
- ART2112                      Illustration                      3 (2-2-5) Credits  
 Prerequisite:              ART1604 Visual Art Media I  
 Develop a sense of balancing practical image-making with creative self-fulfillment. Examine various stylistic approaches used in both a commercial and artistic venue. Acquire skills in both traditional and digital application. Learn to deliver comprehensive package by integrating concept, material handling, techniques, creativity, communication, and presentation.
- ART2311                      Photography                      3 (2-2-5) Credits  
 An introduction to photography in regards to history, fundamental concepts and techniques of photographic equipment and materials. Develop basic camera operations and photographic composition.
- ART2615                      Visualization                      3 (2-2-5) Credits  
 Investigate graphic images presented in various styles to serve different needs and clientele. Learn the uniqueness and characteristics of each graphic form. Train in diverse techniques of sketching and rendering, both hand drawn conventional methods and 2D-3D computer generated imaging applications.

**ART3016**                      **History of Modern Design**                      **3 (3-0-6) Credits**  
Examine changing developments in graphic design, industrial design, interior design, architecture, fashion, furniture, and decorative arts from early 20th century to the present. Study modern design as an extension of creativity in relation to demand, technology and production, standards, fine arts, economic, social and political impacts, mass culture, and the dynamics of consumption.

**ART4019**                      **Aesthetics**                      **3 (3-0-6) Credits**  
Study different ideologies of philosophers' viewpoints in sensory experiences distinctively to art, beauty and human conditions from classical period to the 20th century. Reconstruct the philosophical, historical, cultural, and institutional significances that enabled the emergence of both art and its appreciation as an intellectual expression. Apply critical thinking based on sound judgment from different perspectives in issues pertaining to art and design both globally and locally.

**MKT2280**                      **Principles of Marketing**                      **3 (3-0-6) Credits**  
**Prerequisite:**                      **MGT1101 Introduction to Business**  
Principles and problems involved in transfer of goods and services from the producer to the consumer, consumer's buying motives, basic product, distribution, price, promotion mix strategies, and improvement of marketing efficiency.

## **2. Major Required Courses**

**ART1709**                      **Digital Production**                      **3 (2-2-5) Credits**  
**Prerequisite:**                      **ART1608 Computer Graphic**  
Study milestones in printing history and traditional printing methods. Understand processes of popular commercial printing methods. Train how to prepare digital pre-press work and artwork for digital screen output. Learn software related to digital paperless output and prepare files in different formats — PDF, EPUB — as required.

**ART3117**                      **Internship**                      **3 (160 hours) Credits**  
**Prerequisite:**                      **A portfolio review as required by the program**  
Professional practice in an organization that provides an apprenticeship both in design and business for 160 working hours with a satisfactory performance evaluated by the organization supervisor.

ART3718 Folk Art in South East Asia 3 (3-0-6) Credits  
Survey the development of handicraft in Southeast Asia region through a historical, economic, social and cultural perspective. Explore local and authentic craft heritage in textile, earthenware, woodcraft and metal smith. Learn to appreciate and value local wisdom and innovation. Explore and engage in field surveys of local communities, museums and galleries.

ART3720 Time Base Media 3 (2-2-5) Credits  
Prerequisite: ART1608 Computer Graphic  
Study the impact and characteristics of temporal conditions in creating visual messages for communication. Train in video camera operation, lighting, scene set-up and cinematography. Learn basic video editing, composite still text and images, along with video and sound clips. Render video with required formats used in professional practice.

ART3721 Interactive Media 3 (2-2-5) Credits  
Prerequisite: ART1608 Computer Graphic  
Learn to create and assess different strategic layering of interactive content in regards to framework, functionality, hierarchy, accessibility, navigation and user experiences. Understand on-demand temporal sequencing. Practice and experiment with Content Management System website creation. Prepare and integrate multimedia content with device dependence optimization.

VIS1701 Visual Literacy 3 (2-2-5) Credits  
Use text and image as a visual language in graphic communication. Expect and create emotional intention as part of visual problem solving skills. Learn interdependent roles of form and content with targeted viewers' anticipation. Learn different processes in conceptual development. Understand and practice graphic translation based on audience needs.

VIS2104 Advance Typography 3 (2-2-5) Credits  
Prerequisite: ART2010 Typography  
Study expressive typographic form by using different manipulating techniques of separating, layering, fracturing and distortion. Connote sophisticated meaning or perception through semantic layering as an additional level of communication. Train in handling type in different media in 2D, physical 3D, motion and/ or interactive format.

