

COURSE SPECIFICATION

Name of institution Mahidol University
Campus/faculty/department Salaya Campus/International College/Fine and Applied Arts Division

Section 1 General Information

1. Course code and course title

Thai	ICCD 245 ออกแบบนิเทศศิลป์ 2
English	ICCD 245 Communication Design II

2. Number of credit

4 (0-8-4)
 (Laboratory 8 hours/Self-study 4 hours)

3. Curriculum and type of subject

3.1 Curriculum Offered in Fine and Applied Arts Division
 3.2 Type of Subject Communication Design Program, Major Require Course

4. Responsible faculty member

Mr.Permsak Suwannatat

5. Trimester / year of study

5.1 Trimester	Trimester 3
5.2 Number of students	16

6. Pre-requisite

ICCD 244

7. Co-requisite

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8. Venue of study

Mahidol University, Salaya Campus

Section 2 Goals and Objectives

1. Goals

After successful completion of this course, students will be able to:

- : Understand the basic concepts of information graphics.
- : Employ a variety of design principles and working methods to complete projects that focus on the conveyance of information.
- : Transform given information into a graphic composition that communicates with a target audience.

2. Objectives of development/revision

To revise course in order to be up-to-date and relevant to the current situation.

Section 3 Course Management

1. Course descriptions

Continued investigation of topics introduced in Communication Design I. Further study of the fundamentals of Communication Design through theoretical and applied studies in design, problem solving, communication and presentation.

Credit hours / trimester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self study (Hour)
-	-	96 hours (8 hours x 12 weeks)	48 hours (4 hours x 12 weeks)

2. Number of hours that the lecturer provides individual counseling and guidance

2 hours/week

Section 4 Development of Students' Learning Outcome

1. Expected outcome on students' skill and knowledge

After successful completion of this course, students will be able to:

- : Communicate messages, information and ideas through creative problem solving.
- : Use type and image with attention to consistency, proportion, contrast, movement and direction.
- : Employ advance two-dimensional design principles such as repetition, variety, rhythm, balance, emphasis and economy.
- : Demonstrate advance project organization skills and a professional attitude concerning the business of communication design.
- : Develop concepts and visual solutions to address given communication and organizational problems.
- : Demonstrate advance understanding of the relationship between type and image.
- : Incorporate the computer and its software into course work; demonstrate understanding of when and how it is appropriate to do so.

Teaching methods

1. Lab with Lecture
2. Research
3. Discussion
4. Hands-on practice

2. Evaluation methods

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

- (1) Perceive importance of morality, ethics, and integrity
- (2) Have discipline, self and social responsibility
- (3) Have a positive attitude in a professional environment and express their morality and ethics
- (4) Respect and follow rules and regulations of institution and society
- (5) Demonstrate leadership skill in class environment
- (6) Respect and pursue originality in learning and avoid even hints of plagiarism
- (7) Respect and practice society rules and regulations
- (8) Respect others and be a good listener

1.2 Teaching Strategies

Learning Centered Education: Emphasis on knowledge development, important skills in career development and living, encourage students to use their full potentials.

- 1) Lecture which involves questions and class discussion on certain topics and special lecture session conducted by experience practitioners from related filed

- 2) Case studies demonstrate past and current circumstances
- 3) Case studies with an emphasis on morality and ethics
- 4) Individual and/or group assignments and discussion
- 5) Group assignments

1.3 Evaluation Strategies

- 1) Written examination
- 2) Working process and presentational skill
- 3) Class attendance, class participation, and behavior in class
- 4) Quality of individual and/or group assignments and punctuality

2. Knowledge

2.1 Expected outcome on knowledge development

- (1) Have knowledge and understanding of theories and concepts in arts, natural sciences, social sciences, and humanities in Thai culture and world society
- (2) Have analytical and problem-solving skills to be able to apply in actual circumstances/projects/assignments
- (3) Have ability to analyze production management and develop appropriate strategies accordingly
- (4) Have knowledge and understanding of the role that information technology plays in communication design

2.2 Teaching Strategies

Learning Centered Education: Emphasis on knowledge development, important skills in career development and living, encourage students to use their full potentials.

