

**Bachelor of Fine Arts Program  
in Film Production  
(International Program)  
New Program in 2012**

**Institution:** Suan Sunandha Rajabhat University

**Campus/Faculty/Department:** Suan Sunandha International School of Art

**Section 1: Features and General Information of the Program**

**1. Code and Title of Program**

Program (Thai) หลักสูตรศิลปบัณฑิต สาขาวิชาการสร้างภาพยนตร์ (International Program)

Program (English) Bachelor of Fine Arts Program in Film Production (International Program)

**2. Name of Degree**

In Thai

Full Title : ศิลปบัณฑิต (การสร้างภาพยนตร์)

Abbreviated Title : ศล.บ. (การสร้างภาพยนตร์)

In English

Full Title : Bachelor of Fine Arts (Film Production)

Abbreviated Title : B.F.A (Film Production)

**3. Major Field**

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**4. Total Credit**

At least 128 Credits

## 5. Type of Program

### 5.1 Level

Bachelor Degree Program

### 5.2 Medium of Instruction

Learning and Teaching in English

### 5.3 Admission

Thai and international students

### 5.4 Collaboration with other Institutions

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### 5.5 Type of Conferred Degree

One degree (one major)

## 6. Program Status and Endorsement/Approval

### 6.1 New curriculum in 2012

Implementation Schedule: Semester 2 (Nov.-Feb.) Academic Year 2012

### 6.2 This program was endorsed by Board of Suan Sunandha International School of Art

1. in its meeting on March 16, 2012
2. Suan Sunandha Rajabhat University Academic Committee in its meeting on March 29, 2012
3. Approved by Suan Sunandha Rajabhat University Council in its meeting on April 25, 2012.

## 7. Expected Year of Quality and Standard Program for Implementation:

In 2014

## 8. Professions/Careers after Graduation

Upon graduation, students can work with film entrepreneurs or be a self-employed filmmaker.

- Film Director
- Film Production Designer
- Film Critic
- Actor / Actress
- Film Costume Designer
- Cinematographer
- Makeup Designer
- Screenwriter
- Theatre Producer
- Film Producer
- Line Producer
- Self-employed Film Producer

## 9. Program Coordinators

Name/ Identification number	Academic position(s)	Major / University	Academic / Research/ treatise	Teaching Load Hours / Semester	
				Graduation	Work Load in Curriculum
Miss Suparada Prapawong 1-5099-00179-57-2	Lecturer	M.A. (Performing Arts) Chulalongkorn University., 2009 B.A. (English Study) Ramkamhaeng University., 2007 BA. (Film and photography) Thammasat University., 2006	- Research in the Topic of “Sustainable Tourism at Baan Pihuchang, Nakorn Pathom” - Research in the Topic of “Study of Effectiveness of Communication via New Media for Products’ Publicizing and Advertising in Form of Candid Clip” - Academic Article Publication in the Topic of “E-Tourism for Baan Pihuchang as a Cultural Tourism Destination” in International Journal of Science and Research (IJSR) in Volume 2 Issue 12, December 2013 - Academic Article Publication in the Topic of “Study of Set Up Candid Clips via New Media Effectiveness” in International Journal of Science and Research (IJSR) in Volume 3 Issue 4, April 2014 - Research Presentation in the Topic of “Sustainable Tourism at Baan Pihuchang, Nakorn Pathom” in CAPToR Conference on Tourism, Hospitality and Business 2014 of Khonkaen University on 21 March 2014	12 hr.	12 hr.

Name/ Identification number	Academic position(s)	Major / University	Academic / Research/ treatise	Teaching Load Hours / Semester	
				Graduation	Work Load in Curriculum
Mr. Tonphon Sapnirund 3-1201-90003-78-6	Lecturer	M.A.(Filmmaking and media) Sheffield Hallam University, 2011  B.A (Architecture) Assumption University, 2004	The Study of Development and Significance of Media  Design in Still Photograph and Video which Effecting the Society	12 hr.	12 hr.

## 10. Instructional Venue

Suan Sunandha International School of Art, Salaya Campus, Suan Sunandha Rajabhat University

## 11. External Contexts or Development Affecting Program Planning

### 11.1 Economic Factors

The ASEAN community implies that in no time Thai students will have to compete head-on with other students from ASEAN countries in the area of the international business job market. Thai students who are interested in filmmaking must be able to possess and gain more knowledge of advanced film production professionally to increase successful chances and to compete for higher salaries and higher positions in international filmmaking business. However, there are a lot of opportunities for Thai students to work abroad such as Singapore, Vietnam, Malaysia, America, and European countries. Film Production Program students must be properly trained in filmmaking knowledge to compete with the ASEAN countries' market and worldwide market.

### 11.2 Social and Cultural Context or Development

The curriculum must be designed with the global cultural perspective. Film Production Program students need to understand the diversity of international culture and practice. Students must have a chance to learn from various kinds of perspective and different lecturers' background. Students must know that different cultures may have different ways to negotiate and reach an agreement.

## 12. Impacts of Item 11.1 and 11.2 on Program Development and Relations to SSRU Mission

### 12.1 Impacts on Program Development

The above external contexts impact on program development by modifying or establishing courses include the main principles of the Film Production policy as follows:

1. To promotion sustainable film production with the least environmental, natural, social and cultural impact so as to preserve the existing national resources for the benefits of later generations.
2. To enhance the quantitative expansion of the filmmaking industry through the development as well as management of filmmaking resources in a manner that generates the extreme benefits.
3. To standardize the film products in order to attract quality audience and film industry.

4. Use Thai uniqueness as the country's selling point while establishing a brand image for Thailand and push them to be developed accordingly.

5. Present the products from different points of view in order to meet the audience's demands due to the fact that filmmaking industry in Thailand and Asia are increasing.

6. Develop an integrated management of information, public relations and customer relations through the use of information technology.

From these principles, Film Production program should have been established for students to study dynamic force for a productive filmmaking industry in order to attain the topmost target set by the government that Thailand will become the filmmaking hub of Asia.

#### **12.2 Relations to Suan Sunandha Rajabhat University (SSRU) Mission**

Since one major statement in the mission of SSRU is to produce graduates that meet with knowledge-based society and be able to work and compete in the global market, Film Production Program aims to prepare graduates with high quality, be ready and able to perform their duties in the world stage, for example, students are encouraged to do internship both domestically and abroad to gain filmmaking perspective and familiar with world filmmaking environment.

#### **13. Relationships (if any) with Other Programs Offered by Faculties/Departments within Suan Sunandha Rajabhat University (if any)**

##### **13.1 Course (s) Offered by Other Faculties/Departments**

None

##### **13.2 Course (s) Offered to Other Programs**

None

##### **13.3 Management**

None

## Section 2: Program Specific Information

### 1. Philosophy, Significance and Objectives of Program

#### 1.1 Philosophy

The Bachelor of Fine Arts program in Film Production of the Suan Sunandha International School of Art, Suan Sunandha Rajabhat University is designed to prepare graduates to become young professional filmmaker or filmmaking entrepreneurs with applicable film production skills and social responsibility for the global community.

#### 1.2 Importance of the creation of this curriculum and its development

From the changes in global society and the Commission of Higher Education's new system of qualifications (National Qualifications Framework for Higher Education 2009) comes this new curriculum which must have its creation and development in line with these terms, as set for learning and teaching under the system of a bachelors degree education.

1.2.1 The curriculum emphasizes the integration of knowledge and skills in the fields of creativity and digital media for the reinforcement of abilities and readiness for entry into careers in these fields. Graduates will have the applicable skills for entrance into the workforce and will have capability with these skills.

1.2.2 The curriculum enables the production of staff in the fields of creativity and digital media who have the abilities, characteristics and attitudes that conform with the profession. Graduates will have the ability to respond to workplace situations with quality solutions and moralistic concerns.

1.2.3 The curriculum emphasizes teamwork and connecting practical skills within creativity and digital media. Responsibilities for career coursework, in this curriculum and other programs, include private and professional organizations related to this field producing graduates with accumulated abilities who have problem solving skills for organizations and society which are real and applicable.

1.2.4 This curriculum is developed under the Framework for Higher Education 2009.

#### 1.3 Objectives

The Bachelor of Film Production program aims to equip graduates with the knowledge and technical skills needed to excel in film production. At the end of the program, students should have acquired;



1.) knowledge and skills on film production and possess a strong sense of morality and ethics for contribution in global community.