VIS2702 Composition 3 (2-2-5) Credits  
Learn to create visual structure from past masters in the field of visual communication design. Categorize and characterize historical significance in graphic design history. Define and deploy different graphic styles based on designer's intention. Experiment in various stylistic approaches by mixing, matching and/or formulating design vernacular from personal investigation.



- VIS2703**                      **Mark & Symbol**                      **3 (2-2-5) Credits**  
**Prerequisite:**              **VIS1701 Visual Literacy**  
 Understand the effect of gestalt principle in human psychological perception for the exploitation of signs as tools for visual communication. Study semiology as graphic designers to use in personal monogram, corporate visual identity and organizational visual program.
- VIS2705**                      **Visual Marketing & Design**                      **3 (2-2-5) Credits**  
**Prerequisite:**              **VIS1701 Visual Literacy**  
 Understand psychology of persuasion used in mass consumers for graphic communication. Understand the marketing brief to use as a solution for content and conceptual development. Study different media format for print, out of home, broadcast and innovative media.
- VIS3706**                      **Information Graphic Design**                      **3 (2-2-5) Credits**  
**Prerequisite:**              **VIS2703 Mark & Symbol**  
 Develop an understanding of data management pertaining to graphic design and contemporary media. Acquire a fundamental study in the research process of design framework from data collection to information analysis. Experiment with various data visualization in both a commercial and private venue.
- VIS4115**                      **Design Management**                      **3 (3-0-6) Credits**  
**Prerequisite:**              **MGT1101 Introduction to Business**  
 Develop entrepreneurship spirit and practice by focusing on the design process and strategy, as well as organizational and financial management. Discourse in issues relating to the design industry. Cultivate a professional mindset by enhancing business acumen and leadership skill.
- VIS4116**                      **Art Thesis I**                      **3 (3-0-6) Credits**  
**Prerequisite:**              **BG2000 English III**  
    **Major Required Courses 36 credits**  
 Develop and pursue a challenged and creative area of interest as a culmination of the education received in the undergraduate experience. The approved topic proposal, portfolio and requirements will be followed up by a research work and applicant's presentations scheduled throughout the semester. An initial research paper of the project must be submitted to the thesis committee in order to proceed to Art Thesis II.
- VIS4122**                      **Art Thesis II**                      **6 (1-10-11) Credits**  
**Prerequisite:**              **VIS4116 Art Thesis I**  
 Demonstrate a comprehensive visual understanding of the research materials obtained in Art Thesis I. Approved design work is judged by committee criteria through conceptual development and design execution. Art Thesis projects are to be presented to the faculty in a public exhibited venue with a thesis book to be submitted for course completion.

### 3. Major Elective Courses

VIS3111                      Package Design                      3 (2-2-5) Credits

Prerequisite:              VIS2703 Mark & Symbol  
                                    VIS2705 Visual Marketing & Design

Study different materials and construction techniques used for graphic containers. Acclimate conceptual development related to marketing point of view and clients' needs. Create graphics and 3-dimensional designs for package prototypes. Focus on rules and regulations of manufacturing requirements, environmental concerns and universal design.

VIS3112                      Typeface Design                      3 (2-2-5) Credits

Prerequisite:              VIS2703 Mark & Symbol  
                                    VIS2705 Visual Marketing & Design

Develop skills for producing functional and/or expressive roman alphabets. Study the history, technology and contemporary practices in font design industry. Create and design letters using both traditional media and computer-generated software.

VIS3807                      Text in Space                      3 (2-2-5) Credits

Prerequisite:              VIS2703 Mark & Symbol  
                                    VIS2705 Visual Marketing & Design

Study an advanced typographic grid system. Learn to apply organized text onto different spaces of media type, newspaper, book, magazine, screen type, desktop, mobile or tablet and/or application type, website, mobile apps. Train for intermediate level page layout software usage.

VIS3808                      Image Manipulation                      3 (2-2-5) Credits

Prerequisite:              VIS2703 Mark & Symbol  
                                    VIS2705 Visual Marketing & Design

Train in tools and techniques of digital image editing software. Study professional digital workflow and color management system. Develop and explore technological know-how of digital imaging enhancement and manipulation in various styles of realism and surrealism.

VIS3809                      Graphic Design System                      3 (2-2-5) Credits

Prerequisite:              VIS2703 Mark & Symbol  
                                    VIS2705 Visual Marketing & Design

Convey a comprehensive design program into a business environment and social service sector. Measure the social, economic and political climate impacting current business and social issues through systematic consideration and research. Apply a comprehensive design campaign as a means to cultivate social and global visual culture.

