Bachelor of Fine Arts in

Creativity and Digital Media Production

(International Program)

Curriculum 2013

Institution: Suan Sunandha International School of Art, Suan Sunandha Rajabhat University

Faculty/Department: Creativity and Digital Media Production, Suan Sunandha International School of Art

Section 1: General Information

1. **Code and Title of Program**

   Program (Thai) หลักสูตรศิลปบัณฑิต สาขาวิชาการสร้างสรรค์และสื่อดิจิทัล (หลักสูตรนานาชาติ)

   Program (English) Bachelor of Fine Arts Program in Creativityand Digital Media (International Program)

2. **Name of Degree**

   Full Title (Thai) ศิลปบัณฑิต (การสร้างสรรค์และสื่อดิจิทัล)

   Abbreviated Title (Thai) ศล.บ. (การสร้างสรรค์และสื่อดิจิทัล)

   Full Title (English) Bachelor of Fine Arts (Creativity and Digital Media)

   Abbreviated Title (English) B.F.A. (Creativity and Digital Media)

3. **Major Field**

   -

4. **Total Credits**

   At least 126 credits

5. **Type of Program**

   5.1 Level

   Bachelor Degree

5.2 Medium of Instruction

English

5.3 Admission

Thai and international students

5.4   Cooperation with other institutions

None

5.5   Type of Conferred Degree

One Degree (one major)

6. Status of the curriculum and endorsement/approval of the curriculum.

6.1 New curriculum 2013

Implemented for the first time on the first semester of 2013

6.2 The Board of Administration of the college of Film Production inspected this curriculum during its first meeting in 2012 on the 20th of July, 2012.

6.3 The Academic Committee inspected this curriculum during its 10thspecial meeting of 2012 on the 17th of October 2012.

6.4 The University Council approved this curriculum

1. In their 11th meeting of 2012 on the 16th of November 2012

2. In their 1th special meeting of 2014 on the 8th of October 2014

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

In 2014

8. Professions/Careers after Graduation

8.1 Animation Production

8.2 Digital Games Producer

8.3 Computer graphic designer

8.4 Digital media production

8.5 Private operators. Business animation and digital games

9. Program Coordinators

Name/ Identification number	Academic position(s)	Major / University	Academic / Research/ treatise	Teaching Load Hours / Semester	
				Graduation	Work Load in Curriculum
1. Mr.Eakapotch Dhanasiri 3-1001-01110-22-1	teacher	M.Ed. (Media) University of Arizona, Tucson Arizona, U.S.A., 1990 B.F.A. (Computer Graphic) Chiang mai University,2528	- อนุกรรมการ การออกแบบ ไดอารี่แห่งชาติ " Thailand Executive Diary 1999 สำนักงานเสริมสร้างเอกลักษณ์ของชาติ สำนักงานปลัดสำนักนายกรัฐมนตรี - อนุกรรมการช่างภาพ, และผู้ออกแบบไดอารี่แห่งชาติ 2000 - Photo Director "Insight Out! Project" โดย UNICEF (ประเทศไทย) เขาหลัก จ.พังงา	12 hr.	12 hr.
2. Mr. Thirathep Chonmaitree 3-1019-00121-77-1	teacher	M.S. (Computer Graphic) George Washington University, Washington DC U.S.A., 1997 B.F.A. (Computer of science) University of the thai chamber of commerce,2536	- Chonmaitree, Thirathep. "Developing Personal Knowledge Management Strategies is using Problem-Based Learning (PBL)".ICICKM 2011 International Conference Proceeding in Bangkok Thailand. 2011. - Panwilai, Sujitrapa. Chonmaitree, Thirathep. "Potentiality and Need in Planning and Managing Community Tourism in Chiang Rai Province", Mae Fah Luang University. 2007. Thai Tourism Research Publication. 174 pages. - Chonmaitree, Thirathep."Open Source CMS Guidebook". http://www.content-wire.com/opensourcecmsguideprint. August 30th , 2006.	12 hr.	12 hr.

10. Instructional Venue

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

11. External Factors or Developments Affecting Program Planning

11.1   Economic Factors

The ASEAN community implies that in no time Thai students must compete head-on with other students from ASEAN countries for a career in the international business job market. Thai students who are interested in digital media must be able to possess and gain knowledge of advanced digital media production professionally to increase their chances for success and to compete for higher salaries and higher positions in international animation and digital media firms. However, there are numerous opportunities for Thai students to work abroad such as in Singapore, Vietnam, Malaysia, The United States, and/or European countries. Creativity and Digital Media Production Program students must be properly educated and equipped with animation knowledge in order to compete with both the ASEAN and worldwide markets.

11.2   Social and Cultural Factors

The curriculum must be designed from a global cultural perspective. Digital Media Production Program students must be able to understand the diversity of international culture and practice. Students must be given the opportunity to learn from various perspectives and different lecturers' backgrounds in order to understand different cultures' impacts on negotiation and conflict resolution.

12. Impacts of Items 11.1 and 11.2 on Program Development in Relation to the SSRU Mission

12.1   Impacts on Program Development

The above external factors impact program development and course design with regards to the strategies of the Digital Media Production Program as follows:

1) To promote sustainable digital media production with the least environmental, natural, social and cultural impact so as to preserve existing national resources for the benefits of later generations.

2) To enhance the quantitative expansion of the digital media industry through the development and management of digital media resources in a manner that generates maximum benefits.

3) To standardize digital media products in order to attract a quality audience within the digital media industry.

4) To utilize Thailand's cultural uniqueness to establish a brand image for Thailand and drive development accordingly.

5) To present products from different points of view in order to meet the audience's demands due to the rise of the digital media industry in Thailand and across Asia.

6) To develop integrated management of information, public relations and customer relations through the use of information technology.

From these principles, the Digital Media Production Program should be established in order to offer courses that cover various dynamic forces within the digital media industry to help achieve the target set forth by the government for Thailand to become the digital media content hub of Asia.

12.2   Relating to the obligations of the institution

1) Because one major statement in the mission of SSRU is to produce graduates that meet the demands of a knowledge-based society and are able to work and compete in global markets, the Digital Media Production Program aims to prepare graduates to be ready and able to perform their duties on the world stage; for example, students are encouraged to do an internship both domestically and abroad to gain various digital media perspectives and become familiar with the world of digital media across different environments.