2.) knowledge and skills through internship, obtain real world experiences which will permit them to develop their own projects in film production; possess strong interpersonal skills, good business management abilities, and the spirit of a filmmaking entrepreneur.

3.) qualities and skills for filmmaking industry material.

## 2. Program Improvement and Modification Plan

Improvement/Modification Plan	Strategies	Evidence/Indicators
2.1 Improve and revise program to meet the standard of the Commission of Higher Education	Conduct the research associated with the social needs, market demand, and employers' satisfaction.	Report of evaluation and monitoring curriculum.
2.2 Revise and update program according to business needs and academic progressing. .	The committee program meeting to adjust the program	Research report

## Section 3: Educational Management System, Implementation and Curriculum Structure

### 1. Educational Management System

#### 1.1 System

Semester System, 15 Weeks per Semester

#### 1.2 Summer Session

There is teaching in summer semester which depends on school/program boards and university's bachelor degree educational regulations in B.E.2551.

#### 1.3 Credit Equivalent to Semester System (In case of trimester system)

None

## 2. Program Implementation

### 2.1 Study Period

First Semester : August – November

Second Semester : January – April

Summer Semester : May – July

### 2.2 Admission Requirements

Students must satisfy the following general entrance requirements prior to being admitted to the Suan Sunandha International School of Art, Suan Sunandha Rajabhat University and students' admission is based on the students' personal and academic records/portfolio/achievement. At the time of admissions, the student must:

1) have successfully completed their upper secondary education in Thailand (M.6 Certificate or Grade 12) or have equivalent academic qualifications from abroad that are recognized by the Ministry of Education, Thailand;

2) possess a minimum grade point average (GPA) of 2.00 in English subjects or demonstrated proficiency in English language by having at least one of the following qualifications:

2.1) a TOEFL score of at least 133 (computer-based); or

2.2) an IELTS score of at least 4.5; or

2.3) pass the English proficiency test of the Suan Sunandha International School of Art or based on the interview from the Suan Sunandha International School of Art examination committee.

3) good physical and mental health and be without any transmittable diseases;

4) clear record of good behavior.

### 2.3 Problems of Newly Enrolled Students

1) Students need more capability in using English as a media instruction, study skills and the use of technology.

2) Students need enhancement of adjustment from upper secondary level to higher education.

### 2.4 Strategies for Solving Problems/ Limitations of Students Specified in Item 2.3

1) Orientation for first year students how to study efficiency in higher education level and SISA offers English enrichment extra classes for all of students.

2) Create activities for human relationship and team working using cooperative learning methods.

## 2.5 Student Enrollment Plan and Expected Numbers of Graduates in 5 Years

The number of students on Film Production Program (Estimated over five years) are estimated and presented as follow.

Year of Study	Number of Students				
	2555	2556	2557	2558	2559
First Year	40	40	40	40	40
Second Year	-	40	40	40	40
Third Year	-	-	40	40	40
Fourth Year	-	-	-	40	40
Total	40	80	120	160	160
Expected to graduate				40	40

## 2.6 Budget

The budget of the Suan Sunandha International School of Art is estimated from year 2012 – 2016 are as follows:

Item	Budget				
	2555	2556	2557	2558	2559
1. Salary	2,580,000	3,870,000	5,805,000	8,707,500	13,061,250
2. Payment for Guest Lecturers	800,000	800,000	800,000	800,000	800,000
3. Allowance	100,000	100,000	100,000	100,000	100,000
4. Items of office supplies	200,000	200,000	200,000	200,000	200,000
5. Items of durable articles	200,000	200,000	200,000	200,000	200,000
6. Expenses	200,000	200,000	200,000	200,000	200,000
Grand Total	4,080,000	5,370,000	7,305,000	10,207,500	14,561,250

## 2.7 Educational System

Classroom Mode (Focus on Problem-Based Learning, and Cooperative Learning)

## 2.8 Credit Transfer, Course Transfer and Cross-University Registration

The Students who formerly studied in other institutions may have their courses and credits transferred to their current programs in accordance with the CHE's Criteria of Degree Transfer B.E. 2545. rules of Suan Sunandha Rajabhat University Council for Undergraduate Program Studies 2004

Cross – university registration can be done whereby SSRU allows students of other programs recognized by the CHE to register for courses at SSRU.

## 3. Curriculum and Faculty Members

### 3.1 Curriculum

3.1.1 Number of credits at 128 credits

3.1.2 Curriculum Structure

Program Bachelor of Fine Arts B.F.A. (Film Production) program

<b>1. General Education Courses</b>	<b>30 Credits</b>
(1) Language and Communication Skills	12 Credits
(2) Social Sciences and Humanities	9 Credits
(3) Mathematics Science and Technology	9 Credits
<b>2. Specialized Areas</b>	<b>92 Credits</b>
(1) Creativity and Film Production Core Courses	32 Credits
(2) Creativity and Film Production Major	47redits
Requirement Courses	
2.1 Creativity and Film Production Major	30 Credits
Requirement Courses	
2.2 Creativity and Management Courses	17 Credits
Elective Courses	
(3) Management Courses	6 Credit
(4) Cooperative Education (or) Work Placement in	7 Credits
Film Production	

## 3. Free Elective Course

6 Credits

Total credits through the program

128 Credits

## 3.1.3 Course Code

Course code has the following meanings.

**The First Three letters:**

IGL Stands for the cluster of General Education courses in Language and Communication Skills

IGS Stands for the cluster of General Education courses in Social Science And Humanities

IGM Stands for the cluster of General Education courses in Mathematics, Sciences and Technology

FPR stands for the cluster of Film Production Courses

**Numbers**

The first digit means the year of study

- |   |       |  |
|---|-------|--|
| 1 | means | the course for the first year students.  |
| 2 | means | the course for the second year students. |
| 3 | means | the course for the third year students   |
| 4 | means | the course for the fourth year students. |

The second digit means the group of courses

- |   |       |   |
|---|-------|---|
| 1 | means | the course in general education group.              |
| 2 | means | the specific course in film production.             |
| 3 | means | the English course for occupations.                 |
| 4 | means | the course in management.                           |
| 5 | means | the course cooperative education or work placement. |
| 6 | means | the free elective course.                           |

**Exemplar: FPR1101 Film History**

- |     |           |  |
|-----|-----------|--|
| FPR | refers to | The cluster of Film Production Courses         |
| 1   | refers to | The year of offering / The first year of study |
| 1   | refers to | The cluster of Film Production Core Courses    |
| 01  | refers to | The series of the course                       |

### 3.1.4 Course Listing for B.F.A. (Film Production)

1. General Education Courses 30 Credits

(1) Language and Communication Skills 12 Credits

Course Code	Subject	Lecture-Practice-Self-Study
IGL1101	English for Communication and Study Skills	3(3-0-6)
IGL1102	Communicating in English	3(3-0-6)
IGL1103	English Composition for Daily Life	3(3-0-6)
IGL1104	English Composition for Business	3(3-0-6)

(2) Social Sciences and Humanity 9 Credits

IGS1102	Man and Global Society	3(3-0-6)
IGS1105	Thai Society and Culture	3(3-0-6)
IGS1106	Southeast Asian Studies	3(3-0-6)

(3) Mathematics Science and Technology 9 Credits

IGM1102	Introduction to Information Technology	3(2-2-5)
IGM1103	Science in Daily Life	3(3-0-6)
IGM1110	Creative Thinking and Decision Making	3(3-0-6)

2. Creativity and Film Production Major Courses 92 credits

(1) Creativity and Film Production Core Courses 32 Credits

FPR1101	Film History	3(3-0-6)
FPR1102	Film Theory 1	3(3-0-6)
FPR1103	Film Theory 2	3(3-0-6)
FPR1104	Philosophy of Film	3(3-0-6)
FPR1105	Introduction to Philosophy	3(3-0-6)
FPR1106	Introduction to Psychology	3(3-0-6)
FPR1107	Ethics and Film Law	3(3-0-6)
FPR1108	Introduction to Business Process Management	3(3-0-6)
FPR1109	Film Research	3(2-2-5)
FPR1110	Film Thesis	5(3-4-8)