VIS3810                      Art Direction                      3 (2-2-5) Credits

Prerequisite:              VIS2703 Mark & Symbol  
                                 VIS2705 Visual Marketing & Design

Develop conceptual imagery and visualize its mood and tone in conjunction with brand identity. Learn to integrate influenced factors by incorporating visual style, storytelling, client's needs and designer intentions.

VIS3813                      Visual Merchandising Design                      3 (2-2-5) Credits

Prerequisite:              VIS2703 Mark & Symbol  
                                 VIS2705 Visual Marketing & Design

Translate and capture product and brand identity together with consumer behavior into graphical displays through various outlets. Focus on factors influencing the designer's role in display design, interior spacing and fashion style. Develop a keen sense of current trends in marketing and retail commerce.

VIS4117      Signage System and Wayfinding Design      3 (2-2-5) Credits

Prerequisite:              VIS2703 Mark & Symbol  
                                 VIS2705 Visual Marketing & Design

Study concepts, research methods and design strategies for environmental graphic design in architectural graphics, identity graphics, civic design, pictogram design, mapping and theme environments. Concentrate on visual aspects and user experience pertaining to information through the context of place, communicating identity and its culture.

VIS4814                      Exhibition Design                      3 (2-2-5) Credits

Prerequisite:              VIS2703 Mark & Symbol  
                                 VIS2705 Visual Marketing & Design

Emphasize on the role of conveying content through various display methods. Analyze audience perception and understanding to conceptualize exhibits for educational and commercial purposes. Learn and train in exhibition planning, research, spacing, construction and organizing.

VIS4818                      Campaign Design                      3 (2-2-5) Credits

Prerequisite:              VIS2703 Mark & Symbol  
                                 VIS2705 Visual Marketing & Design

Study basic criteria needed to plan and implement an advertising campaign. Train to use motivation and persuasion techniques with creative communication on target audience. Develop and execute a creative strategy through analysis of demographics and psychographic information. Explore current media campaign applications in mass media.

VIS4819                      Experimental Design                      3 (2-2-5) Credits

Prerequisite:              VIS2703 Mark & Symbol

                                 VIS2705 Visual Marketing & Design

Explore design possibilities by investigating selective ideas, media and/or audience. Use critical thinking to form and convey design manifesto through the use of design vernacular and cultural references. Cultivate personal visual aesthetic and design philosophy as an artistic interpretation for personal growth.

## 4. Free Elective Courses

ART3922                      Basic Drawing                      3 (2-2-5) Credits

Introduce basic techniques needed for the fundamentals of drawing. Explore visualizing the physical world with formal elements and techniques in line, contour, form, light and shade, texture, value and perspective in representing still life's and other subjects. Graphic media used includes pencil, charcoal, pen and ink.

ART3923                      Thai Painting                      3 (2-2-5) Credits

Study the basic Thai motifs and patterns through painting techniques of Lai Thai in various periods. Explore traditional processes to contemporary media, while examining Thai styles applied to fashion, product design, interior design and decorative art. Understand concepts and themes of Thai traditional painting through historical context.

ART3924                      Printmaking                      3 (2-2-5) Credits

Introduce basic printmaking methods of relief print, intaglio and serigraphy. Learn different techniques from various traditional printmaking processes such as monoprint, letterpress, wood cut, wood engraving or screen printing. Experiment with numerous printing materials and substrate. Explore ideas and possibilities to carry works forward to computer incorporated imagery for graphic design.

ART3925                      Creative Photography                      3 (2-2-5) Credits

Learn the art of capturing image in a fun, curious and experimental way. Explore various styles of digital photo taking both in color and in black and white. Incorporate design principles, traditional photography techniques with digital post processing software to attain desirable look and feel. Use an art criticism process to evaluate, explain and measure artistic growth.

ART4926                      History of Asian Art                      3 (3-0-6) Credits  
Survey the evolution and expansion of the material culture and artistic production in India, China, Japan, Korea, and Southeast Asia, from antiquity to contemporary art. Discuss and focus on works of paintings, sculpture, calligraphy, architecture, monuments and artifacts in a variety of media. Examine historical, political, religious, social, and visual aspects of the art, while considering themes such as art forms, techniques, patronage, relationships of Asian traditions, modernity and tradition, and ideas of representation in Asia.

VIS4124                      Bookbinding                      3 (2-2-5) Credits  
Learn the art of book making, its anatomy and book structure. Understand different tools, materials and techniques used to attach sheets of writing substrate together. Focus is on traditional non-adhesive binding with one and several needle works such as Coptic binding or Japanese stab binding. Learn the modern day binding operation such as perfect binding, case binding or saddle stitching.

