



Degree Level Bachelor's Grad.Dip. Master's Higher Grad.Dip. Doctoral Mahidol University International College
 TQF2 Bachelor of Fine And Applied Arts Program in Communication Design (International Program) Fine and Applied Arts Division

(MU Degree Profile)



Undergraduate Program	
1. Program Title (Thai) หลักสูตรศิลปกรรมศาสตรบัณฑิต สาขาวิชาการออกแบบนิเทศศิลป์ (หลักสูตรนานาชาติ) (English) Bachelor of Fine And Applied Arts Program in Communication Design (International Program)	
2. Degree Title (Thai) ศิลปกรรมศาสตรบัณฑิต (การออกแบบนิเทศศิลป์) (English) Bachelor of Fine And Applied Arts (Communication Design)	
Program Overview	
Type of Program	Bachelor's Degree (International Program), Academic program
Number of Credits	No less than 174 credits
Duration of Program/ Program Cycle	4 Year Program
Program Status and Schedule of Program Start Dates	Revised Program 2018 Program start: Trimester I Academic Year 2020
Degree Offered	One degree of one major
Institution Offering Degree (collaboration with other institutions)	Mahidol University
Organization Certifying the Standards of the Program	
Specific Data of the Program	
Purpose / Goals / Objectives	Goals: The program aims to produce professional designers who have problem solving design skills in diverse contexts with



	<p>21st Century innovative solutions. Graduates also embrace the core values of the university, applying their design skills for positive social contributions.</p> <p>Objectives:</p> <p>Graduates will possess following competencies:</p> <ul style="list-style-type: none"> - Understand design theories and principles, as well as the design process replying to industry standards. - Exemplify professionalism in design, including recognizing a sense of ownership and intellectual property laws. - Awareness of global design trends and sustainability using current design-related technologies and innovations. - Utilize design research and digital literacy skill to apply acquired information into new innovative approach. - Demonstrate effective critical thinking and communication skills. - Construct a collaborative approach within a diverse group of colleagues and clients while maintaining social responsibility.
<p>Distinctive Features</p>	<ul style="list-style-type: none"> - Professional design studio environment with appropriate student-teacher ratio - Emphasis on design related to social issues - Development of professional portfolios - Graduates are equipped to study further and work anywhere in the world - International mindset of faculty and students - Professional experiences with industry collaborations projects through practicum course and internship opportunities - Graduates are well-rounded with in-depth knowledge and skills in communication design along with a liberal



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	<p>education background</p> <ul style="list-style-type: none"> - Graduates are equipped in at least two languages - Study abroad opportunities according to MUIC <p>Memorandum of Understanding with a variety of institutions</p>
Academic System (semester/trimester/quarter system)	Trimester system
Advancement Path of the Graduates	
Career Opportunities	<p><u>Branding and Advertising:</u> Brand and Corporate Identity Designer, Brand Communication Manager, Creative / Art Director</p> <p><u>Graphic Design:</u> Graphic Designer, Illustrator, Infographics Designer, Type Designer, Packaging Designer, Environmental Graphics and Exhibition Designer</p> <p><u>Online Communication Designers:</u> Web Designer, Online Communication Media Designer, Multimedia / Interactive Designer, User Interface and User Experience Designer</p>
Further Study after graduation	Master of Fine And Applied Arts (MFA) / Master of Arts (MA)
Educational Philosophy in Program Management	
Program Philosophy	<p>The Communication Design Program at Mahidol University International College employs a project-based studio learning approach that emphasizes the design process, including research, ideation, revision, and criticism. The curriculum is designed to promote creative thinking, problem solving, and innovation that reflect 21st century challenges. The Program aims to produce professionals in communication design who function effectively in diverse contemporary contexts. Graduates embrace the core values of the University, applying their design skills for positive social purposes.</p>
Strategy/ Practice in teaching and	Lecture/Samples/Visual References/Demonstration/



learning	Critique Session/Presentation/Discussion/Project-based Internship: Work-based learning Study Trips: Experiential learning
Strategy/Practice for Evaluating Learning Outcomes of Students	Exercises/Assignments/Design Projects/Quizzes/Exams/Class attendance and participation/Performance-based/ Research Report/Trip Report
Competencies Enhanced to the Students of the Program	
Generic Competence	<p>English Communication: Use academic writing skills to express opinion; apply critical and creative thinking through English communication; and develop a voice in written and spoken English that can be adapted to different audiences</p> <p>Life appreciation: Demonstrate the ability to recognize, respect, and value diverse experiences for a healthy life</p> <p>Critical thinking: Apply critical thinking to construct well-reasoned solutions or conclusions</p> <p>Global citizenship: Examine the current state of the world and the connection between local and global issues</p> <p>Leadership: Demonstrate the ability to take initiatives that bring about change for the well-being of the community</p> <p>Digital literacy: Demonstrate the ability to use digital technology to manage communicate, and stimulate knowledge and reasoning</p>
Subject-specific Competence	<p>Project Approach: Engage in design process to solve communication objectives using visual language, including elements and principles of design, while implementing traditional and advanced technologies.</p> <p>Thought Leadership: Able to approach design problems with self-motivated and self-sustaining focus, pursuing innovative, original solutions by relying on analysis, creativity, and inspiration from</p>



	<p>research.</p> <p>Professional Practice: Demonstrate professional practice in Communication Design, including evidence of teamwork, ethics, responsibility, adaptability, effective work process, as well as communication and presentation skills.</p> <p>Embrace Diversity: Thrive as collaboratively involved members of a heterogeneous international community in which individuals also maintain a sense of identity and heritage. Also, includes the application of variety of sources and aesthetic diversity in design work.</p> <p>Social Responsibility and Community Service: Able to work as ethical and socially responsible design professionals, with an emphasis on employing sustainable resources and practices.</p> <p>Ethics: Have moral awareness and professional awareness.</p> <p>Communicate: Good command of Thai and other languages. Have a good understanding in technology and be able use technology creatively.</p>
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Learning Outcomes of the Graduates

<p>PLOs</p>	<p>At the end of this program, successful students will be able to:</p> <p>PLO1 Classify the design problem in order to set the scope of work</p> <p>PLO2 Create and develop solutions for design problems</p> <p>PLO3 Exercise autonomy and Self-motivation</p> <p>PLO4 Solve design problems with an innovative approach</p> <p>PLO5 Demonstrate professionalism in Communication Design, including ethical and responsible conduct</p>
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	<p>PLO6 Develop management and organizational skills</p> <p>PLO7 Value cultural differences</p> <p>PLO8 Support and preserve heritage</p> <p>PLO9 Employ sustainability, including concepts and practices</p> <p>PLO10 Engage in civic service</p>
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