2) The creation and growth of this curriculum is in line with the duties of the university.It is under the framework of the Ministry of Education's statement on guidelines and practices in the National Qualifications Framework for Higher Education 2009.

13. Relationships (if any) with Other Programs Offered by Faculties/Departments within SSRU

       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. Program Philosophy and Objectives

1.1 Philosophy

The Bachelor of Fine Arts in Creativity and Digital Media Production Program of the Suan Sunandha International School of Art, Suan Sunandha Rajabhat University is designed to prepare graduates to become young professional digital media specialists or animation entrepreneurs with applicable digital media 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 Fine Arts Creativity and Digital Media Production Program aims to equip graduates with the knowledge and technical skills needed to excel in digital media production. By the end of the program, students should have acquired:

1.3.1 knowledge and skills on creativity and digital media production and posses a strong sense of morality and ethics for contribution to the global community.

1.3.2 knowledge and skills through an internship, in order to obtain real world experiences which will facilitate development of their own projects in digital media production; posses strong interpersonal skills, acquire good business management abilities, and the spirit of a digital media entrepreneur.

1.3.3 the qualities and skills to become a valuable asset to the digital media industry.

2. Program Improvement and Modification Plan

Improvement/Modification Plan	Strategies	Evidence/Indicators
2.1 Improve and revise the program to meet the standards of the Commission of Higher Education	- Conduct research associated with social needs, market demands, and employers' preferences.	Evidence/Indicators Evidence: + Documentation of meetings/evaluations Indicators: + Level of satisfaction of graduates engaged in businesses + Level of satisfaction of skills, knowledge and the ability of raduates
2.2 Revise and update the program according to business needs and academic developments.	Strategies Evaluate the results of administrative scheduling of teaching and the work of students for information leading to the development of correct practices each academic year.	Evidence/Indicators Evidence: + Evaluation forms and formal paths for development of content Indicators: + Level of evaluation specific for content

Improvement/Modification Plan	Strategies	Evidence/Indicators
2.3 Developmental Plan/Changes Develop the capacity of teachers and administrators who use the resources and support the administration of learning and teaching	Strategies Promote the development for the ability of teachers to search and integrate using resources effectively and in the most efficient way	Evidence/Indicators Evidence: + Evaluation of the necessary development of staff Indicators: + Inspection of assets and effective use of resources Indicators: + Evaluate the level of proficiency of staff both before and after + Level of satisfaction of the students + Cost of course credits before and after development

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

None

2. Program Implementation

2.1 Study Period

First Semester: August – November

Second Semester: January – April

Summer Course: 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. Admission is based on the student's 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 2.75 in English subjects or demonstrate proficiency in the 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 from the Suan Sunandha International School of Art based on an interview conducted by the Suan Sunandha International School of Art examination committee.

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

4) have had no previous records of disorderly or unlawful conduct

2.3 Problems of Newly Enrolled Students

1) Students may need to improve their English proficiency, enhance their study skills and acquire the use of technology.

2) Students may need a period of adjustment coming from the upper secondary leve to higher education.

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

1) An orientation for first year students on the topic of efficient study methods for higher education in addition to extra class offered by SISA for English enrichment available for all students.

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

2.5 Student Enrollment Plan and Expected Number of Graduates within 5 Years

The number of students in Suan Sunandha International School of Art are estimated and presented as follows (estimated over 5 year).

Year of Study	Number of Students				
	2013	2014	2015	2016	2017
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 2013-2017 are as follows.

Items	Revenue Estimation (Baht)				
	2013	2014	2015	2016	2017
Allowance	2,580,000	3,870,000	5,805,000	8,707,500	13,061,250
Expenses	800,000	800,000	800,000	800,000	800,000
Equipment	100,000	100,000	100,000	100,000	100,000
Total Operationg Expensese	200,000	200,000	200,000	200,000	200,000
Capital	200,000	200,000	200,000	200,000	200,000
Total Capital Budget Fund	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, Courses 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 least 126 credits

    3.1.2 Curriculum Structure

Program Structure for the B.F.A. (Creativity and Digital Media) Program

1. General Education Courses	30 Credits
(1) Language and Communication Skills	12 Credits
(2) Social Sciences and Humanities	9 Credits
(3) Mathematics Science and Technology	9 Credits
2. Specialized Areas	90 Credits
(1) Creativity and Digital Media Core Courses	27 Credits
(2) Creativity and Digital Media Major Requirement Courses	50 Credits
2.1) Creativity and Digital Media Major Requirement Courses	35 Credits
2.2) Creativity and Digital Media Major Elective Courses	15 Credits
(3) Management Courses	6 Credits
(4) Co-operative Education (or) Work Placement in Creativity and Digital Media	7 Credits
3. Free Elective Course	6 Credits
Total Credits at least	126 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

DEC   Stands for the cluster of Creativity and Digital Media

Numbers

The first digit is for the year of study

    #1 – The First year of study

    #2 – The Second year of study

    #3 – The Third year of study

    #4 – The Fourth year of study

The second digit is for the group of courses

    #1 – General Education Courses

    #2 – Creativity and Digital Media Core Courses

    #3 – Creativity and Digital Media Major Requirement Courses

    #4 – Creativity and Digital Media Major Elective Courses

    #5 – Cooperative Education : Work Integrated Learning

    #6 – Free Elective Courses

The last two digits are for the series of the courses

Example: DEC2107

    DEC   refers to   The cluster of Creativity and Digital Media Course

    2   refers to   The second year of study

    1   refers to   The cluster of Creativity and Digital Media Course

    07   refers to   The series of the courses

3.1.4 Course Listing for B.F.A. (Creativity and Digital Media)

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
IGS1101	Introduction to Psychology	3(3-0-6)
IGS1102	Man and Global Society	3(3-0-6)
	(Select one course from this category)	3 Credits
IGS1103	Thai Traditional Ways of Life Appreciation	3(3-0-6)
IGS1104	Arts and Music Appreciation	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
IGM1101	Business Mathematics	3(3-0-6)
IGM1102	Introduction to Information Technology	3(2-2-5)
	(Select one course from this categories)	3 Credits
IGM1103	Science in Daily Life	3(3-0-6)
IGM1110	Creative Thinking and Decision Making	3(3-0-6)

