Communication Design Program

Minor in Creative Animation

To minor in Creative Animation, students need to complete the following 5 courses.

Course Code	Course Name	Credits
ICFA 232	Moving Images by Design	4 (2-4-6)

Prerequisite: -

Course Description: An introduction to the international design world; focusing on the experiential learning; an exposure to international designers; professional design cultures and challenges including the cultural heritage and contemporary design practice; design terminology; applications of the eco-friendly and sustainable design; new and innovative technologies and current design trends; digital, interactive, and online platforms

ICFA 233	Storytelling by Design	4 (4-0-8)

Prerequisite: -

Course Description: An introduction, practice and an application of storytelling languages and structured craft approach; including the art of storytelling, elements and structure of a story, narrative techniques, the story development in multiple films and media-related platforms; the creative application to any of the following screenwriting, short films, televisions, and/or design related outcomes, such as campaigns, posters, adverts, applications, products, etc.

ICFA 334	Animation Principles and Production	4 (2-4-6)

Prerequisite: -

Course description: An introduction, practice and application to the twelve principles of animation; including familiarity with key principles of design and animation and an understanding of simple narrative structure; practical creative experience in the development and construction processes of the animation production: hand-drawn and stop motion techniques; technical proficiency with the media and animation software; understanding copyright and privacy issues in relation to the content, audience and distribution of animation

ICFA 335	Character and Concept Design	4 (2-4-6)

Prerequisite: -

Course description: An introduction, practice and application to the fundamental tools for designing and developing concepts and character for narratives; including familiarity with key principles of design, aesthetics and the basic understanding of the simple narrative structure; understanding the development and construction processes; technical proficiency with suitable media and software processes for designing concepts and character bibles for various media platforms and audiences

ICFA 336	Cinematic Language and Its Application	4 (4-0-8)

Prerequisite: -		
Course description: An introduction, practice and an application of languages to critical thinking and analysis; examining key film languages and textual examples, including narrative theories; genre, film theories; an analysis of key film texts; the development of skills in research, writing and analytical thinking; applied knowledge to creative works; the presentation of original ideas and reflection on craft approach		

Minor in Film Arts

To minor in Film Arts, students need to complete the following 5 courses.

Course Code	Course Name	Credits
ICFA 233	Storytelling by Design	4 (4-0-8)
Prerequisite: - **Course Description:** An introduction, practice and an application of storytelling languages and structured craft approach; including the art of storytelling, elements and structure of a story, narrative techniques, the story development in multiple films and media-related platforms; the creative application to any of the following screenwriting, short films, televisions, and/or design related outcomes, such as campaigns, posters, adverts, applications, products, etc.		
ICFA 336	Cinematic Language and Its Application	4 (4-0-8)
Prerequisite: - **Course Description:** An introduction, practice and an application of languages to critical thinking and analysis; examining key film languages and textual examples, including narrative theories; genre, film theories; an analysis of key film texts; the development of skills in research, writing and analytical thinking; applied knowledge to creative works; the presentation of original ideas and reflection on craft approach		
ICFA 337	Thai and ASEAN Cinema	4 (4-0-8)
Prerequisite: - **Course description:** An introduction, practice and an application of languages to critical thinking and analyzing of Thai and ASEAN film texts; examining key film languages and textual examples, including narrative theories; genre, film theories; an analysis of key film texts; the development of skills in research, writing and analytical thinking		
ICFA 338	Short Film Production	4 (2-4-6)

Prerequisite: -

Course description: An introduction, practice and an application of short film languages and the structured craft approach; including narrative storytelling, film making techniques, and production practices, hands-on film pre-production, production and post; short films, research, analysis, presentation

ICFA 339	Film Genre and Gender	4 (4-0-8)

Prerequisite: -

Course description: The critical thinking and analysis practice of reading and decoding genre film texts; examining key film languages and textual examples to discuss issues of gender and gender representations, including genre theories; gender theories and film feminism; an analysis of key film texts; the development of skills in research, writing and analytical thinking