



Suan Sunandha International School of Art (SISA)

Suan Sunandha Rajabhat University

Thai Qualification Framework for Higher Education (TQF3) : Course Specification

Course Title : SFD1104 Psychology for media

Credit : 3 (3-0-6)

Semester : 2

Academic Year : 2018

Curriculum : Bachelor of Fine Arts in Film Production (International Program)

Lecturer : Miss Suparada Prapawong

Suan Sunandha International School of Art (SISA)

Section 1. General Information

1. Code and Course Title : SFD1104 Psychology for media
2. Credit : 3 (3-0-6)
3. Curriculum and Course Category:
This course offering, a part of the Bachelor of Fine Arts, Film Production Program, Suan Sunandha International School of Art, Suan Sunandha Rajabhat University is categorized as Film Production Specific Course / Core Subject.
4. Lecturer : Miss Suparada Prapawong
E-mail: mm.suparada@gmail.com
5. Semester / Year Level of Students: Semester 2 / 1st Year Students
6. Pre-Requisite (if any) : None
7. Co-Requisite (if any) : None
8. Learning Location : Suan Sunandha International School of Art (SISA),
Suan Sunandha Rajabhat University
9. Late Date for Preparing and Revising this Course: -

Section 2. Aims and Objectives

1. Objectives of Course
 - 1.1 To have knowledge about introduction of psychology.
 - 1.2 To understand introduction of psychology and how to apply in real life.
2. Objectives of Developing/Revising Course -

Section 3. Course Structure

1. Course Outline

The course topics are about psychology in media including film psychoanalysis, animation psychoanalysis with theory and practice.

2. Time Length per Semester (Lecture-Hours / Practice-Hours / Self Study-Hours)

Lecture	Practice	Self Study	Addition
3 hours per week	-	6 hours per week	upon student request

3. Time Length per Week for Individual Academic Consulting and Guidance

- Lecturer will be available every Wednesday from 9:00 to 16.00 at Suan Sunandha School of Art or an appointment can be made upon request.
- Lecturer can also be reached via e-mail for any short consultations:
mm.suparada@gmail.com

Section 4. Developing Students' Learning Outcomes

Learning Standard/Outcomes	Learning Activities	Learning Assessment
1. Ethics and Morals		
1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	1. Rules setting such as attending the class on time and regularly 2. Group discussion 3. Group work 4. Responsible for given tasks and be honest in working and examination	1. Evaluation of on time class attendance 2. Evaluation of on time assigned tasks sending 3. Evaluation of harmony in students group working
2. Knowledge		
1. Can apply knowledge in real working time 2. Dare to use creativity that's profit for film production development 3. Understand in working process rightly in standard 4. Good attitude to profession and work based on moralities and ethics of mass communicators	1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet 2. Single and group assignment and discussion 3. Games for case studies understanding and conclusion 4. Quiz in class	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group working of film production and discussion 3. Evaluation by quiz, midterm examination and final examination

Learning Standard/Outcomes	Learning Activities	Learning Assessment
3. Cognitive Skills		
1. Can apply theoretical section and practical part to film production 2. Can analyze situations in film production	1. Practice and ideas conclusion by program of Microsoft PowerPoint 2. Assignment of group discussion and report 3. Group analysis based on at present film principles	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group discussion 3. Evaluation by class practice 4. Evaluation by students' ideas conclusion, analysis including with in class evaluation
4. Interpersonal Skills and Responsibilities		
1. Relevant interpersonal skill and classmate 2. Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people 3. Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators 4. Being leader and follower while working development	1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet 2. Group works assignment 3. Group presentation	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group works 3. Evaluation by in class practice
5. Numerical Analysis, Communication and Information Technology Skills		
1. Effective communication skill which are listening, speaking, reading and writing skills 2. Information technology and new media usage skills to support film production such as information searching via internet and uploading produced film to youtube.com	1. Communicative technology usage practice such as assignment sending via e-mail and creation of forum for ideas sharing 2. In class discussion or playing of case studies games 3. Report presentation skill by using proper forms, tools and technology	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group discussion and presentation 3. Evaluation by in class practice

Section 5. Lesson Plan and Assessment

1. Lesson Plan

Week	Topic and Detail	Hours	Activity and Media	Lecturer
1	- Course Orientation - A Brief History and Introduction to the Science of Psychology	3	- Group Discussion	Miss Suparada Prapawong
2	- Mind Study - Introduction to Psychology	3	- Film about Introduction to Psychology	Miss Suparada Prapawong
3	- Intellectual Psychology - Social Psychology - Personality Psychology	3	- Group Presentation	Miss Suparada Prapawong
4	- Developmental Psychology - Consulting and Clinical Psychology	3	- Group Presentation	Miss Suparada Prapawong
5	- Industrial and Organizational Psychology - Other Applied Psychology	3	- Group Presentation	Miss Suparada Prapawong
6	Midterm Examination Week			
7	Welcome to You - How to See Yourself - Your Brain - Your Sense of the World and Movement within It	3	- Single Assignment	Miss Suparada Prapawong
8	Welcome to You - Your Memories - Decisions and Emotions - Your Development	3	- Single Assignment	Miss Suparada Prapawong
9	You and Me - Personal Relationships - Romantic Interest - Talking to Each Other	3	- Single Assignment	Miss Suparada Prapawong
10	Same Difference - Nature – Nurture - Personality - Intelligence - Gender and Species Differences	3	- Single Assignment	Miss Suparada Prapawong
11	All of Us - Prejudice and Racism - Beliefs and Morals - Dangerous Mobs VS Wise Crowds	3	- Single Assignment	Miss Suparada Prapawong
12	Psychology at Large - The Psychology of Crime - Business Psychology - Money and Shopping	3	- Single Assignment	Miss Suparada Prapawong
13	Psychology at Large - Politics and Persuasion - Psychology at School - Sport - Bodily Health	3	- Single Assignment	Miss Suparada Prapawong