2. Creativity and Digital Media Major Courses   90 Credits

  (1) Creativity and Digital Media Production Core Courses   27 Credits

Course Code	Subject	Lecture-Practice-Self-Study
DEC1101	Composition and Design	3(2-2-5)
DEC1102	Introduction to Computer Graphics	3(2-2-5)
DEC1103	History in Arts and Animation	3(2-2-5)
DEC1104	Drawing for Animation	3(2-2-5)
DEC1105	Visual Arts and Anatomy in Animation	3(2-2-5)
DEC2106	Character and Landscape Design for Animation	3(2-2-5)
DEC2107	Computer Animation Software	3(2-2-5)
DEC3108	Data Structures and Algorithm	3(3-0-6)
DEC4109	Mobile Application Development	3(2-2-5)

(2) Major Requirement Core Courses   50 Credits
  1) Major Requirement Core Courses   35 Credits

Course Code	Subject	Lecture-Practice-Self-Study
DEC1201	Design and Exhibition	3(2-2-5)
DEC1202	Introduction to 2 D Animation	3(2-2-5)
DEC1203	Art of Photography and Photo Retouching	3(2-2-5)
DEC1204	Script Writing and Storyboard	3(2-2-5)
DEC1205	Introduction to 3 D Animation	3(2-2-5)
DEC2206	Animation Editing	3(2-2-5)
DEC3207	Introduction to Film Production and Special Effect	3(2-2-5)
DEC3208	Sound Work and Video to Digital 1	3(2-2-5)
DEC3209	Paradigm and Creative Design	3(3-0-6)
DEC4210	Animation Project 1	3(2-2-5)
DEC4211	Animation Project 2	5(2-6-7)

2) Major Elective Courses   15 Credits

Course Code	Subject	Lecture-Practice-Self-Study
DEC2301	2 D Animation 1	3(2-2-5)
DEC3302	2 D Animation 2	3(2-2-5)
DEC3305	Digital Art Design and Interactive Media	3(2-2-5)
DEC3307	3 D Animation 1	3(2-2-5)
DEC3308	3 D Animation 2	3(2-2-5)
DEC3311	Special Effects for Film 1	3(2-2-5)
DEC4306	Graphic Animation	3(2-2-5)
DEC4312	Special Effects for Film 2	3(2-2-5)

(3)   Management Courses   6 Credits

DEC3501	Marketing and Promotion for Digital Creativity	3(3-0-6)
DEC4502	Economics for Digital Creativity	3(3-0-6)

(4)   Work Placement (or) Co-operative Education   7 Credit

DEC3901	Preparation for Work placement in Digital Creativity	1(90)
DEC4901	Field Experience in Digital Creativity	6(540)
	(or)	
DEC3903	Preparation for Co-operative Education in Digital Creativity	1(90)
DEC4902	Co-operative Education in Digital Creativity	6(540)

(3)   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   126 Credits .

3.1.5 Study Plan

The study plan of the B.F.A. (Creativity and Digital Media) Program is described as follows:

Freshman Year

Semester 1			Semester 2		
Course Code	Course Title	Credit Hours	Course Code	Course Title	Credit Hours
1. DEC1101	Composition and Design	3(2-2-5)	1. DEC1202	Introduction to 2 D Animation	3(2-2-5)
2. DEC1102	Introduction to Computer Graphics	3(2-2-5)	2. DEC1105	Visual Arts and Anatomy in Animation	3(2-2-5)
3. DEC1103	History in Arts and Animation	3(2-2-5)	3. DEC2107	Computer Animation Software	3(2-2-5)
4. DEC1104	Drawing for Animation	3(2-2-5)	4. DEC1203	Art of Photography and Photo Retouching	3(2-2-5)
5. IGL1101	English For Communication and Study Skills	3(3-0-6)	5. IGL1102	Communication in English	3(3-0-6)
6. IGM1102	Introdution to Information Technology	3(2-2-5)	6. IGS1101	Introduction to Psychology	3(3-0-6)
Total	18 Credits		Total	18 Credits	

Sophomore Year

Semester 1	Semester 2
Course Code　　　Course Title　　Credit Hours	Course Code　　　Course Title　　Credit Hours
1. DEC2106 Character and Landscape Design 　　　　　　for Animation　　　3(2-2-5)	1. DEC2301 2 D Animation 1　　　　3(2-2-5)
2. DEC3108 Data Structures and Algorithm 　　　　　　　　　　3(3-0-6)	2. DEC2206 Animation Editing　　　3(2-2-5)
3. DEC1205 Introduction to 3 D Animation 　　　　　　　　　　3(2-2-5)	3. DEC1204 Script Writing and Storyboard　3(2-2-5)
4. DEC3209 Paradigm and Creative Design 　　　　　　　　　　3(3-0-6)	4. Free Elective Course 　　DEC 3311　Special Effects for Film 1　3(2-2-5)
5. IGL1103 English Composition for Daity Life 　　　　　　　　　　3(3-0-6)	5. IGL1104 English Composition for Business 　　　　　　　　　　3(3-0-6)
6. IGM1103 Science in Daily Life　　3(3-0-6)	6. IGM1110 Creative Thinking and Decision　3(3-0-6)
Total　　18 Credits	Total　　18 Credits

Junior Year

Semester 1			Semester 2		
Course Code	Course Title	Credit Hours	Course Code	Course Title	Credit Hours
1. DEC3305 Digital Art Design and Interactive Media		3(2-2-5)	1. DEC1201 Design and Exhibition		3(2-2-5)
2. DEC3208 Sound Work and Video to Digital 1		3(2-2-5)	2. DEC3207 Introduction to Film Production and Special Effect		3(2-2-5)
3. DEC3302 2 D Animation 2		3(2-2-5)	3. DEC4210 Animation Project 1		3(3-0-6)
4. DEC3307 3 D Animation 1		3(2-2-5)	4. DEC3308 3 D Animation 2		3(2-2-5)
5. Free Elective Course DEC4306 Graphic Animation		3(2-2-5)	5. DEC4109 Mobile Application Development		3(2-2-5)
6. IGS1106 Southeast Asian Studies		3(3-0-6)	6. IGS1105 Thai Society and Culture		3(3-0-6)
Total 18 Credits			Total 18 Credits		

