

Bachelor of Fine Arts Program in Communication Design (International Program)

1. Code and Program Title

In Thai	หลักสูตรศิลปกรรมศาสตรบัณฑิต สาขาวิชาการออกแบบนิเทศศิลป์ (หลักสูตรนานาชาติ)
In English	Bachelor of Fine Arts Program in Communication Design (International Program)

2. Title of Degree and Field of Study

In Thai	Full Title	ศิลปกรรมศาสตรบัณฑิต (การออกแบบนิเทศศิลป์)
	Abbreviation	ศป.บ. (การออกแบบนิเทศศิลป์)
In English	Full Title	Bachelor of Fine Arts (Communication Design)
	Abbreviation	B.F.A. (Communication Design)

3. Major Subject (If Applicable) –

4. Career Opportunities after Graduation

4.1 Branding and Advertising:

- 4.1.1) Brand and Corporate Identity Designer
- 4.1.2) Brand Communication Manager
- 4.1.3) Creative
- 4.1.4) Art Director

4.2 Graphic Design:

- 4.2.1) Graphic Designer
- 4.2.2) Illustrator
- 4.2.3) Infographics Designer
- 4.2.4) Type Designer
- 4.2.5) Packaging Designer
- 4.2.6) Environmental Graphics and Exhibition Designer

4.3 Online Communications:

- 4.3.1) Web Designer
- 4.3.2) Online Communication Media Designer
- 4.3.3) Multimedia / Interactive Designer
- 4.3.4) User Interface and User Experience Designer

5. Total Credits Required

No less than 176 credits

Note: If students are placed into the 'Advanced Track' for their General Education requirement in English Communication, 4 credits of General Education in English Communication will be waived.

6. Program Structure

1) Foundation Courses	Non-credit
2) General Education Courses	40 credits

- English Communication 16 credits
- Natural Sciences 4 credits
- Humanities and Foreign Languages 12 credits
- Social Sciences 8 credits

3) Specific Courses 128 credits

- Required Courses 116 credits
- Major Elective Courses 12 credits

4) Free Electives 8 credits

Foundation Courses 0 Credit

ICID 100	Freshman Seminar *	0
ICME 100	English Resource Skills *	0

*Note I: All students must take ICID 100 Freshman Seminar, a non-credit course.

*Note II: Students whose English placement is below ICGC 101 Academic Writing and Research I are required to take ICME 100 English Resource Skills and pass the course with the grade of "S" before moving to ICGC 101 Academic Writing and Research I

A. General Education Courses no less than 40 Credits (lecture - lab/practice – self-study)

English Communication

ICGC 101	Academic Writing and Research I	4
ICGC 102	Academic Writing and Research II	4
ICGC 103	Public Speaking	4
ICGC 111	Academic Writing and Research I (Advanced)	4
ICGC 112	Academic Writing and Research II (Advanced)	4
ICGC 201	Global Realities	4
ICGC 202	Literary Analysis	4
ICGC 203*	Creative Writing	4
ICGC 204	Advanced Oral Communication	4

ICGC 205	Linguistics	4
ICGC 206	Literature Into Film	4
ICGC 207	Diverse English Speaking Cultures	4
ICGC 208	Language and Culture	4
ICGC 209	The Story of English	4
ICGC 210	First and Second Language Acquisition	4
ICGC 211	Topics in Comparative Literature A: Poetry	4
ICGC 212	Topics in Comparative Literature B: The Short Story and the Novel	4
ICGC 213	Topics in Comparative Literature C: Drama	4

*recommended

Humanities and Foreign Languages

Humanities

• Logical and Ethical Literacy

ICGH 101	Biotechnology: from Science to Business	4
ICGH 102	Famous Arguments and Thought Experiments in Philosophy	4
ICGH 103	Logic, Analysis and Critical Thinking: Good and Bad Arguments	4
ICGH 104	Moral Reasoning: How can we know what is good?	4
ICGH 105	Technology, Philosophy and Human Kind: Where Are We Now?!	4
ICGH 106	The Greeks: Crucible of Civilization	4

• Arts and Media Literacy

ICGH 107	Contemporary Art and Visual Culture	4
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ICGH 108	Creative Drawing Expression	4
ICGH 109	Creative Thinking Through Art and Design	4
ICGH 110	Drawing as Visual Analysis	4
ICGH 111	Media Literacy: Skills for 21st Century Learning	4
ICGH 112	Photography	4
ICGH 113	Moving Pictures: A History of Film	4
ICGH 114	The Sound of Music: Form, Emotion, and Meaning	4

Foreign Languages

• German

ICGL 101	Elementary German I	4
ICGL 102	Elementary German II	4
ICGL 103	Elementary German III	4

• Japanese

ICGL 111	Elementary Japanese I	4
ICGL 112	Elementary Japanese II	4
ICGL 113	Elementary Japanese III	4

