

## Bachelor of Fine and Applied Arts

### Visual Communication Design

Institute : Suan Sunandha Rajabhat University  
Faculty : Faculty of Fine and Applied Arts

#### Subject Description

**GEL0101 Thai Usage 3(3-0-6)**

The development of Thai language skills in listening, speaking, reading and writing for communication; information retrieval and presentation; Thai usage in contemporary media and; Thai language in the context of ASEAN.

**GEL0102 English for Communication and Informal Retrieval 3(3-0-6)**

English for daily life communication with Thai and western cultural concerns; electronic information retrieval; Making references and learning from electronic databases and printing materials.

**GEL0103 English for Communication and Study Skills 3(3-0-6)**

English for communication, including giving information, making summary and expressing opinion; Reading strategies; Writing in daily life; Making references and dictionary application for reading and writing; Information system and electronic databases application.

**GEL0201 Thai for Academic Purpose 3(3-0-6)**

Thai for study skills; writing report and academic works; Information and making references using a variety of media; Thai usage for academic presentation in various forms.

**GEL0202      English for Academic Purpose      3(3-0-6)**

English for study skills; writing report and academic works; Information and making references using a variety of media; Thai usage for academic presentation in various forms.

**GEL0203      ASEAN Languages      3(3-0-6)**

Development of skill of ASEAN language on listening, speaking, reading and writing for communication and understanding on ASEAN society, tradition and culture. (depending on individual interest.)

**GEL0204      Thai for Careers      3(3-0-6)**

Thai in daily life, journal keeping, note taking, reading, listening, viewing and speaking essential for career studies as foundation for future careers and career development.

**GEH0101      Aesthetic Appreciation      3(3-0-6)**

Having comprehension, aesthetic acquisition, aesthetic experience, and perception of the aesthetic principle of art through aesthetics to appreciate the value of beauty and other value of artworks and the art language as the mediation in order to understand art, contemplate the self-reflexivity to gain insights into what is relationship between the meaning of live and the living for creation.

**GEH0102      Thai Society in Global Context      3(3-0-6)**

Basic notion on Thai social, economic and politics; Relationship and role of Thailand in global and ASEAN contexts with concentration on benefits and impaction from engagement gained as global member.

**GEH0201      Self Development      3(3-0-6)**

Basic principle of human behavior; self and others understanding; self dignity; self development theories; self development process and methods; Interpersonal skills development; emotional management; Risk behavior prevention and ways to live a happy life.

**GEH0202      Truth of Life      3(3-0-6)**

Concept and evolution on discovering the truth of life; self-understanding, understanding others and the movements of things; the criterion for ethics value judgment; life ideology and concept for identified goal on the basis of philosophical religious aspects; the application of philosophy and religious dhamma for self development and performing oneself in the society happily and peacefully.

**GEH0203      Life in Multicultural Society      3(3-0-6)**

Cultural diversity in way of living, knowledge, awareness and good attitudes towards living with other in multicultural society.

**GEH0204      Civil Education      3(3-0-6)**

Essentials of citizenship, status and roles of peoples in the context of democracy, democratic form of government, democratic socialization, culture of citizenship, particularly in the environment, and public conscience and a sense of social responsibility In order to be a civilized human being.

**GEH0205      Life Competencies for the Righteous      3(3-0-6)**

Knowledge, comprehension on concept and empirical practices, critical thinking skills, thinking skills, thinking skills to fully understand themselves, positive thinking skills, social skills, cognitive skills and other skills that can generate competencies for the <sup>21st</sup> Century, living on their own and living in society with happiness.

**GEH0206      Life Skill Development for Undergraduate Student      3(3-0-6)**

History and identity of Suan Sunandha Rajabhat University, the relationship between Suan Sunandha Rajabhat University and both local and national identity, understanding of life-affirming experience on education , undergraduate student development for leadership and responsible supporter, character and self-esteem development for university life, way to connect with academic facilities of the University community and social skills, community service and volunteering, and contemplative practices, each of which is student's self-motivation for holistic world view to develop her / his own quality of life.

**GES0101      Information Technology for Communication and Learning      3(3-0-6)**

Principles and importance of basic knowledge on information technology, computer systems, computer software data, data communications and networking, internet usage, information searching process through the internet, information system security, laws and ethics in information systems and technology in the future.

**GES0102      Science and Technology for Quality of Life      3(3-0-6)**

Role and development of science and technology, energy, communication and telecommunication, physical and mental health care and promotion, safety on drugs and chemicals application in daily life physically and biologically.