Senior Year

Semester 1			Semester 2		
Course Code	Course Title	Credit Hours	Course Code	Course Title	Credit Hours
1. DEC4502 Economics for Digital Creativity		3(3-0-6)	1. DEC4901 Field Experience in Digital Creativity		6(540)
2. DEC4211 Animation Project 2		5(2-6-7)	(or)		
3. DEC3501 Marketing and Promotion for Digital Creativity		3(3-0-6)	2. DEC4902 Co-operative Education in Digital Creativity		6(540)
4. DEC3901 Preparation for Work Placement in Digital Creativity		1(90)			
(or)					
5. DEC3903 Preparation for Co-operative Education in Digital Creativity		1(90)			
Total 12 Credits			Total 6 Credits		

* Courses 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.Eakapotch Dhanasiri 3-1001-01110-22-1	Lecturer	M.A.((Media) University of Arizona, Tucson Arizona, U.S.A., 1990 B.F.A. (Computer Graphic) Chiang mai University 2528	Marketing Opportunity of Thai Animation Industry in Indonesia	12 hr	12 hr.
2. Mr. Thirathep Chonmaitree 3-1019-00121-77-1	Lecturer	M.S.(Computer Graphic) George Washington University, Washington DC U.S.A.,1997 B.F.A. (Computer of science) University of the thai chamber of commerce,2541	-Chonmaitree, Thirathep. "Developing Personal Knowledge Management Strategies using Problem-Based Learning (PBL)".ICICKM 2011 International Conference Proceeding in Bangkok Thailand. - Panwilai, Sujitrapa. Chonmaitree, Thirathep. "Potentiality and Need in Planning and Managing Community Tourism in Chiang Rai Province", Mae Fah Luang University. 2007. Thai Tourism Research Publication. 174 pages. - Chonmaitree, Thirathep."Open Source CMS Guidebook"	12 hr	12 hr.

3. Mr.Siridej Sirisomboon 3-7097-00058-19-9	Lecturer	M.A. (Computer Art) Sangsit University, 2013 B.F.A. (Sculpture) Suilpakorn University,1997	Article named "Animation to Promote Crayon Products" in Academic Conference of Rangsit University 2012	12 hr	12 hr.
4. Mr. Lak Taechawanchai 5-9012-13652-86-7	Lecturer	M.A. (Computer Graphic) Pratt Institute, New York,U.S.A.,2006 B.F.A. (Fine arts) Silpakorn University,2540	-	6 hr	6 hr.
5. Mr. Chatchavanon Sundaravipa 3-9357-56001-13-1	Lecturer	M.A. (Computer Graphic) Pratt Institute, New York,U.S.A.,1992 B.F.A. (Fine arts) Silpakorn University, 2528	-	6 hr	6 hr.

4. Field Experience 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 situations

       2)   To clarify the students' point of view on various businesses and industries related to the Creativity and Digital Media Degree Program

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

    4.2 Semester and Year

      1st semester of fourth year and 2th Semester

    4.3 Time Allocation and Scheduling

      At least 450 working hours within three months

5. Project Requirements

      The major courses in creativity and digital media guide students towards a thesis project in animation which gives them the choice to produce a work that is interesting and within the standards and knowledge of theory. Applying appropriate effectiveness and distribution for public works, it needs to be morally upstanding and appropriate for society.

    5.1 Brief Description of Task

      Program students are required to do one creativity and digital media project. The project requires students to facilitate a formal seminar with an audience of at least 50 people in order to create a new product or innovation to help solve major problems in the digital media industry today. Projects must be pre-approved by their advisors. Students are then required to write a 30-page project report to be submitted within one month upon completion of the seminar.

    5.2 Standard Learning Outcomes

        (1) Understand the basics of effective team working

        (2) Learn the full process of setting up and facilitating a formal seminar

        (3) Demonstrate the ability 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 during the senior year of the program, they will be given a mentor: a business executive within the digital media industry. A project requirements document will be provided to inform the students about the technical details or/and business data models to determine how and where the system's data will be stored or implemented.

5.6 Evaluation Process

Evalvated project progrees Using Advisor's notebook and evalvated through time perid. Public Presentation.

Section 4: Learning Outcomes, Teaching and Evaluation Strategies

1. Development of Students' Special Characteristics

Special Characteristics	Strategies / Student Activities
Grooming and Personality Improvement	Coaching and special training to help students understand and practice etiquette as well as adopt a helpful digital media business manner.
Leadership and Creativity	Students will have many opportunities to form teams for several projects and take turns assuming the position of the leader of the teams. - There are student activities where students are entrusted with being leaders and taking turns at leading to teach students responsibility and condition them for leadership. - There are rules that will create discipline in each person. Coming to class on time regularly, working together while learning and always turning in assignments on time.
Self-study	Students will practice self-study and self-research in order to share what they have learned with the 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 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 Digital Media 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 Digital Media ethics.

2.1.3 Evaluation strategies

(1) Checking student attendance every class.

(2) Student able to apply their knowledge in practical

(3) Evaluate from students' responsibility on their contribution on group project.

2.2 Knowledge

2.2.1 Knowledge to be acquired

(1) Understanding the airline business 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 airline business knowledge integrated with other discipline.

2.2.2 Teaching Strategies

(1) Use Problem-based learning

(2) Use cooperative learning techniques

(3) Invite guest speaker who is an expert in real world business

2.2.3 Evaluation Strategies

(1) Test, midterm examination, and final examination

(2) A group project report

(3) Class Presentation

2.3 Cognitive skills

2.3.1 Cognitive Skills to be developed

(1) The abitity to gather and summarize information, and report

(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 competitions

(3) Problem-based learning

2.4 Interpersonal Skills and Responsibility.

    2.4.1 Interpersonal Skills and Responsibility to be developed

        (1) Be able to communicate with foreigners in English and another langauge

        (2) Be able to adapt into any working environment

        (3) Have leadership skill

    2.4.2 Teaching Strategies

        (1) Allow students to work in team environment

        (2) Practice self and social responsibility, interpersonall, and corporate culture understanding skills

        (3) Use advance Creativity and Digital Media English to communicate in class and with lecturers

    2.4.3 Evaluation Strategies

        (1) Evaluate students participate in teamwork

        (2) Evaluate students in using 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

        (2) Be able to use statistics and mathematics to Creativity and Digital Media problems.

        (3) Be able to use ICT in the work place and apply numerical analysis in communication Creativity and Digital Media.

    2.5.2 Teaching Strategies

        (1) Use case studies that allow students to implement their Knowledge of statistics and mathematics to solve problems.

        (2) Use activities such as encouraging students to show their work in at a exhibition.