<b>(2) Major Requirement Core Courses</b>		<b>47 Credits</b>
<b>1) Major Requirement Core Courses</b>		<b>30 Credits</b>
<b>Course Code</b>	<b>Subject</b>	<b>Lecture-Practice-Self-Study</b>
FPR1201	Film Production Design 1	3(2-2-5)
FPR1202	Film Production	3(2-2-5)
FPR1203	Cinematography 1	3(2-2-5)
FPR1204	Costume Design 1	3(2-2-5)
FPR1205	Script Writing 1	3(2-2-5)
FPR1206	Film Editing	3(2-2-5)
FPR1207	Performances	3(2-2-5)
FPR1208	Sound Work to Cinema	3(2-2-5)
FPR1209	Imagination and Creativity for Making Film	3(2-2-5)
FPR1210	Film Production Management	3(2-2-5)
<b>2) Major Elective Courses)</b>		<b>17 Credits</b>
FPR2307	Pre-Production Planning for Motion Imaging	3(2-2-5)
FPR2308	Principles of Photography	3(2-2-5)
FPR3307	Basic of Computer-generated Imagery for Film	3(3-0-6)
FPR3308	Film Director	3(3-0-6)
FPR3310	Film Criticism	3(3-0-6)
FPR4306	Script Writing 2	5(3-4-8)
FPR4314	Film Seminar	3(2-2-5)
<b>3. Management Courses</b>		<b>6 Credits</b>
FPR2501	Economics for Film	3(3-0-6)
FPR3502	Film Marketing and Promotion	3(3-0-6)
<b>4. Cooperative Education or Work Placement Courses</b>		<b>7 Credit</b>
FPR3901	Preparation for Work Placement in Film Production	1(0-90-0)
FPR4902	Work Placement in Film Production	6(0-540-0)
 (or)		
FPR3903	Preparation for Cooperative Education in Film Production	1(0-90-0)

**5. Free Elective Courses****6 Credits**

Select 6 credits from any courses provided within Suan Sunandha University or any other university with approval from the Dean of SISA.

**Total credits****128 Credits.**



## 3.1.5 Study Plan \*

## Freshman Year

Semester 1			Semester 2		
Course Code	Course Title	C (L-P-S)	Course Code	Course Title	C (L-P-S)
1. FPR1101	Film History	3(3-0-6)	1. FPR1201	Film Production Design1	3(2-2-5)
2. FPR1105	Introduction to Philosophy	3(3-0-6)	2. FPR1102	Film Theory1	3(3-0-6)
3. FPR1106	Introduction to Psychology	3(3-0-6)	3. FPR1205	Script Writing1	3(2-2-5)
4. FPR2308	Principles of Photography	3(3-0-6)	4. FPR1203	Cinematography1	3(2-2-5)
5. IGL1101	English for Communication and Study Skills	3(3-0-6)	5. FPR1204	Costume Design in Film 1	3(2-2-5)
6. IGM1102	Introduction to Information Technology	3(2-2-5)	6. IGL1102	Communicating in English	3(3-0-6)
<b>Total 18 Credits</b>			<b>Total 18 Credits</b>		

## Sophomore Year

Semester 1			Semester 2		
Course Code	Course Title	C (L-P-S)	Course Code	Course Title	C (L-P-S)
1. FPR1202	Film Production	3(2-2-5)	1. FPR1206	Film Editing	3(2-2-5)
2. FPR1103	Film Theory2	3(3-0-6)	2. FPR1207	Performances	3(2-2-5)
3. FPR2307	Pre-Production Planning for Motion Imaging	3(2-2-5)	3. FPR2501	Economics for Film	3(3-0-6)
4. IGL1103	English Composition for Daily Life	3(3-0-6)	4. IGL1104	English Composition for Business	3(3-0-6)
5. IGM1103	Science in Daily Life	3(3-0-6)	5. IGM1110	Creative Thinking and Decision Making	3(3-0-6)
6. IGS1102	Man and Global Society	3(3-0-6)	6. IGS1106	Southeast Asian Studies	3(3-0-6)
<b>Total 18 Credits</b>			<b>Total 18 Credits</b>		

## Junior Year

Semester 1			Semester 2		
Course Code	Course Title	C (L-P-S)	Course Code	Course Title	C (L-P-S)
1. FPR4306	Script Writing 2 (Major Elective Course)	5(3-4-8)	1. FPR1209	Imagination and Creativity for Making Film	3(2-2-5)
2. FPR1208	Sound Work to Cinema	3(2-2-5)	2. PFR4314	Film Seminar	3(2-2-5)
3. FPR3307	Basic of Computer- Generated Imagery for Film	3(3-0-6)	3. FPR3310	Film Criticism	3(3-0-6)
4. FPR1108	Introduction to Business Process Management	3(3-0-6)	4. FPR3502	Film Marketing and Promotion	3(3-0-6)
5. FPR3308	Film Director	3(3-0-6)	5. FPR1210	Film Production Management	3(2-2-5)
			6. FPR1109	Film Research	3(2-2-5)
<b>Total 17 Credits</b>			<b>Total 18 Credits</b>		

## Senior Year

Semester 1			Semester 2		
Course Code	Course Title	C (L-P-S)	Course Code	Course Title	C (L-P-S)
1. FPR3901	Preparation for Work Placement in Film Production (or) FPR3903 Preparation for Cooperative Education in Film Production	1(0-45-0)	1. FPR4902	Work Placement in Film Production	6(0-540-0)
2. FPR1104	Philosophy of Film	3(3-0-6)	2. FPR4904	Cooperative Education in Film Production	6(0-540-0)
3. FPR1110	Film Thesis	5(3-4-8)			
4. FPR1107	Ethics and Film Law	3(3-0-6)			
5. FPR1105	Thai Society and Culture	3(3-0-6)			
<b>Total 10 Credits</b>			<b>Total 11 Credits</b>		

\* Courses plan may be changed

### 3.1.6 Courses Description (Appendix A)

## 3.2 Faculty Members

## 3.2.1 Full – time Program Faculty Members

Name / I.D. No	Academic Position	Major / University	Academic/Research/ treatise	Teaching Load Hours / Semester	
				Teaching Load	Work Load in Curriculum
1. Mr. Tonphon Saprund 3-1201-90003-78-6	Lecturer	MA(Filmmaking and media) Sheffield Hallam University B.A.(Architecture) Assumption University	The Study of Development and Significance of Media Design in Still Photograph and Video which Effecting the Society	12 hr	12 hr.
2. Miss Suparada Prapawong 1-5099-00179-57-2	Lecturer	M.A. (Performing Arts) Chulalongkom University, 2009 B.A. (English Study) Ramkamhaeng University, 2007 BA (Film and photography) Thammasat University 2006	- Research in the Topic of “Sustainable Tourism at Baan Pihuchang, Nakorn Pathom” - Research in the Topic of “Study of Effectiveness of Communication via New Media for Products’ Publicizing and Advertising in Form of Candid Clip” - Academic Article Publication in the Topic of “E-Tourism for Baan Pihuchang as a Cultural Tourism Destination” in International Journal of Science and Research (IJSR) in Volume 2 Issue 12, December 2013 - Academic Article Publication in the Topic of “Study of Set Up Candid Clips via New	12 hr	12 hr.

			<p>Media Effectiveness” in International Journal of Science and Research (IJSR) in Volume 3 Issue 4, April 2014</p> <p>- Research Presentation in the Topic of “Sustainable Tourism at Baan Pihuchang, Nakorn Pathom” in CAPToR Conference on Tourism, Hospitality and Business 2014 of Khonkaen University on 21 March 2014</p>		
3.Mr.Pison Suwanpakdee 1-1201-00020-46-9	Lecturer	<p>M.A..Communication Arts (Film study major) Chulalongkom University, 2010</p> <p>B.A Communication Arts (majoring in Performing Arts) Bangkok University, 2009</p>	-	12 hr	12 hr.
4.Mr.Samuel Forkner	Lecturer	<p>M.A. Film &amp; Video Savannah College of Art and Design, USA, 2000</p> <p>B.S. Geology University of Tennessee, Knoxville, USA, 1992</p>	-	12 hr	12 hr

5. Miss Areerut Jaipadup 3-1002-02137-621	Lecturer	M.A. (Filmmaking) Documentary Practice, UK 2012 (Brunel University) B.A.Radio and Television Broadcasting Technology Rajamangala University of Technology Thanyaburi, 2005	-	12 hr	12 hr
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#### **4. Field Experience (or) Work Placement Components**

##### **4.1 Standard Learning Outcomes of Field Experience**

The expected learning outcomes of field experience are:

(1) To create an opportunity for students to apply knowledge and understanding complied from the work placement to real world situation.

(2) To clarify the students' point of view on various businesses and industries relating to Film Production degree program.