• French

ICGL 121	Elementary French I	4
ICGL 122	Elementary French II	4
ICGL 123	Elementary French III	4

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• Chinese

ICGL 131	Elementary Chinese I	4
ICGL 132	Elementary Chinese II	4
ICGL 133	Elementary Chinese III	4

• Spanish

ICGL 141	Elementary Spanish I	4
ICGL 142	Elementary Spanish II	4
ICGL 143	Elementary Spanish III	4

• Thai

ICGL 160	Introduction to Thai Language and Culture	4
ICGL 161	Elementary Thai I	4
ICGL 162	Elementary Thai II	4
ICGL 163	Elementary Thai III	4

Natural Sciences

• Scientific and Environmental Literacy

ICGN 101	Decision Mathematics	4
ICGN 102	Essential Mathematics	4
ICGN 103	Essential Statistics	4
ICGN 104	Mathematics and Its Contemporary Applications	4
ICGN 105	Ecology, Ecosystems and Socio-Economics in Southeast Asia	4

ICGN 106	Climate Change and Human Society	4
ICGN 107	The Chemistry of Everyday Life	4
ICGN 108	Essentials of Culinary Science for Food Business	4
ICGN 109	Food for Health อาหารเพื่อสุขภาพ	4
ICGN 110	Maker Workshop	4
ICGN 111	Physics for CEO	4
ICGN 112	Stargazer	4
ICGN 113	Plants, People and Poisons	4
ICGN 114	The Scientific Approach and Society	4
ICGN 115	Human Evolution, Diversity and Health	4

• **ICT and Digital Literacy**

ICGN 116	Understanding and Visualizing Data	4
ICGN 117	Technology behind E-Business and Digital Strategies	4
ICGN 118	Everyday Connectivity	4
ICGN 119	Computer Essentials	4

Social Sciences

• **Financial, Economic, Business and Entrepreneurial Literacy**

ICGS 101	Accounting for Young Entrepreneurs	4
ICGS 102	Business Sustainability and the Global Climate Change	4
ICGS 103	Economics in Modern Business	4
ICGS 104	Essentials of Entrepreneurship	4

ICGS 105	Personal Financial Management	4
ICGS 106	Fashion and Society	4
ICGS 107	MICE 101	4
ICGS 108	Money Matters	4

• **Global and Multicultural Literacy**

ICGS 109	American History, Film and Modern Life	4
ICGS 110	Development and Conflicts	4
ICGS 111	Exploring Religions	4
ICGS 112	Geography of Human Activities	4
ICGS 113	Perspectives on the Thai Past	4
ICGS 114	Power, Money and Behavior of Powerful States	4
ICGS 115	Sociology in the Modern World	4
ICGS 116	Power and Politics	4
ICGS 117	Overcoming Stereotypes, Prejudice and Discrimination	4
ICGS 118	Skills in Dealing with People Across Cultures	4
ICGS 119	World Politics	4
ICGS 120	Global Awareness	4

• **Psychological Literacy**

ICGS 121	Abnormal Colleagues: how do I make this work?	4
ICGS 122	Propaganda, Nudge Theory and Marketing: How to resist?	4

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B. Special Education Courses no less than 128 Credits (lecture - lab/practice – self-study)

Required Courses

ICCD 102	CD Seminar	4
ICCD 103	Research Studio	4
ICCD 112	Drawing Studio	4
ICCD 119	2D Design Principles	4
ICCD 121	Color for Design	4
ICCD 130	3D Design Principles	4
ICCD 140	Digital Images and Processes	4
ICCD 150	Art History	4
ICCD 201	Conceptual Development	4
ICCD 202	Professional Ethics	4
ICCD 210	CD Studio	4
ICCD 219	Typography	4
ICCD 221	Print Production	4
ICCD 222	Traditional Techniques Studio	4
ICCD 239	Online Culture Communication	4
ICCD 250	Graphic Design History	4
ICCD 320	Environmental Graphics	4
ICCD 321	Infographics	4

ICCD 322	Integrated Branding	4
ICCD 323	Advertising Campaign Development	4
ICCD 324	Package Design	4
ICCD 341	Online Communication Strategic Planning	4
ICCD 342	New Media Design	4
ICCD 400	Thesis Research and Development	4
ICCD 401	Thesis Writing Seminar	4
ICCD 410	Thesis Design	4
ICCD 411	Thesis Production	4
ICCD 420	Portfolio Development	4
ICCD 421	Exhibition and Planning	4

Major Elective Courses

ICCD 231	Current Issues in Communication Design	4
ICCD 280	Study Trips: Regional	2
ICCD 281	Study Trips: International	2
ICCD 290	Typeface Design	4
ICCD 300	Internship	4
ICCD 326	Communication Design Practicum	4

C. Free Electives no less than 8 Credits (lecture - lab/practice – self-study)

Students can take any courses offered by Mahidol University as a free elective course with an approval from their advisors.



Mahidol University
International College