        (3) Students will form a team and do the group projects that require two-way 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 a exhibition.

(3) Evaluate their ability to use computer software.

3. Curriculum Mapping

Meanings of Learning Outcomes and Curriculum Mapping

3.1 Evaluation Strategies

(1) Be able to deliver or to complete a required task at 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 Digital Media according to moral concepts and judgments.

3.2 Knowledge

(1) Understanding the airline business 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 airline business knowledge integrated with other discipline.

3.3 Cognitive Skills

(1) The abitity to gather and summarize information, and report

(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 with foreigners in English and another langauge

(2) Be able to adapt into any working environment

(3) Have leadership skill

3.5 Numerical Analysis, Communication and Information Technology Skills

(1) Be able to use basic ICT Skills and apply them

(2) Be able to use statistics and mathematics to Creativity and Digital Media problems.

(3) Be able to use ICT in the work place and apply numerical analysis in communication Creativity and Digital Media.

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	O	●	●	●	●	●	●	●	●	O	●	O	●	●	●
IGL1102 Communicating in English	O	●	●	●	●	●	●	●	●	O	●	O	●	●	●
IGL1103 English Composition for Daily Life	O	●	●	●	●	O	●	O	●	●	O	●	O	●	●
IGL1104 English Composition for Business	●	●	●	●	O	●	●	●	●	●	●	●	O	●	●
IGS1101 Introduction to Psychology	●	●	●	●	O	●	●	●	O	●	●	●	O	●	●
IGS1102 Man and Global Society	●	●	●	●	●	O	●	●	O	●	●	●	O	●	●
IGS1103 Thai Traditional Ways of Life Appreciation	O	●	●	●	O	●	●	●	O	●	O	●	●	●	O

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
IGS1104 Arts and Music Appreciation	●	●	●	●	○	●	○	●	○	●	●	●	●	●	○
IGS1105 Thai Society and Culture	○	●	●	●	○	●	○	●	○	●		●	○	●	○
IGS1106 Southeast Asian Studies	●	○	○	●	●	●	●	●	○	●	●	○	●	○	●
IGM1101 Business Mathematics	○	●	●	●	○	○	●	○	●	●	●	●	○	●	○
IGM1102 Introduction to Information Technology	●	○	○	●	●	●	●	○	●	○	●	●	●	●	○
IGM1103 Science in Daily Life	○	●	●	●	○	●	●	○	○	●	●	●	○	●	●
IGM1110 Creative Thinking and Decision Making	●	●		●	●	○	●	●	●	●	●	●	●	●	●

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
DEC1101 Composition and Design	●	●	●	○	●	○	●	●	○	○	○	○	●	●	●
DEC1102 Introduction to Computer Graphics	●	●	●	●	●	●	○	●	●	○	●	○	●	●	●
DEC1103 History in Arts and Animation	●	●	●	●	○	○	●	●	○	○	○	●	○	○	●
DEC1104 Drawing for Animation	●	●	●	●	●	●	●	●	○	○	●	●	●	○	●
DEC1105 Visual Arts and Anatomy in Animation	●	●	●	●	●	●	○	●	○	○	○	○	○	●	●
DEC1201 Design and Exhibition	●	●	●	○	●	●	●	●	○	○	●	○	○	●	●
DEC1202 Introduction to 2 D Animation	○	●	●	○	●	●	●	●	●	●	●	○	○	●	●
DEC1203 Art of Photography and Photo Retouching	●	●	●	○	○	○	●	○	○	○	●	●	●	○	●
DEC1204 Script Writing and Storyboard	●	●	●	●	●	●	●	●	○	○	●	●	●	○	○
DEC1205 Introduction to 3D Animation	●	●	●	○	●	●	●	○	○	○	●	●	●	○	●

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
DEC2106 Character and Landscape Design for Animation	●	●	●	●	●	●	○	●	○	○	○	○	○	●	●
DEC2107 Computer Animation Software	●	●	●	○	○	○	●	○	○	●	○	●	○	○	○
DEC2206 Animation Editing	●	●	●	●	●	●	●	●	○	●	●	●	●	○	○
DEC2301 2 D Animation 1	●	●	●	●	●	○	●	●	○	○	●	●	●	○	●
DEC3108 Data Structures and Algorithm	●	○	○	○	○	●	●	●	○	●	●	●	●	●	●
DEC3207 Introduction to Film Production and Special Effects	●	●	●	●	●	●	●	●	○	○	●	●	●	○	●
DEC3208 Sound Work and Video to Digital 1	●	●	●	○	●	○	●	●	○	○	●	●	●	○	○
DEC3209 Paradigm and Creative Design	●	●	●	○	○	○	●	●	○	●	●	●	●	●	○
DEC3302 2 D Animation 2	●	●	●	●	●	○	●	●	○	○	●	●	●	○	●
DEC3305 Digital Art Design and Interactive Media	●	●		●	●	○	●	●	●	●	●	●	●	●	●
DEC3307 3 D Animation 1	●	●	●	●	●	●	●	○	○	○	●	●	●	○	○

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
DEC3308 3 D Animation 2	●	●	●	●	●	●	●	●	○	●	●	●	●	●	●
DEC3311 Special Effects for Film 1	●	●	●	●	●	●	●	●	○	●	○	●	●	●	●
DEC3501 Marketing and Promotion for Digital Creativity	●	●	●	○	○	○	●	○	○	●	○	●	○	○	○
DEC3901 Preparation for Work Placement in Digital Creativity	●	●	●	○	●	●	●	○	○	○	●	●	●	○	○
DEC3903 Preparation for Co-operative Education in Digital Creativity	○	●	●	○	●	●	●	●	●	●	●	○	○	●	●
DEC4109 Mobile Application Development	●	○	○	○	●	●	●	○	○	○	●	●	●	○	○
DEC4210 Animation Thesis Prosal	●	●	●	●	●	○	●	●	○	●	●	●	●	●	○
DEC4211 Animation Thesis	●	●	●	●	●	○	●	●	○	●	●	●	●	○	○
DEC4306 Graphic Animation	●	●		●	●	○	●	●	○	○	●	●	●	○	●
DEC4312 Special Effects for Film 2	●	●	●	●	●	●	●	●	○	●	○	●	●	●	●

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
DEC4502 Economics for Digital Creativity	●	●	●	○	○	●	●	●	○	●	●	●	●	●	●
DEC4901 Field Experience in Digital Creativity	●	●	●	○	○	○	●	○	○	○	●	●	●	○	●
DEC4902 Co-operative Education in Digital Creativity	●	●	●	○	○	○	●	○	○	○	●	●	●	○	●

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) Student attendance in more than 80% of scheduled classes

    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 Achievement while Studying

    1) The lecturer demonstrates an understanding of each set of subjects as outlined in Thailand Quality Framework for Higher Education (TQF).