(3) To ensure individual development and applicability of skills and experience acquired for students future career.

##### **4.2 Semester and Year**

1<sup>st</sup> semester of fourth year and 2<sup>th</sup> Semester

##### **4.3 Time Allocation and Scheduling**

At least 450 working hours within three months

#### **5. Project Requirements**

##### **5.1 Brief Description of Task**

Film Production Program students are required to do one film project. The project is about setting a formal film production seminar with an audience of at least 50 people in order to create new products or innovation to help solve major difficulties in filmmaking industry. The students' project must be approved by their advisors. After that students are required to write a 30 page-project report and submit within one month after the seminar.

##### **5.2 Standard Learning Outcomes**

(1) Understanding of teamwork how to divide the work and work together effectively

(2) Learn how to set up a formal film production seminar from start to finish.

(3) Be able to write a formal project report

##### **5.3 Scheduling**

First semester, the fourth year of study

##### **5.4 Number of Credits**

3 Credits

## 5.5 Preparation

As students define their career interests in the senior year of the Film Production Program, they are prepared to benefit from a mentor or consultant relationship with a film business executive. The project requirements document is provided to inform the students about the technical details or business data models to determine how and where the system's data will be stored or implemented.

## 5.6 Evaluation Process

- (1) Audience attendance and their level of satisfaction from questionnaires
- (2) The quality of formal business report

## Section 4: Learning Outcomes, Teaching and Evaluation Strategies

### 1. Development of Students' Special Characteristics

Special Characteristics	Strategies or Students Activities
Global filmmaking business personality	Coaching and special training to make students understand and practice the skill of being polite and adopt a helpful filmmaking business manner.
Leadership	Students will have opportunity to form a team for many special projects and take turn to be the leader of the team.
Self-study / Student-centered learning	Students will practice doing self-study and self-research and bring information to share in class.

### 2. Development of Learning Outcomes in Domains of Learning

#### 2.1 Morals and Ethics

##### 2.1.1 Morals and Ethics to be developed

- (1) Be able to deliver or to complete a required task at or the appointed time.
- (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) Be able to make decisions in filmmaking according to moral concepts and judgments.

##### 2.1.2 Teaching Strategies

- (1) The team of students will help to remind other team members to be on time.
- (2) Provide an example of integrity in classroom such as no plagiarism.
- (3) Provide a case study that explains filmmaking ethics.

##### 2.1.3 Evaluation Strategies

- (1) Checking student attendance every class
- (2) Evaluate from how many students cheating in exam.
- (3) Evaluate from students' responsibility on their contribution on group project.



## 2.2 Knowledge

### 2.2.1 Knowledge to be acquired

- (1) Understanding the film production theories and important case studies taught
- (2) To be able to provide an analysis and provide the solution to real world problems
- (3) To be able to use film production knowledge integrated with other disciplines

### 2.2.2 Teaching Strategies

- (1) Use both Student-centered learning and Problem-based learning
- (2) Use cooperative learning techniques
- (3) Invite guest speaker who is an expert in real world filmmaking

### 2.2.3 Evaluation Strategies

- (1) Pop-quiz, midterm, and final exam
- (2) A group project
- (3) Class Presentation

## 2.3 Cognitive Skills

### 2.3.1 Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research
- (2) Self-study and sharing information to the class
- (3) The ability to solve problems from case studies

### 2.3.2 Teaching Strategies

- (1) Group Presentations
- (2) Participate in real film production such as working with production crew.
- (3) .Student-centered learning and Problem-based learning

## 2.4 Interpersonal Skills and Responsibility

### 2.4.1 Interpersonal Skills and Responsibility to be developed

- (1) Be able to make film
- (2) Be able to solve filmmaking problems
- (3) .Initiate some new filmmaking ideas and have leadership

### **2.4.2 Teaching Strategies**

- (1) Allow students with work in unfamiliar situation with new team members
- (2) Practice filmmaker manner and how to deal with customers
- (3) Use advance English to communicate in class and with lecturers

### **2.4.3 Evaluation Strategies**

- (1) How students participate in teamwork
- (2) How students use advance English in their presentation.

## **2.5 Numerical Analysis, Communication and Information Technology Skills**

### **2.5.1 Numerical Analysis, Communication and Information Technology Skills to be developed**

- (1) Be able to use basic ICT skills and apply them to daily life.
- (2) Be able to use statistics and mathematics to solve filmmaking problems.
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

### **2.5.2 Teaching Strategies**

- (1) Use case studies that allow students to implement their knowledge of statistics and mathematics to solve filmmaking problems
- (2) Use activities such as encouraging students to show their work in an exhibition.
- (3) Students will form a team and do the group projects that require two-ways communication and develop their social skills.

### **2.5.3 Evaluation Strategies**

- (1) Evaluate the correct application of statistics and mathematics to solve problems.
- (2) Evaluate their ability to present their work in at an exhibition.
- (3) Evaluate their ability to use software computer related to film doing their work.

### 3. Curriculum Mapping

Meanings of Learning Outcomes in the Curriculum Mapping

#### 3.1 Morals and Ethics

- (1) Be able to deliver or to complete a required task at or the appointed time.
- (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) Be able to make decisions in filmmaking according to moral concepts and judgments.

#### 3.2 Knowledge

- (1) Be able to identify the film production theories and describe important case studies
- (2) Be able to provide an analysis and provide the solution to real world problems
- (3) Be able to use film production knowledge integrated with other disciplines

#### 3.3 Cognitive Skills

- (1) The ability to gather and summarize information, and conduct research
- (2) Self-study and sharing information to the class
- (3) The ability to solve problems from case studies

#### 3.4 Interpersonal Skills and Responsibility

- (1) Be able to communicate in English.
- (2) Be able to use English to solve filmmaking problems.
- (3) Initiate some new filmmaking ideas and have leadership.

#### 3.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Be able to use basic ICT skills and apply them to daily life.
- (2) Be able to use statistics and mathematics to solve filmmaking problems.
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences

## Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

● Major Responsibility

○ Minor Responsibility

Course	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
IGL1101 English for Communication and Study Skills	○	●	●	●	●	●	●	●	●	○	●	○	●	●	●
IGL1102 Communicating in English	○	●	●	●	●	●	●	●	●	○	●	○	●	●	●
IGL1103 English Composition for Daily Life	○	●	●	●	●	○	●	○	●	●	○	●	○	●	●
IGL1104 English Composition for Business	●	●	●	●	○	●	●	●	●	●	●	●	○	●	●
IGS1102 Man and Global Society	●	●	●	●	●	○	●	●	○	●	●	●	○	●	●
IGS1105 Thai Society and Culture	○	●	●	●	○	●	○	●	○	●		●	○	●	○
IGS1106 Southeast Asian Studies	●	○	○	●	●	●	●	●	○	●	●	○	●	○	●

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

● Major Responsibility

○ Minor Responsibility

Course	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills			
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	
IGM1102 Introduction to Information Technology	●	○	○	●	●	●	●	○	●	○	●	●	●	●	●	○
IGM1103 Science in Daily Life	○	●	●	●	○	●	●	○	○	●	●	●	○	●	●	
IGM1110 Creative Thinking and Decision Making	●	●		●	●	○	●	●	●	●	●	●	●	●	●	
FPR1101 Film History	●	●	●	●	●	●	○	●	●	●	●	○	●	○	○	
FPR1102 Film Theory 1	●	●	●	●	●	●	○	●	●	●	●	○	●	○	○	
FPR1103 Film Theory 2	●	●	●	●	●	●	○	●	●	●	●	○	●	○	○	
FPR1104 Philosophy of Film	●	●	●	●	●	●	○	●	●	●	●	○	●	○	○	
FPR1105 Introduction to Philosophy	●	●	●	●	●	●	○	●	●	●	●	○	●	○	○	
FPR1106 Introduction to Psychology	●	●	●	●	●	●	○	●	●	●	●	○	●	○	○	

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

● Major Responsibility      ○ Minor Responsibility

Course	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
FPR1107 Ethics and Film Law	●	●	●	●	●	●	○	●	●	●	●	○	●	○	○
FPR1108 Introduction to Business Process Management	●	●	●	●	●	●	○	●	●	●	●	○	●	○	○
FPR1109 Film Research	●	●	●	●	●	●	○	●	●	●	●	○	●	○	○
FPR1110 Film Thesis	●	●	●	●	●	●	○	●	●	●	●	○	●	○	○
FPR1201 Film Production Design 1	●	●	●	●	●	●	○	●	●	●	●	○	●	○	○
FPR1202 Film Production	●	●	●	●	●	●	○	●	●	●	●	○	●	○	●
FPR1203 Camera 1	●	●	●	●	●	●	●	●	●	●	●	○	●	●	●
FPR1204 Costume Design 1	●	●	●	●	●	●	●	●	●	●	●	○	●	●	●
FPR1205 Script Writing 1	●	●	●	●	●	●	●	●	●	●	●	○	●	●	●
FPR1206 Film Editing	●	●	○	●	●	○	○	●	●	●	○	○	○	○	○
FPR1207 Performances	●	●	○	●	●	○	○	●	●	●	○	○	○	○	○







## Section 5 : Student Evaluation Criteria

### 1. Regulations and Criteria for Allocation and Distribution of Grades

#### 1.1 Grading System

Letter grades are used to show the academic standing of all students with the following interpretations and values.