**GES0201      Science and Technology for Environment      3(3-0-6)**

Importance and effects of science and technology development towards environment, ecosystem and natural resources; Biodiversity and conservation; Environmental pollution; Natural resources and eco environments management.

**GES0202      Thinking and Decision Making      3(3-0-6)**

Principles and process of human thoughts; Analytical, synthetic and evaluative thinking; rational for decision making, application of data and reason for problem solving process, integration of qualitative tools for decision making in daily life.

**GES0203      Information Literacy      3(3-0-6)**

Importance of information data, efficient access to information sources, considerate information assessment, creative information usage and management, ethical and legal application on information access and usage.

**GES0204      Mathematics for Life      3(3-0-6)**

Mathematical principles and approach related to daily life, making legal contract and bond via electronic devices or basic instant program.

**GES0205      Recreation for Quality of Life      3(3-0-6)**

Concepts, theories, meaning and importance of recreation, the scope and type of recreation principles and activity design, outdoor recreation and hobby, recreation and quality of life of individuals and communities, the role of leader recreation.

**GES0206      Life and Health      3(3-0-6)**

Health care in the dimension of health promotion, health prevention curative and rehabilitation in terms of life health factors on genders, ages, nutrition, health risk, including the application of health science in daily life.

**VCD1101      Basic Drawing      3(2-2-5)**

Drawing with an emphasis on shapes, light, shadow, texture, short and long distance with problem solving concerning techniques and equipments for basic design. Practicing drawing with an emphasis on individual development and proper sketching for various design works.

**VCD1102      Basic Painting      3(2-2-5)**

Principles, process and techniques of 2D dimension visual arts, materials of equipments and various color for art creation and design using as the fundamental of related design works.

**VCD1103      Basic Print Making      3(2-2-5)**

History and background of prints, their types, and forms, procedures and qualification of the prints maintaining tasks with the purpose of basic printing and its application for related design.

**VCD1104      Basic Sculpture      3(2-2-5)**

Basic sculpture, feature and value of various types of materials used in sculpturing including preparation of particular equipments for suitable types of sculpture, design of sculpture molding, model making, and a variety of molding.

**VCD1105      Principle of Design      3(2-2-5)**

Elements of design its principle and color theories, which can be guidelines for design creation and 2-3 dimensions design aiming to lift up the skill and be able to apply the principle of design with design works and related fields.

**VCD1106      Basic Drafting      3(2-2-5)**

Principles and practice of drafting with an emphasis on using drafting tools and computer for basic types of shapes and dimension for applying in design works and related fields.

**VCD1201      History of Art      3(2-2-5)**

History, philosophy, notions, society, culture and surrounding subject influencing doctrine of art and the evolution of universal arts from various eras including Europe, America, Asia and Thai arts briefly influencing design creation.

**VCD1202      History of Graphic Design      3(2-2-5)**

History of graphic design dating back from prehistory era to now with an emphasis on its development, its changes in formation, and artistic trends of graphic designs with the purpose of practical design application.

**VCD1203      Introduction to Design Business Operation      3(3-0-6)**

Basic principles of a variety of business operation, business administration and management together with marketing, which will be foundation and guidelines for design business operation including code of ethics for design business operators.

**VCD1501      Design by Computer      3(2-2-5)**

Principles and procedure of using instructional computer programs for designing, concept integrating and design planning. Practicing design by using the graphic computer programs focusing on communication and the usage.

**VCD1502      Basic Photography      3(2-2-5)**

A brief history of photography, cameras: the function of various types of cameras with their parts, equipments, principles of picture setting and procedures of basic photographing.

**VCD2201      English for Visual Communication Designer      3(3-0-6)**

English for communication in the context of visual communication design including developing such language skills as listening, speaking, reading and writing in a variety of situations, making presentation, information retrieval, using English for international design and advanced innovative technology currently and in the future.

**VCD2202      Visual Communication Design Business      3(3-0-6)**

A variety of visual communication design business operation, systematic business administration and management, quality assessment of exhibits and problem solving.

**VCD2301      Introduction to Visual Communication Design      3(2-2-5)**

Principle, procedures and elements of various types of visual communication design, conducting effective visual design serving the set goals, problem solving of communication design, its relation with other fields, and principles and practice of various types of printed material design.

**VCD2302 Sign and Symbol Design 3(2-2-5)**

Principles and procedures of designing a variety of signs and symbol, with practice designing these signs and logos used in events and institutions with an emphasis on principles of communication and application.

