



Communication Design Program

Program Level ☒ Bachelor

☐ Graduate Diploma ☐ Master

International Design Language and Culture

Mahidol University International College

ICCD346

Fine and Applied Arts

Course Specification

Section 1 General Information

1. Course Code and Title

ICCD346 International Design Language and Culture:

Made in Thailand: Summer Studio in Art and Design

2. Number of Credits **4 (4-0-8)**

3. Curriculum and Course Type

3.1 Program Communication Design

3.2 Course Type Specific Course Compulsory Course ☒ Elective Course

4. Course Coordinator and Instructor

4.1 Course Responsible Instructor Assoc. Prof. Dale Konstanz

4.2 Instructors Assoc. Prof. Dale Konstanz / Guest Lecturers

5. Trimester/Class Level

5.1 Trimester Summer

5.2 Number of Students Allowed Approximately 20 Students

6. Prerequisites N/A

7. Co-requisites N/A

8. Date of Preparation/Latest Revision of the Course Specifications

October 2025



Section 2 Course Goals and Course Description

1. Course Goals

The course aims to develop students' understanding of how art and design, language, and culture intersect globally, fostering cross-cultural awareness and creative adaptability in international art and design contexts.

2. Course Description

An introduction to the international art and design world; focus on experiential learning; exposure to international artists designers; professional art and design culture and challenges including cultural heritage and contemporary creative industry practice; art and design terminology; applications of eco-friendly and sustainable production; new and innovative technologies and current trends; analog, digital, and interactive platforms.

Section 3 Course Objectives, Course-level Learning Outcomes and Course Implementation

1. Course Objectives

The course aims to deepen students' understanding of the interconnectedness of art, design, language, and culture by examining how cultural and linguistic contexts shape creative practices. Students will explore both historical and contemporary global design trends, analyze the influence of cultural values, symbols, and communication styles, and critically evaluate their impact on visual communication. Through reflective and practical inquiry, they will also develop the ability to adapt and integrate cultural perspectives into their own creative practices.

2. Course-level Learning Outcomes: CLOs

On completion of the course, the students will be able to

1. CLO1 Analyze and interpret art and design practices within diverse cultural and linguistic contexts.



2. CLO2 Explore historical and contemporary art and design trends across different cultures.
3. CLO3 Critically evaluate the impact of cultural values, symbols, and communication styles on creative fields.
4. CLO4 Reflect on art and design practices that adapt and integrate global design perspectives.

3. How to organize learning experiences to develop the knowledge or skills stated in number 2 and how to measure the learning outcomes

CLOs	Teaching and learning experience management		Learning outcomes measurements	
	Lecture/ Presentation	Discussion	Writing Assignment	Project
CLO1	✓	✓		✓
CLO2	✓	✓		✓
CLO3	✓	✓		✓
CLO4	✓	✓		✓



Section 4 Lesson Plan and Evaluation

1. Lesson Plan

Teaching Period	Topics/Details	Number of hours		Methods: Teaching Media	Lecturer
		Theory*	Practice*		
Week 1	Introduction to the course	2	2	Presentation / Discussion / Practice	Konstanz / TBA
	Introduction to Thai Culture and Language				
	Field Trips to Bangkok Art and Culture Center (BACC) / Creative and Design Center (TCDC) / Museum of Siam / Wat Po Buddhist Temple	12		Experiential	Konstanz
Week 2	Key Visuals: Exploration of traditional Thai motifs / Printmaking	1	14	Presentation / Demonstration / Practice	Nikadanont / Piyawongwatthana
Week 2	Intro to Basic Animation: Animating Thai Key Visuals	1	14	Presentation / Demonstration / Practice	Suntivong
Week 3	Intro to Street Photography: Streets of Bangkok	1	14	Presentation / Demonstration / Practice	Konstanz
Week 4	Thai Lettering: Thai Letterforms	1	14	Presentation / Discussion / Demonstration	Munabir
	Total hours	18	58		

2. Plan for Assessment of Expected Course-Level Learning Outcomes (CLOs)



2.1 Measurement and Evaluation of learning achievement

a. Formative Assessment

Background knowledge probe including questionnaire at the beginning of the class.