#### 1.2 Course Evaluation

Evaluation of student's performance in each course is based on :

- 1) At least 80% of class attendance
- 2) Mid-term and final examinations
- 3) Quizzes
- 4) Project report

#### 1.3 Minimum Grade Requirements

At least G.P.A.2.00 is required for all students (According to the Regulations of Suan Sunandha Rajabhat University)

### 2. Verification Process of Student Achievements

#### 2.1 Verification of Student Achievements while Studying

- 1) The lecturer demonstrates an understanding of each set of subject as outlined in Thailand Quality Framework for Higher Education (TQF).
- 2) The lecturer develops students' learning behavior through instructional strategies which are appropriate to the subject matter.
- 3) Using materials, resources, and technologies to make subject matter accessible to students.
- 4) Provides consultation services to assist students with study skills and reinforces instruction that the students with disabilities can meet the standard learning outcomes.

## 2.2 Verification of Student Achievements after Graduation

The main criteria for the verification of student achievements after graduation are:

- 1) Institutional Self Assessment: Suan Sunandha International School of Art must prepare Self Assessment Report (SAR) to inform about the lecturers, physical structure, methodology, and other subjects concerning the quality of the student achievement after graduation.
- 2) External Institutional Assessment: an evaluator commission will visit SISA and verify the information submitted by the SISA on the Self Assessment Report.
- 3) The evaluation report from the employers administrated to graduating students of some courses of SISA. Evaluation report is responsible for selecting samples of students and courses to show the relationship between student achievement and their abilities at workplace.

## 3. Graduation Requirements

The basic requirements for a baccalaureate degree at Suan Sanandha International School of Art, Suan Sunandha Rajabhat University are as follows:

- 3.1 The students' assessment and evaluation employ a scoring and letter grading system. The students' assessment and evaluation methods and passing criteria are based on the rules of Suan Sunandha Rajabhat University Council for Undergraduate Program Studies 2004 or the other rules that identified by Suan Sunandha Rajabhat University;
- 3.2 The students' requirements for graduation are
  - 1) attending at least six (6) semesters and not more than eight (8) academic years;
  - 2) having fulfilled the credits requirement for graduation and obtaining a cumulative GPA of not less than 2.00;
  - 3) attending the Morals and Ethics Project of Suan Sunandha International School of Art, Suan Sunandha Rajabhat University,

- 4) participating at least 80% of the enrichment program and activities of Suan Sunandha International School of Art, Suan Sunandha Rajabhat University;
- 5) having fulfilled all the requirements of Suan Sunandha Rajabhat University Council for Undergraduate Program Studies 2005 and the other rules that identified by Suan Sunandha Rajabhat University.
- 6) Prior to graduation, students are required to demonstrate proficiency in English as one of conditions of graduation. All students must meet one of these requirements before their graduation. No waiver of English proficiency requirements may be given.
  - (1) Submission of a minimum score of 500 on the Test of English as a Foreign Language (TOEFL) is required for all students who are to graduate from the Suan Sunandha International School of Art of Suan Sunandha Rajabhat University; or
  - (2) The International English Language Testing System (IELTS) examination submitted in lieu of the TOEFL. The minimum IELTS score requirement for admissions consideration is a score of 5.5.; or
  - (3) The minimum score Test of English International Communication (TOEIC) is 600.

## Section 6: Faculty Development

### 1. Preparation of New Faculty Members

- 1) Organize an orientation to familiarize new faculty members with the university's policies, the faculty and the assigned program.
- 2) Organize the training of information technology usage to be the instruction media and e-office system usage.
- 3) Others which are required by the new lecturer.

### 2. Knowledge and Skills Development for Faculty Members

#### 2.1 Teaching, Measuring and Evaluation Skills Development

1) Suan Sunandha International School of Art has regularly provided training to lecturers such as seminars, and workshops to improve teaching skills, computer skills, leadership skills, and etc.

2) Suan Sunandha International School of Art members are encouraged to do at least one classroom action research or other research related to the fields of film production.

3) Suan Sunandha International School of Art members are encouraged to use an innovative teaching in their classroom and share their result with other faculty members.

4) Suan Sunandha International School of Art members are encouraged to participate in Problem-Based Learning (PBL) training, Student-Centered Learning (SCL) training, cooperative learning training both in Thailand and abroad.

## 2.2 Academic and Professional Development

1) Allow each Suan Sunandha International School of Art member to choose to develop any skill and knowledge that they want with the budget of 10,000 baht per year

2) Suan Sunandha International School of Art members are encouraged to do the research in any chosen topic, pursue their Ph.D. Degree or academic rank.

## Section 7: Program Quality Assurance

### 1. Program Management

1) To establish or modify curriculum must be based on the curriculum development committee of SISA which consists of one (1) consultant and at least five (5) committee members.

2) To conduct a meeting each semester in order to improve and to revise the curriculum and teaching system efficiency.

3) To conduct researches in order to produce qualified graduates that meet the market demand.

4) To continue on improving the curriculum every 5 years.

### 2. Teaching and Learning Resources Management

#### 2.1 Budget Management

2.1.1 Allocate the annual government statement of expenditure and educational maintenance payment in purchasing materials and durable articles to support the learning and teaching, hire special lecturers, environmental management to enhance the studying and learning atmosphere in and out of the classes and facilitate the students sufficiently.

2.1.2 Allocate the budget to develop the lecturers individually

2.1.3 Allocate the budget to the departments for enhancing program activities and increasing the latency of the students.

## 2.2 Existing Teaching and Learning Resources

1. The building and the place for activities of teaching in the department.

No.	Specification	Quantity (room)	Description
1	Conditioned classrooms.	40	- The camcorder is equipped with a VDO CD and
2	Classroom for a group discussion (student lounge).	2	teaching materials. Its like using Power Point and Internet connection. External data.
3	Conference room.	2	- Fully equipped meeting.
4	Language Laboratory.	2	- Room with media for research and development capabilities.
No.	Specification	Quantity (room)	Description
5	Computer lab.	3	- Equipped peripherals. And networking.
6	A project coordinator. Cooperative Education.		Internet and media rooms and facilities. In the study.
7	Laboratory.	1	- With research equipment and facilities staff.
8	Performance Room.	1	Recording and using program SPSS. - Used for teaching and training in acting. Show

2. The class and centralized event campus.

No.	Specification	Quantity (room / place)
1.	Auditorium for classes and events.	1
2.	Meeting room, which is equipped with full amenities.	1
3.	Large multipurpose room for meetings and events.	1
4.	Sport center for activity.	1
5.	Multi-purpose courtyard.	3

## 3. Teaching materials.

No.	Specification	Quality
1	Teaching materials, case studies from Yale University.	All
2	Computer.	150
3	The Copy Printer.	10
4	Recorder	10
5	Color televisions.	10
6	Video player.	10
7	Video camera.	10
8	Cutting the video.	20
9	Video Tape and CD-ROM. Knowledge about development and other	550
10	Satellite.	1
11	Fax.	2
12	Overhead projector (The classroom).	40
13	Amplification of the room.	40

## 4. Learning inside the campus.

## 1) The centre of knowledge service

1.1.1 The service of borrowing books, magazines, catalogs and printed materials for check out and return.

1.1.2 The ICT service's selective dissemination of information

1.1.3 Internet services

1.1.4 Audio and video (A/V) services

1.1.5 Communication resources service

1.1.6 Online searching for data

1.1.7 Virtual private network

2) The language centre and the language lab, including the system of online testing for English

3) The general education centre and electronic learning communications

4) ICT center

5) Tutorial for the SSRU WIF zone throughout the campus.

