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

(For Students ID 63xxxxx)

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 Communication Designers:

        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 174 credits

6. Program Structure

1)	Foundation Courses	None	credits
2)	General Education Courses	38	credits
	1. English Communication	12-16	credits
	2. Life Appreciation	4	credits
	3. Global Citizenship	4	credits
	4. Critical Thinking	4	credits
	5. Leadership	4	credits
	6. Digital Literacy	4	credits
	7. GE Electives	2-6	credits
3)	Specific Courses	108	credits
	1. CDP Foundation Courses	Non-credit	
	2. Major Required Courses	104	credits
	3. Major Elective Courses	4	credits
4)	I-Design Electives	20	credits
5)	Free Electives	8	credits

Foundation Courses   **Non-credit**

Note I: Based on their achievement on the essay portion of the MUIC entrance exam, students whose English placement is below ICGC 101 Academic Writing and Research I will be placed into the "ERS Track". These students will be 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.

ICME 100	English Resource Skills	0

General Education Courses   **38 credits**

● **English Communication**   **12-16 credits**

Note I: Based on their achievement on the essay portion of the MUIC entrance exam, students will be placed into 3 following tracks: 'ERS Track', 'GC Track' and 'Advanced GC Track'.

- ● 'ERS Track' – Students who are placed into 'ERS Track' will be required to take ICME 100 (a non-credit course) and complete 16 credits in English Communication: ICGC 101, ICGC 102, ICGC 103 in order, and finally, any 200+ level English courses.
- ● 'GC Track' – Students who are placed into 'GC Track' will be required to complete 16 credits in English Communication: ICGC 101, ICGC 102, ICGC 103 in order, and finally, any 200+ level English courses.
- ● 'Advanced GC Track' – Students who are placed into 'Advanced GC Track' will be required to complete 12 credits in English Communication: ICGC 111, ICGC 112 in order, and finally, any 200+ level English courses.

Note II: Students in 'ERS Track' and 'GC Track' must take ICGC 101, ICGC 102 and ICGC 103 without interruption beginning in their first trimester of enrollment.

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 206	Literature Into Film	4

ICGC 208	Language and Culture	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
ICGC 214	Literary Non-fiction	4
ICGC 215	Writing for Research	4

- **Life Appreciation**   **4 credits**

ICGH 113	Moving Pictures: A History of Film	4
ICGH 117	Drawing as Creative Expression	4
ICGH 118	Photography Visualizing in the Digital Age	4
ICGH 119	Listen! Soundscapes, Well-Being and Musical Soul Searching	4
ICGN 105	Ecology, Ecosystems and Socio-Economics in Southeast Asia	4
ICGN 108	Essentials of Culinary Science for Food Business	4
ICGN 109	Food for Health	4
ICGN 110	Maker Workshop	4
ICGN 112	Stargazer	4
ICGN 113	Plants, People and Poisons	4
ICGN 115	Human Evolution, Diversity and Health	4
ICGN 120	Chemistry of Cosmetics and Dietary Supplements	4
ICGN 124	Climate Change and Human Society	4
ICGN 125	Games and Learning	2
ICGP 101	American Flag Football	1
ICGP 102	Badminton	1
ICGP 103	Basketball	1
ICGP 104	Body Fitness	1
ICGP 105	Cycling	1
ICGP 106	Discover Dance	1
ICGP 107	Golf	1
ICGP 108	Mind and Body	1
ICGP 109	Selected Topics in Sports	1
ICGP 110	Self Defense (Striking)	1

ICGP 111	Self Defense (Grappling)	1
ICGP 112	Soccer	1
ICGP 113	Social Dance	1
ICGP 114	Swimming	1
ICGP 115	Tennis	1
ICGP 116	Volleyball	1
ICGS 102	Business Sustainability and the Global Climate Change	4
ICGS 115	Sociology in the Modern World	4
ICGS 125	American History, Popular Media and Modern Life	4
ICGS 126	Introduction to Psychology	4
ICGS 127	Positive Psychology	4
ICGS 128	Global Gastronomy and Cuisines	4
ICGS 129	Tea Studies	2
ICLL 100	Self Development	2