    2) The lecturer develops students' learning behavior through instructional strategies appropriate to the subject matter.

    3) Usage of materials, resources, and technologies are utilized to make the subject matter accessible to students.

    4) Consultation services are provided to assist students with study skills and reinforce instruction allowing students with disabilities the means to meet standard learning outcomes.

    2.2 Verification of Student Achievement 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 a Self Assessment Report (SAR) with information about the lecturers, physical structure, ethodology, and other matters concerning the quality of the students' achievements after graduation.

2) External Institutional Assessment: an evaluator commission will visit SISA and verify the information submitted by SISA on the Self Assessment Report.

3) The evaluation report from employers of graduated students: This report is responsible for selecting samples of students from various courses to show the relationship between student achievement and their abilities in the workplace.

3. Graduation Requirements

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

3.1 Students' assessment and evaluation employs a scoring and letter grading system. The students' assessment, evaluation methods, and passing criteria are based on the rules of Suan Sunandha Rajabhat University Council for Undergraduate Program Studies 2004 or/and other rules as identified by Suan Sunandha Rajabhat University;

3.2 The students' requirements for graduation are:

1) Attendance of at least six (6) semesters for no more than eight (8) academic years;

2) Fulfillment of the credits required for graduation and obtaining a cumulative GPA of no less than 2.00;

3) Completion of the Morals and Ethics Project of Suan Sunandha International School of Art, Suan Sunandha Rajabhat University;

4) Participation in at least 80% of the enrichment programs and activities of Suan Sunandha International School of Art, Suan Sunandha Rajabhat University;

5) Fulfillment of all the requirements of Suan Sunandha Rajabhat University Council for Undergraduate Program Studies 2005 and other rules identified by Suan Sunandha Rajabhat University;

6) Demonstration of proficiency in English. 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 450 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 with a minimum score of 5.0.; or

(3) The Test of English International Communication   (TOEIC) with a minimum score of 500.

Section 6: Faculty Development

1. Preparation of new Facuity Members.

      1) Organize an orientataion to familiarize new faculty members with the university's policies, the faculty and the assigned program.

      2) Assign a mentor to provide advice on teaching and learning.

      3) Training on the use of ICT in teaching and e-office.

2. Knowledge and skill 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; and etc.

      2) Suan Sunandha International School of Art lecturer has to conduct at least one classroom action research.

      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 train in both problem-based learning and cooperative learning trainings.

    2.2 Academic and professional Development.

      1) Each of Suan Sunandha International School of Art lecturer receive a scholarship to develop skill

      2) Suan Sunandha International School of Art members are encouraged to conduct the research in Creativity and Digital Media or in relevant subject.

      3) Suan Sunandha International School of Art members are encouraged to purse their PH.D.Degree and Assistant professor position.

Section 7: Quality confirmation of the program

1. Program Management

      1) To establish or modify curriculum based on the curriculum development committee of Suan Sunandha International School of Art 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 research 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.

The team manages the budget by

      2.1.1 Managing the national budget and the tuition fees for buying accessories what supporting teaching management, the special lecturer hiring and managing the surrounding circumstances to create an atmosphere of education and learning, not only in class but outside of the class, and administration of the convenience for the learner.

      2.1.2 Manage the budget to promote and develop the teachers individually.

      2.1.3 Manage the budget for classes to create activities that support the curriculum and push the potential 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	Quatity (room)	Description
1	Conditioned classrooms.	40	- The camcorder is equipped with a VDO CD and teaching materials.
2	Classroom for a group discussion (student lounge).	2	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	Quality (room)	Description
5	Computer lab.	3	- Equipped peripherals. And networking.
6	A project coordinator.		Internet and media rooms and facilities.
	Cooperative Education.		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	Quality (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 How to find the additional teaching resources.

The team of seeking additional teaching resources

2.3.1 In the case of textbooks, books, A/V materials for teaching, the department will work with the knowledge center to buy from the list that students, teachers and department faculty suggest and request which is important for teaching.

2.3.2 In the case of textbooks, books and A/V materials that belong to the department library, only services teachers and department members. The department will use their own budget, by gathering the list of all the new books that are chosen by teachers and department members and the books that are suggested by others. But the A/V materials and the accessories (like tables and chairs, etc.) the department will manage to buy from the approved projects that are approved by the administrators who manage academic affairs, student affairs, and practice for professional experience with professionals and the department.

2.4 The evaluation of   the adequacy of teaching resources.

Will have department personnel cooperate in buying, seeking knowledge to give the service department, and evaluate how many should be books and textbooks. Otherwise the department personnel who are in charge of A/V equipment will provide the convenience for use for the teachers and they can evaluate if it is enough or not and the need that it is adequate or not.

3. Teacher management

3.1 New teachers.

There are rules to select new teachers which are the rules of the university. New teachers must have a MA degree or higher in the creativity and digital media field or a degree that is related to it.

3.2 The teachers the faculty members participate in the planing, controlling and revision of the curriculum.

The teachers who are in charge of the curriculum and the teachers who teach must have meetings to create teaching plans, supportive activities, measuring and teaching evaluations to guide the teaching management towards the philosophy and objectives of the curriculum, in the frame of the college standards and also gather information and data for evaluation and adaptation of the curriculum.

3.3 How to set special lectures.

The department has the policy to invite outside, versatile teachers, to teach the subjects that require experts, who have real experience. These special lectures must have a degree at the masters level or be an expert that is in accepted in the industry.

For the approving procedure to set the special teacher, the department submits the names to academic affairs by agreement of the department board committee, the union of academic affairs, and the university council for approval. All of this runs by the rules of Rajabhat Suan Sunandha University.

The department will have meetings for special lecturers before the class starts to explain all of the details necessary for teaching. The special lecturer has to make a teaching plan, follow the class description that is in the curriculum and have a coordinative teacher who will work that out and evaluate the special lecturer.