### 2.3 Provision of Additional Teaching and Learning Resources

Resources of additional teaching provisions are dependent on needs and demands as required.

### 2.4 Assessment of Teaching and Learning Resources Sufficiency

Sufficiency of resources is assessed by staff and faculty members.

## 3. Faculty Management

### 3.1 Recruitment of New Faculty Members

SISA is responsible for administering a written exam and an interview in order to select a qualified member as follows:

- 1) Be able to communicate in English
- 2) Have a thorough grasp of the course(s) they wish to teach and be able to demonstrate the ability to impart such knowledge to the students
- 3) Have good personality and sociable nature
- 4) Be willing to abide by the University's regulations
- 5) Be willing to work hard
- 6) Have a thorough grasp of the nobility of the teaching profession
- 7) Be initiative and enthusiastic

### 3.2 Faculty Members' Participation in Program Planning, Monitoring and Reviewing

1) Quarterly meetings are held with SISA members for program planning, monitoring, and review.

- 2) SISA members may suggest or make comments in regards to the program.
- 3) Meetings may be scheduled as required throughout the year.

### 3.3 Appointment of Part-time Faculty Members

1) Part-time SISA members must have appropriate qualifications and a thorough grasp of the course(s) they wish to teach. They can be a faculty member from a public or private institution.

2) Part-time SISA members can be experts having working experiences in relation to the course and must have the ability to impart such experiences to the students.



3) SISA can appoint a part-time member when the full-time members are not available for teaching.

4) SISA can appoint a member from overseas with special competence to be a part-time member.

5) SISA can appoint a part-time faculty member when the number of enrolled students is still uncertain or in any case when additional member(s) is/are urgently needed or for temporary basis.

#### **4. Supporting Staff Management**

##### **4.1 Qualifications**

Bachelor degree or above with relevant work experience in the applied position. Computer literate (passage of proficiency test is required), working knowledge of English, and good personal appearance.

1) The qualifications related to the role/s that supporting staff will do his / her area of work are assigned before to get job.

2) Each supporting staff must pass a competitive test consisting of written test and interview based on the ability to work and attitudes toward teaching and learning activities.

3) Regulation in human resource management for whole system (such as selection, orientation, training, staff development, promotion/rewards, etc.).

##### **4.2 Enhancement of Knowledge and Skills**

Training and development programs are available for staff in subjects related to their work responsibilities and English development classes are offered to interested staff.

1) Training in the operation skills and management knowledge (such as English communication, audit planning, time management, self assessment, etc.).

- 2) Organizing study visits to exchange of learning and working in outside units or organization.
- 3) Staff is encouraged to work with lecturers in the academic services projects and research projects.
- 4) Funding further study in fields related to duties or programs for outstanding staff.

## **5. Student Support and Advising**

### **5.1 Academic Advice and Counseling**

- 1) All lecturers act as advisors to students and academic activities and have schedule time for students to consult.
- 2) Manage the tutoring system for students who weak in English language or some subjects.
- 3) Establish local and international collaboration with the government and private sectors in order to facilitate students for their internship and further study.
- 4) Manage guidance system about choosing and planning for students' career.

### **5.2 Student Appeals**

The university must create regulation to allow students on various topics, especially regarding academic by defining the rules and the appeal process.

## **6. Labor Market Needs, Social Needs and/or Employer Satisfaction.**

- 1) Survey labor market needs, social needs and / or employer satisfaction before the development of curriculum.
- 2) Monitor the knowledge and skills that are required by the international film production that changes with advances in technology, competition, marketing, and trends in global business.

3) Evaluate graduates' competencies based on labor market needs, social needs, and employer satisfaction as follows:

- |                                   |                                     |
|-----------------------------------|-------------------------------------|
| 1) Communication Skills           | 2) Team Work Skills                 |
| 3) Problem-Solving Skills         | 4) Initiative and Enterprise Skills |
| 5) Planning and Organizing Skills | 6) Self-Management Skills           |
| 7) Learning Skills                | 8) Technology Skills                |

### 7. Key Performance Indicators

Performance Indicator	Year 1	Year 2	Year 3	Year 4	Year 5
1. At least 80% of full-time faculty members are involved in the planning, following up and reviewing the program performance.	✓	✓	✓	✓	✓
2. The Program Specification (TQF 2 Form) in accordance with the Thai Qualification Frameworks for Higher Education is provided.	✓	✓	✓	✓	✓
3. The Course Specification (TQF 3 Form) and the Field Experience Specification (TQF 4 Form) (if any) of all courses are provided before the semester begins.	✓	✓	✓	✓	✓
4. The Course Report (TQF 5 Form) and the Field Experience Report (TQF 6 Form) (if any) of all courses are completed within 30 days after the semester ends.	✓	✓	✓	✓	✓
5. The Program Report (TQF 7 Form) is completed within 60 days after the academic year ends.	✓	✓	✓	✓	✓
6. The students' learning achievements according to the learning outcomes specified in the TQF 3 and TQF 4 of at least 25% of the courses offered in each academic year are verified.	✓	✓	✓	✓	✓

7.	The teaching and learning process, the teaching strategies or the evaluation strategies are developed/improved according to the performance evaluation reported in the TQF 7 of the previous year.	-	✓	✓	✓	✓
8.	All new faculty members (if any) are given orientation or advice on teaching and learning.	✓	✓	✓	✓	✓
	<b>Performance Indicator</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
9.	All full –time faculty members participate in academic and/or professional development programs at least once a year.	✓	✓	✓	✓	✓
10.	At least 50% of supporting staff participate in academic and/or professional development programs each year.	✓	✓	✓	✓	✓
11.	The average level of students'/new graduates' satisfaction with the quality of the program is at least 3.5 out of 5.0.	-	-	-	✓	✓
12.	The average level of graduate employers' satisfaction with new graduates is at least 3.5 out of 5.0.	-	-	-	-	✓
13.	Students are employed within one year after graduation not less than 80 percent.	-	-	-	-	✓
14.	Graduates receive a starting salary not less than the salary rates for position levels and categories in accordance with the Civil Service Act.	-	-	-	-	✓

## Section 8: Program Evaluation and Improvement

### 1. Evaluation of Teaching Effectiveness

#### 1.1 Evaluation of Teaching Strategies

A framework for evaluation of teaching strategies within four broad domains as follows:

1) Planning and Preparation: Select instructional goal; Demonstrate knowledge of content and pedagogy; Design coherent learning activities; Assessing student learning (formative and summative).

2) The Classroom Environment: Establish a culture of learning; Manage classroom procedures; Manage student behavior; Organize physical space.

3) Instruction: Communicate clearly and accurately; Use student-centered techniques; Engage students in learning; Provide feedback to students; Demonstrate flexibility and responsiveness.

4) Professional Responsibilities; Grow and develop professionally; Contribute to the University and communities; Reflect on leadership in specific area.

#### 1.2 Evaluation of Faculty Members' Skills in Using Teaching Strategies

There are three steps to the formal evaluation process:

1) Pre-Observation : The administrator and the SISA member will meet sometime before the lesson occurs (planning and preparation, course materials, learning activities, learning assessment).

2) Observation: The administrator observe lecturer's methods of classroom management and lecturer/student interaction and will document what actually occurs, the faculty members report self evaluation, peer review to have understanding of what being a successful lecturer requires, analyzing student feedback, participation in courses outside of one's program).

3) Post-Observation: The administrator will reflect on the lesson via the notes that were taken and develop a list of lecturer strengths and weaknesses. Encourage faculty members to take advantage of the Module Program (Modular Object-Oriented Dynamic Learning Environment) for helping faculty implement IT more fully into the curriculum.

## 2. Overall Program Evaluation

The overall program evaluation will be gathered by

- 1) current students and graduates
- 2) external experts
- 3) employers and other stakeholders.

The Program evaluation will be done every 5 years.

## 3. Evaluation of Program Performance

The Program performance is evaluated according to the Key Performance Indicators specified in Section 7, Item 7. The evaluation is conducted by the Evaluation Committee of at least 3 members, comprising at least 1 external expert. The Committee shall be appointed by the University.

### Evaluation Criteria

**Good** : Indicators 1-5 are achieved and at least 80% of the indicators of each year are achieved.

**Very Good** : Indicators 1-5 are achieved and all indicators of each year are achieved.

## 4. Review of Program Evaluation and Improvement Plan

Step 1: Review Criterion.

