Suan Sunandha International School of Art (SISA)

Suan Sunandha Rajabhat University

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

Course Title   : CDD 1402 Design Graphics

Credit   : 3 (2-2-5)

Semester   : 2

Academic Year : 2021

Curriculum   : Bachelor of Fine Arts in Creativity and Digital Media (International Program)

Lecturer   : Assist. Prof. Dr.Tawipas Pichaichanarong

                     Suan Sunandha International School of Art (SISA)

Section 1. General Information

1. Code and Course Title   : CDD 1402 Design Graphics

2. Credit   : 3 (2-2-5)

3. Curriculum and Course Category:

   This course offering, a part of the Bachelor of Fine Arts, Creativity and Digital Media Program, College of Communication Arts, Suan Sunandha Rajabhat University Nakorn Pathom campus

   is categorized as Creativity and Digital Media Free Elective Course.

4. Lecturer   : Assist. Prof. Dr. Tawipas Pichaichanarong

                              E-mail: lecturertawipas@aliyun.com

5. Semester / Year Level of Students: Semester 2 / 2nd Year Students

6. Pre-Requisite (if any)   : None

7. Co-Requisite (if any)   : None

8. Learning Location   : College of Communication Arts

                               Suan Sunandha Rajabhat University Nakorn Pathom campus

9. Late Date for Preparing and Revising this Course: -

Section 2. Aims and Objectives

1. Objectives of Course

   1.1 To understand Design Graphics .

   1.2 To develop the understanding the fundamental for Design Graphics , in order to apply for Design Graphics' area of works in general

2.   Objectives of Developing/Revising Course   -

Section 3. Course Structure

1.   **Course Outline**

Students will be introduced to fundamental of Design Graphics. Focus will be designed to help developing the understanding for Design Graphics, in order to apply for every situations in general.

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

Lecture	Practice	Self-Study	Addition
2 hours per week	2 hours per week	5 hours per week	upon student request

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

3.1 Lecturer will be available every Thursday from 13:00 to 16.00 at

College of Communication Arts, Suan Sunandha Rajabhat University Nakorn Pathom
campus or an appointment can be made upon request.

3.2 Lecturer can also be reached via e-mail for any short consultations:

lecturertawipas@aliyun.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 information technology in working process rightly in standard 3. 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 Design Graphics 2. Can analyze situations in Design Graphics	1. Practice and ideas conclusion by program of Microsoft PowerPoint 2. Assignment of group discussion and report 3. Group analysis based on at present information technology 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 in order develop creativity skills in	1. Design Graphics usage practice such as assignment sending via e-mail and creation of forum for ideas	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group

Design	sharing	discussion and presentation
2. Design graphics skills to support to produce design works in various platforms	2. In class discussion or analyzing of case studies in design's works.	3. Evaluation by in class practice
	3. Report presentation skill by using proper forms, tools and design	

Section 5. Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer
1	- Course Orientation	3	- Group Discussion	Assist. Prof. Dr. Tawipas Pichaichanarong

	- Introduction to the course			
2	-Topics for Design Graphics	3	- Group Discussion - Group Workshop	Assist. Prof. Dr.Tawipas Pichaichanarong
3	-Design Graphics Terms	3	- Group Dissussion	Assist. Prof. Dr.Tawipas Pichaichanarong
4	-Individual project assignment	3	- Group Workshop	Assist. Prof. Dr. Tawipas Pichaichanarong
5	- Individual project assignment	3	- Group Workshop	Assist. Prof. Dr.Tawipas Pichaichanarong
6	- Individual project assignment	3	- Group Workshop	Assist. Prof. Dr.Tawipas Pichaichanarong
7	**Midterm Break Week**			
8	**Midterm Examination Week**			
9	- Individual Project Assignment	3	- Group Workshop	Assist. Prof. Dr.Tawipas Pichaichanarong
10	- Individual Project Assignment	3	- Group Workshop	Assist. Prof. Dr.Tawipas Pichaichanarong
11	- Individual Project Assignment	3	- Group Workshop	Assist. Prof. Dr.Tawipas Pichaichanarong
12	- Individual Project Assignment	3	- Group Workshop	Assist. Prof. Dr. Tawipas Pichaichanarong
13- 14	- Individual Project Assignment	3	- Group Workshop	Assist. Prof. Dr.Tawipas Pichaichanarong
15	- Project – Presentation	3	- Presentation and Criticism	Assist. Prof. Dr.Tawipas Pichaichanarong
16	**Final Break Week**			
17	**Final Examination Week**			
	Total Hours	39		

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%

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
2. Knowledge			
1. Can apply knowledge in real working time 2. Dare to use creativity that's profit for Design	Final Examination Scores	Week 15	All Scores 70%

Graphics 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			Final Examination 30%
3. Cognitive Skills			
1. Can apply theoretical section and practical part to Design Graphics production 2. Can analyze situations in Design Graphics production	Group Discussion and Analysis	Week 1, 2 and 11	Group Discussion 15%
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. Design graphics skills to support to produce design works in various platforms	Group Presentation	Week 10 and 15	Group Presentation 15%

Section 6. Learning and Teaching Resources

Major books and documents

- Collected by Assist. Prof. Dr.Tawipas Pichaichanarong

Important document and information

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Suggested document and information

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Section 7. Course Evaluation and Improvement

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

Strategies for Course Evaluation by Lecturer

2.1 Evaluation majorly based on students, participation such as students, behavior 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

Teaching Revision

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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

Methodology and Planning for Course Review and Improvement

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Section 8. Grading System

Score (%)	Grade	Meaning	Value
86-100	A	Exceptional	4.00
82-85	A-	Excellent	3.75
78-81	B+	Very Good	3.50
74-77	B	Good	3.00
70-73	B-	Fairly Good	2.75
66-69	C+	Satisfactory	2.50
62-65	C	Quite Satisfactory	2.00
58-61	C-	Low Satisfactory	1.75
54-57	D+	Poor	1.50
50-53	D	Very Poor	1.00
46-49	D-	Extremely Poor	0.75
0-45	F	Fail	0.00
-	W	Withdraw	-