- **Global Citizenship**   **4 credits**

ICGH 116	World Cinemas	4
ICGH 120	Thai and ASEAN Cinema	4
ICGH 121	The End of the World? Development and Environment	4
ICGH 122	Introduction to Asian Philosophy	4
ICGH 123	Faiths, Ecological Justice, and the Tropical Rainforests	2
ICGL 101	Elementary German I	4
ICGL 102	Elementary German II	4
ICGL 103	Elementary German III	4
ICGL 111	Elementary Japanese I	4
ICGL 112	Elementary Japanese II	4
ICGL 113	Elementary Japanese III	4
ICGL 121	Elementary French I	4
ICGL 122	Elementary French II	4
ICGL 123	Elementary French III	4
ICGL 131	Elementary Chinese I	4
ICGL 132	Elementary Chinese II	4
ICGL 133	Elementary Chinese III	4

ICGL 141	Elementary Spanish I	4
ICGL 142	Elementary Spanish II	4
ICGL 143	Elementary Spanish III	4
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
ICGL 170	Diversities in Multilingual Societies	2
ICGL 201	Pre-intermediate German I	4
ICGL 202	Pre-intermediate German II	4
ICGL 203	Pre-intermediate German III	4
ICGL 211	Pre-intermediate Japanese I	4
ICGL 212	Pre-intermediate Japanese II	4
ICGL 213	Pre-intermediate Japanese III	4
ICGL 221	Pre-intermediate French I	4
ICGL 222	Pre-intermediate French II	4
ICGL 223	Pre-intermediate French III	4
ICGL 231	Pre-intermediate Chinese I	4
ICGL 232	Pre-intermediate Chinese II	4
ICGL 233	Pre-intermediate Chinese III	4
ICGL 241	Pre-intermediate Spanish I	4
ICGL 242	Pre-intermediate Spanish II	4
ICGL 243	Pre-intermediate Spanish III	4
ICGN 126	Plant Society	2
ICGS 106	Fashion and Society	4
ICGS 111	Exploring Religions	4
ICGS 112	Geography of Human Activities	4
ICGS 123	Tourism Concepts and Practices	4
ICGS 130	Political Science	4
ICGS 131	Introduction to International Studies	4
ICGS 132	Career Preparation in a Globalized World	4
ICGS 133	Foundation of Mediterranean Cultures	4

- **Critical Thinking** 4 credits

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 105	Technology, Philosophy and Human Kind: Where Are We Now?!	4
ICGH 106	The Greeks: Crucible of Civilization	4
ICGH 107	Contemporary Art and Visual Culture	4
ICGH 109	Creative Thinking Through Art and Design	4
ICGH 110	Drawing as Visual Analysis	4
ICGH 115	Cinematic Languages and Its Application	4
ICGH 124	Life Drawing and Anatomy	4
ICGH 125	How Can We Know What Is Good? Moral Reasoning and Behavior	4
ICGH 126	Behavioral Ethics: Why Good People Do Bad Things	2
ICGN 107	The Chemistry of Everyday Life	4
ICGN 111	Physics for CEO	4
ICGN 123	The Earth's Dynamic Structure	4
ICGN 127	Practical Mathematics	2
ICGS 103	Economics in Modern Business	4
ICGS 113	Perspectives on the Thai Past	4
ICGS 134	Is Democracy Good?	4
ICGS 135	Entrepreneurial Accounting	4

- **Leadership** 4 credits

ICGN 114	The Scientific Approach and Society	4
ICGN 128	Climate Emergency, Biodiversity Crisis, and Humanity at Risk	2
ICGS 104	Essentials of Entrepreneurship	4
ICGS 118	Skills in Dealing with People Across Cultures	4
ICGS 121	Abnormal Colleagues: How Do I Make This Work?	4
ICGS 136	Social and Health Issues in Thailand	4
ICGS 137	Witchcraft and Gender Representation	4
ICGS 138	Business Event Essentials	4
ICGS 139	Leadership and Change for a Global Society	4
ICLL 101	Professional Development	2