Step 2: Review SISA mission statement.

Step 3: Convert Criterion into a series of questions.

Step 4: Review data and information to help answer the questions outlined

in Step 3.

Step 5: Draw conclusions about the extent to which the SISA mission has been met.

Step 6: Based on the conclusions reached, analyze components of SISA activities and program which help the program meet SISA mission.

Step 7: Based on the analysis from Step 6, analyze improvements to SISA program (at the activity and/or program levels) need to be made to improve faculty members' ability to meet SISA mission.

Step 8: Implement changes and improvements.

Step 9: Measure the impact of the changes and improvements on program to meet SISA mission.

Appendix A

Course Description



### Course Description

Course Code	Course Title/Course Description	Credits Hours (Lecture-Practice-Self Study)
IGL1101	<b>English for Communication and Study Skills</b> English for business administration. Basic academic English Communication: reading, speaking, and writing, telephone communication, comprehension of written academic information.	3(3-0-6)
IGL1102	<b>Communicating in English</b> English for International business, intermediate academic English communication, business writing, business document reading, and global business speaking, technical terms and defines the various forms of business communication.	3(3-0-6)
IGL1103	<b>English Composition for Daily Life</b> Introduction to English composition for daily life. Functional writing: writing for everyday communication and academic writing.	3(3-0-6)
IGL1104	<b>English Composition for Business</b> English composition for business, business writing skills, business document, references, business correspondent, business technical terms, on-line business communication.	3(3-0-6)
IGS1102	<b>Man and Global Society</b> Introduction to anthropology and sociology, socialization, social institutions, nature and development of world cultures, social, environmental, technological and cultural changes, International relation, UN.	3(3-0-6)

Course Code	Course Title/Course Description	Credits Hours (Lecture-Practice-Self Study)
IGS1105	<b>Thai Society and Culture</b> Study of Thailand; the emergence and the founding of the Nation and national identity, culture, religious rituals, traditions, festivals, entertainments, belief systems, folklore, gender roles, social stratification, social mobility and urbanism; Thailand in the context of changing economy, society, culture and environment; Thai culture and lifestyle in the changing urban environment.	3(3-0-6)
IGS1106	<b>Southeast Asian Studies</b> Countries in Southeast Asia, its economic, social, political, and environmental situation. Southeast Asia current, historical, and future outlook, their distinctive characteristics, geography, societies and cultures, and tourism.	3(3-0-6)
IGM1102	<b>Introduction to Information Technology</b> Introduction to IT environment, microcomputers and the PC revolution, basic keyboard skills, PC applications in the Windows environment, PC software applications, word processing, spreadsheet and graphics, the use of computer network resources, internet and Student LAN as information resources, software operating systems and application software, client-server software, electronic mail, electronic commerce, and website.	3(2-2-5)
IGM1103	<b>Science in Daily Life</b> The role of science and technology involving everyday life, biological and physical sciences, organism and chemicals, biological technology, food technology, energy, electricity, telecommunications, the earth and atmospheric changes affecting daily life and environmental impact.	3(3-0-6)
IGM1110	<b>Creative Thinking and Decision Making</b> The principles of decision making and thinking processes, critical and creative thinking, data analysis, logic and reasoning. Scientific skills and the application of problem solving in daily life.	3(3-0-6)

Course Code	Course Title/Course Description	Credits Hours
		(Lecture-Practice-Self Study)
FPR1101	<b>Film History</b> The history of American, French, Italian, Swedish, Russian, Indian, Iran, Japanese, Chinese, Thai, Philippines, and Indonesian cinemas; the history of the international and Thai key directors.	3(3-0-6)
FPR1102	<b>Film Theory1</b> Film theory focusing on film language theory. The semiology of film. The meaning of camera angle, shot, picture size. The principle of camera using for film and camera lenses. Film genre. Film crews position and the relation between film producer and film director.	3(3-0-6)
FPR1103	<b>Film Theory2</b> A lighting theory. The aesthetics of lighting and lighting technique. The theory of composition of lighting. Equipment for lighting. The system of analog and digital for lighting. Theory of color and lighting explanations. Color in analog system and digital system. Computer programs for color editing. The resolution image and the digital exportation.	3(3-0-6)
FPR1104	<b>Philosophy of Film</b> The meaning and the significance of film. The nature of film. Film as a mass media. Film is the art. Aesthetics film. Rating film. Criticizing concept in film study. Film and the society. The social responsibility for film producing.	3(3-0-6)
FPR1105	<b>Introduction to Philosophy</b> The principle of general philosophy; the periods of western and eastern philosophy; modern philosophy and post-modern philosophy; human in society and culture.	3(3-0-6)
FPR1106	<b>Introduction to Psychology</b> The principle of general psychology; the concept and meaning of psychology; the practical applications of psychology in daily life.	3(3-0-6)

Course Code	Course Title/Course Description	Credits Hours (Lecture-Practice-Self Study)
FPR1107	<b>Ethics and Film Law</b> Introduction to film law; freedom rights, freedom of communication, and freedom of speech; ethics and law; ethical problem in film; film rights, copyright, Asian copyright law for film; the restriction of copyright; the Asian film censorship and justification; restricted film; practice to censor Thai films in accordance with Thai film law enforcement.	3(3-0-6)
FPR1108	<b>Introduction to Business Process Management</b> The importance and types of business; the common ground of doing business; the principle of business management; management of business documents; financial, marketing, and marketing plan; sales and sales planning; the relationship between business and environment; managing business in variety areas: personnel management, bureau management and business paper work; the total quality management and business standardization.	3(3-0-6)
FPR1109	<b>Film Research</b> The methodology for film research; analysis of a phenomenon of the modern film; the perception to a research topic; the frame of the film theory; analysis for the selection of film research method, including the distribution of the new knowledge.	3(2-2-5)
FPR1110	<b>Film Thesis</b> Producing film from the adaptation of knowledge gained from film studies; the work that will be produced has to be admitted from the film thesis board including the title, the purpose, and the creative references all of which have to be pitched at the film thesis board.	5(3-4-8)
FPR1201	<b>Film Production Design1</b> The concept and meaning of the creative work for film production; the principle of integration; the crew in film production; the crew blueprint and a duty for each person in film crew; basics of hand-drawn storyboards and practices; screen skating and location scouting; the use of prop and color for creative location; the basic use of the production equipment; budgeting for film production design.	3(2-2-5)

Course Code	Course Title/Course Description	Credits Hours (Lecture-Practice-Self Study)
FPR1202	Film production	3(2-2-5)
	<p>A study of film producing in 4 processes: 1) the principles, the processes of producing film; pre-production for documentary film; pre-production for advertising; 2) production process: advertising production, documentary production, narrative film production; 3) editing process, color editing, soundtrack editing, practical planning and producing the advertising film; 4) practice to inspect the film in accordance with Thai film law enforcement before screening and practice to edit film under the film law.</p>	
FPR1203	Cinematography1	3(2-2-5)
	<p>Theory of cinematography; the meaning of visual language in movie; the use of the lens for language of the lens; the fundamentals of lighting; basic lighting techniques; aspects of light; intensive practice on shooting methods through different tools of cinematography.</p>	
FPR1204	Costume Design1	3(2-2-5)
	<p>The concept and meaning of costume design in film; the history of costumes in each era in the western world; the history of Thai costumes; the principle of costume design; creating the patterns of simple outfit; the use of sewing equipments; making up Batik and fabric painting designs; designing for accessories; the use and maintenance of tailor tools sewing; costume personnel and functions for costume design department.</p>	

Course Code	Course Title/Course Description	Credits Hours (Lecture-Practice-Self Study)
FPR1205	<b>Script writing1</b>  The concept, meaning, and principles of script writing as an international film standard; practice to write an essay and a summary; writing a plot or story treatment and theme; practice to state the theme from articles, short stories, and movies; practice to create the theme from news, story of personal experiences; and write a short film script from a given theme.	3(2-2-5)
FPR1206	<b>Film Editing</b>  The concept and theory of film editing; learn to use Final Cut Pro, Adobe Premier Pro for editing film, news, and documentary.	3(2-2-5)
FPR1207	<b>Performances</b>  The history of acting legend, Constantin Sergeyeovich Stanislavski, on the system and theory of acting; learn and practice acting according to 4 Stanislavskian principles; learn how to establish the connection between actors and audiences; Use of games and activities to develop acting performance in various ways.	3(2-2-5)
FPR1208	<b>Sound Work to Cinema</b>  The concept, meaning, and history of film sound; learn the importance and types of sound in the movie; study the types of recorders and maintenance of equipments; learn more about analog and digital sound recorders; practice using the equipments for recording sound.	3(2-2-5)
FPR1209	<b>Imagination and Creativity for Making Film</b>  The concept of creating imagination, creativity, and inspiration in filmmaking; make a field trip as an inspiration and experience in creative thinking; writing the essay from field trip and converting experience story into film; sharing some experiences among other groups and creating a united work together.	3(2-2-5)