**VCD2303 Printing Graphic Design 3(2-2-5)**

**Pre-Requisite : VCD2301 Introduction to Visual Communication Design**

A variety of printing systems, printing graphic design and making blue print for printed materials - choosing fonts, specifying columns and illustration - with specifying colors for printing including awareness of printing business.

**VCD2304 Illustration Design 3(2-2-5)**

History and background, principles and procedures of drawing various kinds of illustration, practice in applying a variety of ways to draw illustration with an emphasis on developing individual styles, and making use of illustration for particular design suitably.

**VCD2305 Lettering and Typography Design 3(2-2-5)**

History and evolution of Thai and universal lettering including forms of letters as well as practice designing and lettering together with choosing particular letters relating to pictures, contexts and objectives of projects.

**VCD2501 Photography for Visual Communication Design 3(2-2-5)**

Theory of photography for visual communication design, lighting, using of various kinds of equipments, Practicing by taking portrait pictures and various kinds of products for visual communication design purposes.

**VCD3201 English for Visual Communication Designer Presentation 3(3-0-6)**

Developing an Effective presentation skill in English. To present visual communication projects. Data collection, script writing for presentation using a variety of media for clear presentation, grammar in contexts with vocabulary and expressions for precise and standard English presentation.



**VCD3202 Creative Thinking Development Techniques 3(2-2-5)**

Notions and introduction to theory of creative thinking, techniques of Developing designers creative thinking, motivating and supporting designers to develop new creative thinking for design in related fields.

**VCD3301 Advertising Design 3(2-2-5)**

Principles and procedures of advertising design with creating ideas for advertising design and practicing problem solving in procedures of indoor and outdoor advertisement.

**VCD3302 Video and Audio Graphic Design 3(2-2-5)**

Designing on film and animation in the form of 2 dimensions design (story board) for shooting animation film including graphic design related to such media as film, television and digital.

**VCD3401 Packaging Design 3(2-2-5)**

Principles of packaging design with the purpose of effective communication, suitable production and application with an emphasis on 2-3 dimensions design.

**VCD3402 Environmental Graphic 3(2-2-5)**

Definition, scope, and the importance of graphic work for various types of environment, its influence on perception, planning for design, laying out, area division, and system of public signs and logos, together with practicing designing graphic work for different types of environment.

**VCD3403 Exhibition Design 3(2-2-5)**

Principles and procedures of designing exhibition platform and different types of exhibition, concept integration related to types and their usage including practice designing and organizing exhibition for presenting design works to public.



**VCD3802      Preparation for Co-operative Education for Visual Communication Design      1(45)**

Principles and notions of cooperative education, readiness to work with others, code of ethics for profession, communication, personality and interpersonal relationships, basic knowledge and job application technique, operation in workplace, project or exhibit presentation, writing report and academic report presentation including practice in program laboratory.

**VCD3901      Visual Communication Design Presentation      3(2-2-5)**

Individual presentation of visual communication design for improvement with the purpose of upgrading the quality of presentation to professional standard, making portfolio including steps and techniques of visual communication design presentation including practice designing in real situation.

**VCD3902      Research Methodology in Visual Communication Design      3(2-2-5)**

Research steps, and methodologies, research question identifying, data collection and data analysis with an emphasis on research for designing problem solving based on learners' selection by their preference for visual communication design projects.

**VCD3903      Seminar in Visual Communication Design      3(2-2-5)**

Searching and exploring information concerning graphic design from personnel or institutions relating to graphic design or other related sources systematically including organizing a seminar with a variety of interesting topics together inviting guest speakers or experts from government and private sectors to give lectures concerning graphic design with the purpose of graphic design development.

**VCD3904      Thai Characteristic Design      3(2-2-5)**

History of Thai social and cultural contexts and arts in different periods of the history to apply the knowledge to design (contemporary) Thai Characteristic designs.

**VCD4801      Professional Visual Communication Design Apprenticeship      5 (450)**

Internship training in the field of visual communication design in various institutions outside the university with the purpose of enriching efficient professional working experience including making use of the experience gained for future career.

**VCD4802      Co-operative Education for Visual Communication Design      6(450)**

Internship training in workplace relevant to visual communication design. Writing a report individually containing details of job responsibility ,problem and solution concerning operation and conclusion of knowledge gained from the training.

**VCD4901      Special Project in Visual Communication Design      4(2-4-6)**

**Pre-Requisite : VCD3902 Research Methodology in Visual Communication Design**

Conducting a special project from choosing a topic for the effective and complete special project, creativity, working process, the project result, presenting to the committee and exhibiting thesis.