VIS4920                      Art Exposure                      3 (3-0-6) Credits  
Explore various art forms in different venues. Develop an appreciation of visual art in fine art, performance art, and craft and design through hands-on engagement and field trips. Understand its value contributing to Thai society both in a local and global scale. Foster good taste and aesthetic sensibilities by engaging in critical thinking analysis and interpretation.

VIS4921                      Sustainable Graphic Design                      3 (2-2-5) Credits  
Introduce various facets of sustainability through history, philosophies and principles in the field of visual communication. Explore and practice the use of techniques, processes and materials to reduce the detrimental effect on environmental, cultural, social and economic impacts of graphic design products throughout their lifecycle. Familiarize and implement trends, theories and ideologies of sustainability by developing problem-solving alternatives in the context of environmental crisis.

VIS4923                      Design Discourse                      3 (3-0-6) Credits  
Build knowledge and application of the visual, verbal and written language of interdisciplinary design in today's social complex. Focus on reading, writing and discussing design related issues impacting social behavior, cultural movement, technological advancement, and environmental concerns. Learn to develop design models to rectify issues at hand through forward thinking with universality attitude and sustainability approaches.

# Graduation Checklist

No.	Course Code & Title	Prerequisite	Required	Grade
General Education Courses 34 credits				
1	BG1001 English I	None	C	
2	BG1002 English II	BG1001 English I	C	
3	BG2000 English III	BG1002 English II	C	
4	BG2001 English IV	BG2000 English III	C	
5	GE1204 Physical Education	None	D	
6	GE2202 Ethics	None	D	
7	MGT1101 Introduction to Business	None	D	
8	GE2101 World Civilization	None	D	
9	ART1507 History of Western Art I	None	C	
10	ART2513 History of Western Art II	None	C	
11	ART3014 Thai Art	None	C	
12	MA1200 Mathematics for Business	None	D	

No.	Course Code & Title	Prerequisite	Required	Grade
Core Courses 39 credits				
1	ART0011 Intensive Drawing	None	S	
2	ART1002 2 Dimensional Foundation	None	C	
3	ART1003 Color Theory	None	C	
4	ART1006 3 Dimensional Foundation	ART1002 2 Dimensional Foundation	C	
5	ART1604 Visual Art Media I	ART0011 Intensive Drawing	C	
6	ART1605 Visual Art Media II	ART1604 Visual Art Media I	C	
7	ART1608 Computer Graphic	None	C	
8	ART2010 Typography	None	C	
9	ART2112 Illustration	ART1604 Visual Art Media I	C	
10	ART2311 Photography	None	C	
11	ART2615 Visualization	None	C	
12	ART3016 History of Modern Design	None	C	
13	ART4019 Aesthetics	None	C	
14	MKT2280 Principles of Marketing	MGT1101 Introduction to Business	C	

No.	Course Code & Title	Prerequisite	Required	Grade
Major Required Courses 45 credits				
1	ART1709 Digital Production	ART1608 Computer Graphic	C	
2	ART3117 Internship	Portfolio Review	C	
3	ART3718 Folk Art in South East Asia	None	C	
4	ART3720 Time Base Media	ART1608 Computer Graphic	C	
5	ART3721 Interactive Media	ART1608 Computer Graphic	C	
6	VIS1701 Visual Literacy	None	C	
7	VIS2104 Advance Typography	ART2010 Typography	C	
8	VIS2702 Composition	None	C	
9	VIS2703 Mark & Symbol	VIS1701 Visual Literacy	C	
10	VIS2705 Visual Marketing & Design	VIS1701 Visual Literacy	C	
11	VIS3706 Information Graphic Design	VIS2703 Mark & Symbol	C	
12	VIS4115 Design Management	MGT1101 Introduction to Business	C	
13	VIS4116 Art Thesis I	BG2000 English III Major Required Courses 36 credits	C	
14	VIS4122 Art Thesis II	VIS4116 Art Thesis I	C	



No.	Course Code & Title	Prerequisite	Required	Grade
Major Elective Courses 9 Credits				
1	VIS_____ _____	VIS2703 Mark & Symbol VIS3705 Visual Marketing & Design	C	
2	VIS_____ _____	VIS2703 Mark & Symbol VIS3705 Visual Marketing & Design	C	
3	VIS_____ _____	VIS2703 Mark & Symbol VIS3705 Visual Marketing & Design	C	
Free Elective Courses 6 Credits				
1			D	
2			D	