Course Code	Course Title/Course Description	Credits Hours (Lecture-Practice-Self Study)
FPR1210	<b>Film Production Management</b>  The concept, meaning, scope, and theories or principles of administration and management in film production; project proposal and budget plan for film production; structure of departments in film production; location management; postproduction management.	3(2-2-5)
FPR1301	<b>Makeup for Film1</b>  The concept, meaning, realm and theory of makeup for film; learn the use of materials and equipments on actor's face and hair for film makeup.	3(2-2-5)
FPR2302	<b>Costume Design2</b>  Emotional impact of color theory on fashion design to create complex pattern; study the properties of materials used in the fashion design; designing the main characters costume; designing characters costume related to the given atmosphere; costume design by an independent imagination; practice to use dyeing color techniques for various fabric types and for making them look old; designing shoes, belts, scarves, hats, gloves, goggles, and special costumes, including designing costumes for characters on film project.	5(3-4-8)
FPR2303	<b>Cinematography2</b>  Theory and functions of cinematography for director of photography; the art of cinematography and the meaning of light and shadow in the picture; focus on cinematography practice concerning meaning and storytelling through pictures along with some techniques of conveying the theme; techniques of shooting style according to movies type, movies genre; different styles of film shooting in each period; intensive training on film shooting with different tools of cinematography.	5(3-4-8) Theory and

Course Code	Course Title/Course Description	Credits Hours (Lecture-Practice-Self Study)
FPR2304	<b>Film Production Design2</b>	5(3-4-8)
	The design of the appearance of the movie; learning design for film titles, the story atmosphere, the tone of color on the movie, the movement of the camera, the editing of the footage, the real set on scene, the setup scenes with computer graphics, and costumes, free style of design; the use of computer graphics to create and design on specified scenes, to create the scene independently as imagination by choosing the scene from nature, to create the scene with computer graphics; designing the scene with a combination of real setting and computer graphics; designing the scene for film project.	
FPR2305	<b>Makeup for Film2</b>	5(3-4-8)
	Theory of makeup; makeup techniques; prosthetic makeup; the process of creating a prosthetic appliance; a variety of drills in advanced makeup, including workshop.	
FPR2306	<b>Lighting Techniques for Motion Imaging</b>	3(2-3-3)
	Objective of lighting techniques for motion imaging; basic principles of lighting techniques; quality of light and lighting accessories for motion imaging; position of light and formation of light.	
FPR2307	<b>Pre-Production Planning for Motion Imaging</b>	3(2-3-3)
	Principles and techniques of pre-production planning for motion imaging; objectives and stages of pre-production, target group, measurement of budgeting; special techniques for pre-production planning; causes and factors of pre-production planning for motion imaging.	
FPR2308	<b>Principles of Photography</b>	3(2-3-3)
	Characteristics of 35 mm. Single lens reflex camera, 35 mm SL; a variety of a camera lens and factors correlated with light adjustment and camera accessories; the compositions of photograph; practice in taking the photograph.	



Course Code	Course Title/Course Description	Credits Hours (Lecture-Practice-Self Study)
FPR2501	<b>Economics for Film</b>  The concept and meaning, including the realm, characteristic, nature, and social context of film consumer demand; the law of supply and demand in the movie market and the capital-intensive movie business; the interrelationships between economics and the movie industry focusing on the impact of economic factors on the production; the rise and fall of the studio system, role of technological change in the evolution of cinematography and the movie marketplace, globalization and changing industrial structure within which films are produced.	3(3-0-6)
FPR3301	<b>Acting for Film</b>  The concept and meaning of Lee Strasberg 's method acting; Sanford Meisner's method acting, along with The Meisner technique workshop; Stella Adler's method acting, along with Adler technique workshop; Michael Shurtleff's acting techniques – twelve guideposts to acting, along with Shurtleff technique workshop.	5(3-4-8)
FPR3307	<b>Basics of Computer-generated Imagery for Film</b>  The concept and meaning of 2ds computer program on Adobe Photoshop; the use of 3ds max and Maya computer program; the use of computer program – for motion graphics, compositing, and visual effects – Adobe After Effects, Shake, and Discreet Combustion; the use of computer program for color visual design.	3(3-0-6)
FPR3308	<b>Film Director</b>  The concept and meaning of film director; film director's roles and responsibility; film director's relationship between the cast and the crew in the production line.	3(3-0-6)
FPR3309	<b>Film Producer</b>  The concept and meaning of film producer; duties and responsibilities of film producer as a thankless task with the mathematical and artistic skills; film producer's relationship with the film director; film producer's code of ethics in the production line.	3(3-0-6)

Course Code	Course Title/Course Description	Credits Hours (Lecture-Practice-Self Study)
FPR3310	<b>Film Criticism</b>  The concept, meaning, philosophy, and theory of film criticism; thematic elements; the basic approach of film criticism; other approaches of modern and postmodern film criticism: the psychoanalytical approach, Marxist film theory, semiotic analysis of film, feminist film theory, structuralist film theory, post-structuralist film theory, deconstruction film criticism; film criticism and society; a variety of drills in film criticism.	3(3-0-6)
FPR3311	<b>Sound Design and Musical Score for Film</b>  The concept and meaning of musical score; the remarkable affinity of music and film; general and special functions of the musical score; sound techniques on film scores; various varieties of rhythmic patterns and emotions of corresponding sounds; rhythmic sound and music design; the drill and the use of different film sound equipments; the drill of mixing sound and music for film.	3(2-2-5)
FPR3312	<b>Communication Technology and Social Change</b>  The concept and meaning of communication; principles of communication and theories applied in various contexts; the role of communication in societal change and the diffusion of innovations; new communication technologies and the attributes of their adopters; and the ethics of the ongoing convergence of such technologies as telephone, broadcasting, film and the Internet.	3(3-0-6)
FPR3502	<b>Film Marketing and Promotion</b>  The concept and meaning of doing business in a more transparent world of modern marketing; marketing analysis and consumer behaviours; promotion: advertising, sales promotion, personnel selling, public relation; strategic promotion planning; promotion and communication; psychological advertising; ethical advertising; various varieties of advertisement for films.	3(3-0-6)

Course Code	Course Title/Course Description	Credits Hours (Lecture-Practice-Self Study)
FPR3901	Preparation for Work Placement in Film Production Preparation for working in film studio; lectures by guest lecturers; studio field trip; report and seminar.	1(0-45-0)
FPR3903	Preparation for Cooperative Education in Film Production Preparation for working in film studio as a film crew; studio field trip; report and seminar.	1(0-45-0)
FPR4306	Script Writing <sup>2</sup> The concept and meaning of screenplay; conflict in plot or storyline; characters, characterization; three-act structure (formula) of screenplay; indispensable part of screenwriting; resolution (culminating in a climax and a dénouement) of the three-act structure; setting in time of screenwriting; dialogue in screenwriting; comedy screenplay formula; dramatic structure for screenplay; thriller screenplay formula; action screenplay formula; horror screenplay formula; feature screenplay format; reading good samples of screenplay; deliberate practice of screenwriting.	5(3-4-8)
FPR4314	Film Seminar The concept, meaning, elements, and form of seminar conforming to film studies; the retrieval of information on various varieties of film seminar; the production process of handouts and supplements; seminar participation as a lecturer or a debater; administer the seminar, including the expert or film scholar for an enlargement of film world view.	3(2-2-5)
FPR4902	Work Placement in Film Production Work placement in film studio, production crew as a film crew on location; making a fieldwork report; and making preparations for work placement.	6(0-450-0)
FPR4904	Cooperative Education in Film Production Work placement in film studio, production crew as a film crew on location; making a fieldwork report; and making preparations for work placement in accordance with rules and regulations of Agency for Cooperative Education.	6(0-450-0)

## Appendix B

Suan Sunandha Rajabhat University Council  
for Undergraduate Program Studies 2008  
or the other rules that identified by  
Suan Sunandha Rajabhat University