Week	Topic and Detail	Hours	Activity and Media	Lecturer
14	Psychological Problems - Developmental Conditions - Depression and Anxiety	3	- Single Assignment	Miss Suparada Prapawong
15	Psychological Problems - Schizophrenia - Therapy and Positive Psychology	3	- Single Assignment	Miss Suparada Prapawong
16	Final Examination Week			
	Total Hours	42		

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
1. Ethics and Morals			
1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	Behaviors and Class Practical Participation	Every Week	Class Attendance 10%
2. Knowledge			
1. Can apply knowledge in real working time 2. Dare to use creativity that's profit for film production development 3. Understand in working process rightly in standard 4. Good attitude to profession and work based on moralities and ethics of mass communicators	Midterm and Final Examination Scores	Week 8 and 16	Midterm Examination 20% Final Examination 30%
3. Cognitive Skills			
1. Can apply theoretical section and practical part to film production 2. Can analyze situations in film production	Group Discussion and Analysis	Week 1 and 3-5	Group Discussion 15%

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
4. Interpersonal Skills and Responsibilities			
1. Relevant interpersonal skill and classmate 2. Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people 3. Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators 4. Being leader and follower while working development	Class Participation	Every Week	Class Participation 10%
5. Numerical Analysis, Communication and Information Technology Skills			
1. Effective communication skill which are listening, speaking, reading and writing skills 2. Information technology and new media usage skills to support film production such as information searching via internet and uploading produced film to youtube.com	Single Assignment and Analysis	Week 7-15	Single Assignment 15%

Section 6. Learning and Teaching Resources

1. Major books and documents

Christian Jarrett. (2011). *The Rough Guide to Psychology an Introduction to Human Behaviour and the Mind*. London : Rough Guides.

Pongmanut Busayaprateep. (2012). *Introduction to Psychology (Comic Version)*. Bangkok : Think Beyond.

2. Important document and information

จิราภา เต็มไตรรัตน์และคณาจารย์ภาควิชาจิตวิทยา คณะศิลปศาสตร์ มหาวิทยาลัยธรรมศาสตร์. (2542). *จิตวิทยาทั่วไป*. กรุงเทพฯ : สำนักพิมพ์มหาวิทยาลัยธรรมศาสตร์.

3. Suggested document and information

<https://itunes.apple.com/us/itunes-u/introduction-to-psychology/id341596834>

http://videolectures.net/yalepsyc110s07_introduction_to_psychology/

<http://theopenacademy.com/content/introduction-psychology>

Section 7. Course Evaluation and Improvement

1. Strategies for Course Evaluation by Students

- 1.1 Explain to students to understand significance of subject development and students' roles in subject effectiveness evaluation as gain and loss people of program management
- 1.2 Support subject effectiveness evaluation by students before and after studying
- 1.3 Create opinion sharing atmosphere about subject effectiveness between lecturer and students while studying

2. Strategies for Course Evaluation by Lecturer

- 2.1 Evaluation majorly based on students' participation such as students' behaviors and participation consideration
- 2.2 Evaluation by lecturer's point of view such as teaching potential according to set teaching plan evaluation and teaching atmosphere consideration
- 2.3 Evaluation by students' scores
- 2.4 Evaluation of teaching by faculty's academic section

3. Teaching Revision

- 3.1 Teaching evaluation in item no.2 information codification to conclude strengths, weaknesses, opportunities, threats and suggestions for teaching development
- 3.2 Research in class for teaching forms and methods development
- 3.3 Teaching techniques, media and atmosphere creation searching and development

4. Feedback for Achievement Standards

- 4.1 Students' outcomes, group works' quality and single assignment the whole semester harmony consideration
- 4.2 Proper teaching management plan evaluation, teaching activities creation, giving assignments, evaluation and score assessment with subject description and program objectives
- 4.3 Cooperation with the next subject lecturer for previous subject evaluation

5. Methodology and Planning for Course Review and Improvement

- 5.1 Teaching evaluation in item no.1-4 information consideration to conclude topics to develop or support to be higher in standard
- 5.2 Academic and professional changes information studying
- 5.3 Subject effectiveness development planning, managing, applying and evaluating constantly

Section 8. Grading System

Score (%)	Grade	Meaning	Value
85-100	A	Excellent	4.00
80-84	B+	Very Good	3.50
75-79	B	Good	3.00
70-74	C+	Fair	2.50
65-69	C	Satisfactory	2.00
60-64	D+	Poor	1.50
55-59	D	Very Poor	1.00
0-54	F	Failure	0.00
-	W	Withdraw	-