In-class writing exercises. Written feedback from students after class sessions.

In-class writing exercises.

b. Summative Assessment

(1) Tools and Percentage Weight in Assessment and Evaluation

Tools and Percentage Weight in Assessment and Evaluation

Learning Outcomes	Assessment Methods	Assessment Ratio (Percentage)
CLO1 Analyze and interpret art and design practices within a cultural and linguistic context.	Projects	25
CLO2 Explore historical and contemporary design trends in the culture.	Projects	25
CLO3 Critically evaluate the impact of cultural values, symbols, and communication styles on art and design.	Projects	25
CLO4 Reflect on art and design practices that adapt and integrate global perspectives.	Projects	25
Total		100

(2) Grading Rules

Letter grades A-F according to MU/MUIC standards



(3) Measurement and Evaluation

Assignment 1	25%
Assignment 2	25%
Assignment 3	25%
Assignment 4	25%

2.2 Re-examination (if the course allows any.)

N/A - (Not applicable with MUIC)

3. Students' Appeal

Student may appeal according to MUIC policy.

Section 5 Teaching Resources

1. Required Texts

N/A

2. Suggested Materials

- 1) Ratke, S. (2021). *Intercultural Design Basics. Advancing Cultural and Social Awareness Through Design*. BIS Publishers.
- 2) The, D. (2017). *Thai Art: Currencies of the Contemporary*. MIT Press.
- 2) Powerpoint Presentations
- 3) Handouts

3. Other Resources (if any)

Gage, J. (2024). *Colour and Culture: Practice and Meaning from Antiquity to Abstraction*. Thames & Hudson.

Murdoch-Kitt, K. and Emans, D. (2020). *Intercultural Collaboration by Design: Drawing from Differences, Distances, and Disciplines Through Visual Thinking*. Routledge.

Section 6 Evaluation and Improvement of Course Implementation



1. Analysis and Evaluation of Course Implementation

1. Strategies for evaluating course effectiveness by students
 - 1.1. Student evaluations of course
 - 1.2. Student anonymous suggestions for improvements to the course
 - 1.3. Discussions between professor and students
2. Strategies for evaluating teaching methods
 - 2.1. Peer observation and discussion of teaching methods
 - 2.2. Observations and reflections by professor
 - 2.3. Results from examinations and assignments
 - 2.4. Verification of results from student evaluation of course
3. Improvement of teaching methods
 - 3.1. Teaching notes of difficulties and improvements
 - 3.2. Meeting of program faculty members
4. Verification process for evaluating students' standard achievement outcomes in the course
 - 4.1. Analysis of students' learning outcomes using scores and feedback on assignments
 - 4.2. One-on-one discussions with students
5. Review and plan for improving the effectiveness of the course
 - 5.1. Lecturer reviewing course notes before the semester starts
 - 5.2. Dialogue with peers and people in industry
 - 5.3. Attending conferences and academic seminars to stay abreast of topic

2. The self-assessment report of the course
TQF 5 (MU5)



2. Rubric scoring*

Process Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
Effort	Excellent effort extended on assigned task	Good effort extended on assigned task	Fair effort extended on assigned task	Poor effort extended on assigned task	Lack of effort extended on assigned task
Research	Excellent effort in investigation of references and sources, organization of information, analyzation and implementation	Good effort in investigation of references and sources, organization of information, analyzation, and implementation	Fair effort in investigation of references and sources, organization of information, analyzation, and implementation	Poor effort in investigation of references and sources, organization of information, analyzation, and implementation	Lack of effort in investigation of references and sources, organization of information, analyzation, and implementation
Creativity	Excellent effort in the creation of design solutions and executions	Good effort in the creation of design solutions and executions	Fair effort in the creation of design solutions and executions	Poor effort in the creation of design solutions and executions	Lack of effort in the creation of design solutions and executions
Concept Development	Excellent effort in concept development	Good effort in concept development	Fair effort in concept development	Poor effort in concept development	Lack of effort in concept development