- **Digital Literacy**   **4 credits**

ICGH 111	Media Literacy: Skills for 21st Century Learning	4
ICGN 116	Understanding and Visualizing Data	4
ICGN 118	Everyday Connectivity	4
ICGN 119	Computer Essentials	4
ICGN 129	Programming for Problem Solving	4
ICGN 130	Cryptography: The Science of Making and Breaking Codes	2
ICGN 131	Digital Search Literacy	2
ICGN 132	Digital Security and Privacy	2
ICGN 133	E-Business: Technology and Digital Strategies	4
ICGN 134	Introduction to Artificial Intelligence	2
ICGS 140	Fake News, Censorship and the Politics of Truth	4
ICLL 102	Skills for a Digital World	2

- **General Education Elective Course**   **2-6 credits**

Students need to take any GE courses to fulfill their 38 credits requirement of General Education: 2 credits for students whose English Communication track are placed into 'ERS track' or 'GC Track' and 6 credits for students whose English Communication track are placed into 'Advanced GC Track'. Partial credits of GE course that exceed the GE requirements cannot be counted towards Free Electives.

Special Education Courses   **no less than 108 credits**

- **Foundation Courses**   **Non-credit**

ICCD 100	CD Seminar	0

*Note : All CDP students must take ICCD 100 CD Seminar, a non-credit course.

- **Major Required Courses**   **104 credits**

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 210	Communication Design Studio	4
ICCD 219	Typography	4
ICCD 221	Print Production	4
ICCD 222	Traditional Techniques Studio	4
ICCD 236	Online Culture Communication and Application	4
ICCD 250	Graphic Design History	4
ICCD 290	Typeface Design	4
ICCD 320	Environmental Graphics	4
ICCD 321	Infographics	4
ICCD 322	Integrated Branding	4
ICCD 326	Communication Design Practicum	4
ICCD 342	New Media Design	4
ICCD 353	Advertising Campaign 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 Electives Courses** **4 credits**

ICCD 201	Conceptual Development	4
ICCD 202	Professional Ethics	4
ICCD 223	Current Issues in Design	4
ICCD 232	Moving Images by Design	4
ICCD 233	Storytelling by Design	4
ICCD 280	Study Trips: Regiona	4
ICCD 281	Study Trips: International	4
ICCD 300	Internship	4
ICCD 324	Package Design	4
ICCD 325	Illustration	4
ICCD 334	Animation Principles and Production	4
ICCD 335	Character and Concept Design	4
ICCD 336	Cinematic Language and Its Application	4
ICCD 337	Thai and ASEAN Cinema	4
ICCD 346	International Design Language and Culture	4
ICCD 351	Online Communication Execution Planning	4

I-Design Elective Courses **20 credits**

The purpose of the I-Design Electives is to promote multidisciplinary learning. Students are encouraged to explore courses offered by diverse disciplines across MUIC, Mahidol University, and partner institutions. The I-Design Electives can be satisfied upon the completion of the following course categories:

1. Minor courses offered by any program in MUIC

2. Certificate courses offered by any program in MUIC

3. Any major courses offered by any program in MUIC

4. Any major courses offered in Mahidol University (including undergraduate and graduate level courses). Courses must be approved by the student's advisor and the Curriculum Administrative Committee.

5. Any major courses offered at partner institutions (who have MOU with Mahidol University and/or MUIC). Courses must be approved by the student's advisor and the Curriculum Administrative Committee.

Free Elective Courses   **8 credits**

Students can take any courses offered by MUIC and/or Mahidol University as free elective courses with the approval from the advisor. A course within the student's major that is too closely related or redundant to core/required/elective courses is discouraged and may be disapproved by an academic advisor.