4. Management the support staff for teachers.

4.1 The specific qualifications.

The support staff that have the responsibility for this area should have at least a bachelors degree, have knowledge in liberal arts, computer technology, performing arts and also have the knowledge to use teaching media and the A/V equipment for efficient teaching. This has to match with the policy of the college and the policy of Suan Sunandha Rajabhat University.

4.2 How to increase skills and knowledge for working.

The department has to understand the structure and the nature of the curriculum for college staff including training to help them have the potential to work to help support precise teaching.

5. The supportive student advisors.

5.1 Advice in the academics and general for the student.

The department sets the name of the academic advisors for all the students from all of the teachers in the department. A student with a problem in learning can consult their academic advisor. Advice for students who have academic problems not less than 3 hours a week (office hours) besides having the duty to advise about activities and suggest how to make activities for the students.

5.2 Complaints of students.

In case of student doubts in the evaluation of any subject, they can request to see the answers sheets from examinations, see their raw score and the evaluation procedure for each subject of their teachers.

6. The need of human resources in society and the satisfaction of employers.

By obtaining updated data and situations about workplace circumstances of the graduates. Report the results of the human resources research of government sessions, private sections and also update the trend of knowledge and skill sets that follows the industry and the future economic situation.

Manage a survey of the satisfaction of employers who hire graduates. Use that information to adapt teaching management. This management, for all the graduates with bachelor degrees in creative and digital media, should have an employer satisfaction average level of 3 out of 5.0.

Survey the needs of the human resources and the satisfaction of employers who hire graduates before developing and revising the curriculum.

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, follow- up and review of 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.	✓	✓	✓	✓	✓

Performance Indicators	Year 1	Year 2	Year 3	Year 4	Year 5
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.					✓

Section 8. The procedure of evaluation and curriculum development.

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 members will meet sometimes before the lesson occurs (planning and preparation, course materials, learning activities, learning assessment).

2) Observation: The administrator observes 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

Overall program evaluation will be done by (1) current students and graduates (2) external experts (3) employers and/or 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 Code   Course Title/Course Description   (Lecture-Practice-Self Study)

IGL1101   English for Communication and Study Skills   3(3-0-6)

English for business administration. Basic academic English communication: reading, speaking, and writing, telephone communication, comprehension of written academic information.

IGL1102   Communicating in English   3(3-0-6)

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.

IGL1103   English Composition for Daily Life   3(3-0-6)

Introduction to English composition for daily life. Functional writing: writing for everyday communication and academic writing.

IGL1104   English Composition for Business   3(3-0-6)

English composition for business, business writing skills, business document, references, business correspondent, business technical terms, on-line business communication.

IGS1101   Introduction to Psychology   3(3-0-6)

An overview of the main theories, thoughts and models being applied to the human mind and human behavior. Systems and theories of mental laws and phenomena to develop student's knowledge and understanding in people think and communicate.

IGS1102   Man and Global Society   3(3-0-6)

Introduction to anthropology and sociology, socialization, social institutions, nature and development of world cultures, social, environmental, technological and cultural changes, International relation, UN

Course Code   **Course Title/Course Description**   **(Lecture-Practice-Self Study)**

IGS1103   Thai Traditional Ways of Life Appreciation   3(3-0-6)

Traditional ways of life, social and cultural aspects of Thailand, Thai wisdom, Thai belief, literature, cuisine, traditional clothing, handicrafts, festivals, traditional Thai houses, medication and Thai medicine from different regions of Thailand.

IGS1104   Arts and Music Appreciation   3(3-0-6)

An introduction of visual art appreciation, Thai classical dance and Western dance, music characteristics, musical components, lyrics, music composers, aesthetics of Thai and Western music, roles of Thai and Western arts and music in Thai society from the past to the present.

IGS1105   Thai Society and Culture   3(3-0-6)

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.

IGS1106   Southeast Asian Studies   3(3-0-6)

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.

IGM1101   Business Mathematics   3(3-0-6)

Business Arithmetic, Algebra, linear equation, inequalities, linear programming, functions, and graphs, quadratic equations, trigonometric function and graphs, arithmetic and geometric progressions, sequences and series, introduction to calculus, differentiation and integration.

Course Code   Course Title/Course Description   (Lecture-Practice-Self Study)

IGM1102   Introduction to Information Technology   3(2-2-5)

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.

IGM1103   Science in Daily Life   3(3-0-6)

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.

IGM1110   Creative Thinking and Decision Making   3(3-0-6)

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.

DEC1101   Composition and Design   3(2-2-5)

The basic elements of art and purpose in order to determine the relationship between the elements to convey ideas, aesthetic tastes, and uniqueness.

DEC1102   Introduction to Computer Graphics   3(2-2-5)

Introduction to computer graphics; Raster and Vector graphics; details of picture images and equipment; Rationale for color choices; making changes to image files; compression of files; graphics file formats; independence of geometry of two dimensional figures and visualization; movement.

| Course Code | Course Title/Course Description | (Lecture-Practice-Self Study) |

DEC1103   History in Arts and Animation   3(2-2-5)

Study of the geographic characteristics and differences of religion in Western and Eastern art from prehistoric times to the present. Art criticism in the past, based on a variety of social, economic historians and political periods.

DEC1104   Drawing for Animation   3(2-2-5)

Introduction to line drawing. Interpretation from the natural environment into 2-D and 3-D drawings utilizing various line types; shaping, lighting, shading from many distances as well as solving technical problems to cater to different environmental conditions.

DEC1105   Visual Arts and Anatomy in Animation   3(2-2-5)

Study of the structure of necessary muscles and bones used in animation. Study of the proportion of body movement, center of gravity in humans and animals. Moreover, study comparisons of the skeleton and the structure of male and female children, the elderly and animals.

DEC1201   Design and Exhibition   3(2-2-5)

Exhibition of work in order to communicate an interpretation of animation through various appropriate formats including a visual explanation, oral presentation, exhibit or demonstration.

DEC1202   Introduction to 2 D Animation   3(2-2-5)

Utilizing programs to create 2D animations ranging from simple shapes to more complex ones. Introduction to creating different shapes, textures, assigning materials and colors which have the ability to move in different forms. Training and development will allow students to create shapes with real life movements.