Design Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
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Communication	Excellent communication of hierarchic information from the design work	Good communication of hierarchic information from the design work	Fair communication of hierarchic information from the design work	Poor communication of hierarchic information from the design work	Lack of communication of hierarchic information from the design work
Composition	Demonstrate excellent skill in arranging the appropriate design composition	Demonstrate good skill in arranging the appropriate design composition	Demonstrate fair skill in arranging the appropriate design composition	Demonstrate poor skill in arranging the appropriate design composition	Complete lack of skill in arranging the appropriate design composition
Design Solution / Execution	Demonstrate excellent ability to investigate, analyze, refine, and designate the appropriate design solution/execution	Demonstrate good ability to investigate, analyze, refine, and designate the appropriate design solution/execution	Demonstrate fair ability to investigate, analyze, refine, and designate the appropriate design solution/execution	Demonstrate poor ability to investigate, analyze, refine, and designate the appropriate design solution/execution	Complete lack of ability to investigate, analyze, refine, and designate the appropriate design solution/execution
Craftsmanship	Demonstrate excellent craftsmanship in designing final work	Demonstrate good craftsmanship in designing final work	Demonstrate fair craftsmanship in designing final work	Demonstrate poor craftsmanship in designing final work	Very poor craftsmanship in designing final work

Critique Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
Participation	Highly engaged throughout the critique session	Engaged throughout the critique session	Moderately engaged throughout the critique session	Disengaged throughout the critique session	Lack of engagement throughout the critique session



Communication	Excellent communication skills and articulation of information/ concept /message	Good communication skills and articulation of information/ concept /message	Average communication skills and articulation of information/ concept /message	Poor communication skills and articulation of information/ concept /message	Lacking communication skills and articulation of information/ concept /message
Insight	Generation of various innovative ideas, thoughtful suggestions for possible solutions	Generation of some innovative ideas, thoughtful suggestions for possible solutions	Generation of few innovative ideas, thoughtful suggestions for possible solutions	Limited generation of innovative ideas, thoughtful suggestions for possible solutions	No innovative ideas or thoughtful suggestions for possible solutions
Comprehension	Synthesis of information for creative solutions/ executions	Partial ability to synthesize information for creative solutions/ executions	Moderate ability to synthesize information for creative solutions/ executions	Minimal ability to synthesize information for creative solutions/ executions	Lack of ability to synthesize information for creative solutions/ executions
Professionalism	Keen ability to partake in critique session in a competent and objective manner	Good ability to partake in critique session in a competent and objective manner	Fair ability to partake in critique session in a competent and objective manner	Minimal ability to partake in critique session in a competent and objective manner	Inability to partake in critique session in a competent and objective manner

Presentation Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
Communication / Overall Delivery	Exceptionally clear explanation of work	Clear explanation of work	Explanation of work could be clearer	Very unclear explanation of work	Failure to explain the work
Articulation of ideas / Content	Intelligible commentary on the work	Good commentary on the work	Fair commentary on the work	Poor commentary on the work	Lack of commentary on the work



Persuasiveness	Very impactful approach in promoting and defending the work	Effective approach in promoting and defending the work	Moderately effective approach in promoting and defending the work	Not very effective in promoting and defending the work	Not effective at all in promoting and defending the work
Visuals	Outstanding use of images / text / graphics to support the presentation	Good use of images / text / graphics to support the presentation	Average use of images / text / graphics to support the presentation	Poor use of images / text / graphics to support the presentation	Very little to no use of images / text / graphics to support the presentation

Class Participation Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
	Often answered questions, made insightful observations, and involved in class discussions	Sometimes answered questions and involved in class discussions when called	Occasionally involved in class discussions	Rarely involved in class discussions, and sometimes disengaged in class	Never involved in class discussions and disengaged in many class sessions

Attendance Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
	Attended all classes	Attended 90% of classes (missed 2)	Attended 85% of classes (missed 4)	Attended 80% of classes (missed 5)	Attended less than 80% of classes (more than 5)