

# School of Digital Media

## Graphic Design

### Degrees

Bachelor of Fine and Applied Arts (Graphic Design)

B.F.A. (Graphic Design)

### Educational Objectives :

1. To give students the knowledge of designing art.
2. To give students the understanding of cutting-edge technology and for them to be able to create their work in accordance with those technology.
3. To focus on training the students so that they can use digital tools in creating modern art pieces.
4. To give students the ability to implement their knowledge from the program as the basic for their art creation, and successfully present them in their career.

### Graphic Design

This course focuses on the design of visual communication, which translates messages into graphic media both printed and digital format such as posters, books, magazines, brochures, packaging, environmental displays, websites, TV & DVD graphics, desktop and mobile computer applications. Graphic Design coursework includes study in graphic design, illustration, typography, web design and advertising.

### Curriculum :

<b>4 years program</b>	<b>143 Credits</b>
<b>1. General Education Subjects</b>	<b>30 Credits</b>
1.1 Social Sciences and Humanities	9 Credits
1.2 Language and Communication	12 Credits
1.3 Science and Mathematics	9 Credits
<b>2. Specific Subjects</b>	<b>104 Credits</b>
2.1 Common Cores	28 Credits
2.2 Major Subjects	61 Credits
2.3 Major Electives	15 Credits
<b>3. Free Elective Subjects</b>	<b>9 Credits</b>
Select from any subject taught in the university	

### Course Subjects

<b>1. General Education Subjects</b>	<b>30 Credits</b>
1.1 Social Sciences and Humanities	9 Credits
HUM 120 HUM124 HUM311 HUM411 PHR 100 SOC 106	
1.2 Language and Communication	12 Credits
ENG 111 ENG 112 ENG 213 ENG 324 THI 116 THI 118	
1.3 Science and Mathematics	9 Credits
BCS 115 BCS 217 GSC 151 GSC 150 MAT 142	

2. Specific Subjects

104 Credits

2.1 Common Cores

28 Credits

DES 111	Visual Arts 1	3(1-4-4)
DES 112	Visual Arts 2	3(1-4-4)
DES 113	Visual Arts 3	3(1-4-4)
DES 114	Fundamental Design	4(1-6-5)
DES 115	Design Thinking	3(1-4-4)
DES 116	Design Awareness	3(1-4-4)
DES 117	History of Design	3(3-0-6)
SDM 118	Introduction to Computer Graphics	3(1-4-4)
SDM 119	Introduction to Digital Image	3(2-2-5)

2.2 Major Subjects

61 Credits

SDM 211	Speech for Presentation	2(1-2-3)
SDM 200	Ideal Graduate in Digital Media	1(0-2-1)
GAD 221	Creative Design Strategy	3(1-4-4)
GAD 224	Digital Image Design	2(1-2-3)
GAD 332	Print Technology and Material	2(1-2-3)
GAD 211	Typography Design	3(1-4-4)
IGD 331	Motion Graphics 1	3(1-4-4)
IGD 231	Website Design 1	3(1-4-4)
GAD 223	Corporate Identity	3(1-4-4)
GAD 241	Graphic Design 1	3(1-4-4)
GAD 242	Graphic Design 2	3(1-4-4)
GAD 343	Graphic Design 3	3(1-4-4)
GAD 344	Graphic Design 4	4(1-6-5)
GAD 333	Graphic Design for New Media	3(1-4-4)
GAD 322	Graphic Design for Environmental	3(1-4-4)
GAD 350	Professional Training	300 ชั่วโมง
SDM 452	Digital Media Seminar	2(1-2-3)
SDM 453	Portfolio Design	2(1-2-3)
GAD 498	Graphic Design Pre-Cooperative Education	1(0-2-1)
SDM 451	Digital Media Business	3(1-4-4)
GAD 461	Graphic Design Project Preparation	3(1-4-4)
GAD 462	Graphic Design Project	9

## 2.3 Major Electives

15 Credits

IGD 222	Interface Design	3(1-4-4)
GAD 222	Branding Strategies □	3(1-4-4)
SDM 299	Work Experience	3(0-20-0)
GAD 321	Advertising Design	3(1-4-4)
GAD 331	Digital Publication Design	3(1-4-4)
IGD 332	Motion Graphics 2	3(1-4-4)
DGA 334	Media Art 1	3(1-4-4)
IGD 232	Web Design 2	3(1-4-4)

**3. Free Elective Subjects**

Select 9 credits from subjects which available in the university.