DEC1203   Art of Photography and Photo Retouching   3(2-2-5)

Principles and theories of photography for a deep understanding of the camera and various equipments used for photography. Students will learn how to create film, develop film and how to use technology for photo retouch.

| Course Code | Course Title/Course Description | (Lecture-Practice-Self Study) |

DEC1204   Script Writing and Storyboard   3(2-2-5)

Study of the terminology, the appropriate form for character design, and images for script writing and storyboarding. Understanding of the storyline presented in the pre-production process, the relationship between the basic concepts of creative writing and the design of the character and story writing.

DEC1205   Introduction to 3D Animation   3(2-2-5)

Study 3D shapes construction in detail of both objects and creatures. Learn the process of making shapes move naturally.

DEC2106   Character and Landscape Design for Animation   3(2-2-5)

Introduction to character design. Practice drawing lines that represent the appearance, feel and behavior of different types of organisms and locations with 2-D lines and acquire basic knowledge of animation from the perspective of both art and technology. Understand how movies are made from the past to the present.

DEC2107   Computer Animation Software   3(2-2-5)

Learn how to use programs for animation including Adobe Photoshop and Adobe Flash as well as the tools used to create animation in both 2-D and 3-D formats and training in the creative contribution of basic animation.

DEC2206   Animation Editing   3(2-2-5)

Concepts and principles of television camera and video technology used to record and analyze the mechanical control system of the machine tape; video disc measuring tools and measurement techniques. Image sequence using Adobe premiere.

DEC2301   2 D Animation 1   3(2-2-5)

Utilization of programs for creating 2D animations ranging from simple shapes to more complex ones to create the foundation for a variety of materials, textures and colors that can be made active in various forms.

Course Code	Course Title/Course Description	(Lecture-Practice-Self Study)

DEC3108   Data Structures and Algorithm   3(3-0-6)

Study various types of data structures, string data processing structures, array, records, link lists, stack, queue, recursive functions, graphs, sorting and searching of data, calculations for various algorithms

DEC3207   Introduction to Film Production and Special Effect   3(2-2-5)

Introduction to both still and video camera shooting, angles, and equipment used for filming movies, in addition to visual effects in the design of creative media; the design and production of visual effects.

DEC3208   Sound Work and Video to Digital 1   3(2-2-5)

Planning, designing, preparation of equipment, and various techniques to be used in photography. Measurement and lighting for photo taking of people or objects, amendments of lighting and sounds for taking photos in various settings.

DEC3209   Paradigm and Creative Design   3(3-0-6)

The basic principles of creative thinking in design and animation applications. Develop ideas and imagination into creative designs with distinction and uniqueness; putting creative thinking into action

DEC3302   2 D Animation 2   3(2-2-5)

Design and construct a 2-D movie with Adobe Flash applications related to the entertainment industry. Learn step by step the knowledge required to create a 2-D movie from start to finish.

DEC3305   Digital Art Design and Interactive Media   3(2-2-5)

Learn and use tools and technologies to create digital art and interactive media. Study the process and skills of how to use various technologies and information systems to assist in analyses for the creation and presentation of digital art and interactive media.

Course Code	Course Title/Course Description	(Lecture-Practice-Self Study)

DEC3307   3 D Animation 1   3(2-2-5)

Using programs to create animated 3D shapes offering basic knowledge for simple shapes and choosing various textures, colors and the materials for movement in various forms.

DEC3308   3 D Animation 2   3(2-2-5)

Development of 3 dimensional shapes and their various components including both non-living and living objects. Learn the process of making natural and consistent movements in relation to the set storyline.

DEC3311   Special Effects for Film 1   3(2-2-5)

Knowledge about the tools and equipment used for visual effects in film and video content, their characteristics, usage, maintenance, and operation procedures.

DEC3501   Marketing and Promotion for Digital Creativity   3(3-0-6)

Covers topics of promotion, marketing planning, market analysis, consumer behavior of target audiences, and the competitive environment. Includes the development of goals and budgets for advertising, strategies and creative advertisements, strategic planning and media selection, marketing and public relations.

DEC3901   Preparation for Work Placement in Digital Creativity   1(90)

Application of the principles and theories of the digital creative work and digital media studies using a case study and simulated situations. Preparation and enhancement of language skills, computer technology, personality development and professional ethics, to prepare students for professional experiences.

Course Code   Course Title/Course Description (Lecture-Practice-Self Study)

DEC3903 **Preparation for Co-operative Education in Digital Creativity**   **1(90)**

    Preparation for students prior to starting a professional career including the knowledge of the principles and concepts of co-operative education: procedures, regulations, basics of job application letter writing, the interview process, personality and choice of workplace, and basic knowledge needed to perform well in the workplace. Knowledge to enhance professional skills and ethics, international standards, occupational safety and health in the workplace, academic writing and presentation skills.

DEC4109 **Mobile Application Development**   **3(2-2-5)**

    Study wireless and Information Technology and different types of learning Programs; The development of Internet technology on mobile phones and mobile devices; Design and develop mobile applications on mobile devices.

DEC4210 **Digital Media Project 1**   **3(2-2-5)**

    Research relevant project ideas and apply the knowledge acquired to develop the student's own multimedia and animation project, prepared in an organized manner.

DEC4211 **Animation Project 2**   **5(2-6-7)**

    Complete the animation project. Develop a report to be presented in the form of seminars that are to be conducted throughout the semester, with a focus on the integration of the knowledge acquired.

DEC4306 **Graphic Animation**   **3(2-2-5)**

    Principles of Computer Graphics. Concepts of designs needed to provide light and shadows for lifelike images. Techniques for finding the light path and advanced techniques for instantly finding light and shadow.

Course Code   Course Title/Course Description   (Lecture-Practice-Self Study)

DEC4312   Special Effects for Film 2   3(2-2-5)

The course covers basic tools and equipment used for visual effects in film and video content, special effects and features used in operations and the practice of creating visual effects.

DEC4502   Economics for Digital Creativity   3(3-0-6)

Concepts and theories of Economics and the political economy, the influence of economic and social contexts that affect the media. Digital content production, distribution and consumption of digital media production.

DEC4901   Field Experience in Digital Creativity   6(540)

Field experience in the area of digital creativity in order to integrate the theoretical and practical knowledge gained from the program to be used in real-world situations upon graduation.

DEC4902   Co-operative Education in Digital Creativity   6(540)

Practice for work in organizations according to various responsibilities and workloads, similar to being an employee in an organization. Includes preparation of performance reports according to the workload pre-specified by cooperative education units.