- 1) Case studies demonstrate past and current circumstances
- 2) Case studies with an emphasis on morality and ethics
- 3) Critique discussion in both individual and/or group assignments
- 4) Individual and group assignments

2.3 Evaluation Strategies

- 1) Written examination
- 2) Working process and presentational skill
- 3) Class attendance, class participation, and behavior in class
- 4) Quality of individual and/or group assignments and punctuality

3. Intellectual development

3.1 Expected outcome on intellectual development

- (1) Have ability to gather and analyze information that leads to creative and effective strategies for production and production management
- (2) Have analytical and problem-solving skills
- (3) Have ability to apply knowledge and skills to solve design problems in production

3.2 Teaching Strategies

- 1) Develop analytical skill
- 2) Apply knowledge of theory and practice in actual circumstance
- 3) Industry practices both on- and off-campus

3.3 Evaluation Strategies

- 1) Presentation of knowledge synthesis
- 2) Class attendance and class participation
- 3) Quality of individual and/or group assignments and punctuality

4. Interpersonal relationship and responsibility

4.1 Expected outcome on interpersonal relationship and responsibility

- (1) Have ability to effectively communicate core idea and opinion
- (2) Have ability to work in team both as a leader and follower
- (3) Self development both in academic and professional career

4.2 Teaching Strategies

- 1) Participation in group discussion
- 2) Assign individual and group projects/assignments
- 3) Encourage real-life experience by engaging students in interactive sessions with experience practitioners

4.3 Evaluation Strategies

- 1) Participation in group discussion
- 2) Assign individual and group projects/assignments
- 3) Encourage real-life experience by engaging students in interactive sessions with experience practitioners

5. Mathematical analytical thinking, communication skills, and information technology skill

5.1 Expected outcome on mathematical analytical thinking, communication skills, and information technology skills

- (1) Have good communication skills (Listening, Speaking, Reading, and Writing) in meeting, in group discussion, and in presentation
- (2) Have ability to use information technology for communication and presentation in appropriate ways
- (3) Have ability to conduct both quantitative and qualitative analysis

- (4) Have ability to conduct research and cross-reference from online sources
- (5) Have ability to use information technology in communication, such as, email and online group discussion

5.2 Teaching Strategies

- 1) Lecture and group discussion of case studies
- 2) Participation in class discussion and critique
- 3) Assign research from online sources and database analysis

5.3 Evaluation Strategies

- 1) Group discussion
- 2) Class presentation and participation
- 3) Presentation of the knowledge through the use of information technology
- 4) Participation in group critique

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hours		Teaching methods/multimedia	Instructor
		Lab	Self-study		
1	Introduction to course and review of ICCD 245. Introduction to project 1, Color page layouts. Brainstorming and ideation with instructor support. Independent work on project 1.	8	4	Lecture	PS
2	Color page layouts. In process critiques with student presentations. Independent work on project 1.	8	4	Lecture/Demonstration/Critique/ Group discussion	PS
3	Project 1 due. Critique.	8	4	Lecture/Demonstration/Critique/	PS

	Introduction to Project 2, Editorial spreads (single and multiple pages). Brainstorming and ideation with instructor support.			Group discussion	
4	Editorial spreads. Independent work on project 2. In process critiques with student presentations.	8	4	Lecture/Demonstration/Critique/ Group discussion	PS
5	Editorial spreads. Independent work on project 2. In process critiques. Project 2 due. Critique.	8	4	Lecture/Demonstration/Critique/ Group discussion	PS
6	Introduction to project 3, Brochure. Brainstorming and ideation with instructor support. Independent work on project 3.	8	4	Lecture/Demonstration/Critique/ Group discussion	PS
7	Brochure. In process critiques with student presentations. Independent work on project 3. Project 3 due. Critique.	8	4	Lecture/Demonstration/Critique/ Group discussion	PS
8	Introduction to project 4, Book jacket. Brainstorming and ideation with instructor support. Independent work on project 4.	8	4	Lecture/Demonstration/Critique/ Group discussion	PS

9	Book jacket. In process critiques with student presentations. Project 4 due. Critique.	8	4	Lecture/Demonstration/Critique/ Group discussion	PS
10	Introduction to project 5, Promotional poster. Brainstorming and ideation with instructor support. Independent work on project 5. In process critiques.	8	4	Lecture/Demonstration/Critique/ Group discussion	PS
11	Promotional poster. Independent work on project 5. In process critiques with instructor.	8	4	Lecture/Demonstration/Critique/ Group discussion	PS
12	Project 5 due. Critique.	8	4	Critique/Group discussion	PS
	Final exam	96	48		

2. Evaluation plan

Expected outcomes	Methods / Activities	Week	Percentage
1-3	Projects and Exercises	1-12	80
4-5	Presentation and Participation in Class Discussions and Critiques	1-12	20

Section 6 Teaching Materials and Resources

1. Texts and main documents

Lecture, Research, Demonstration, Critique and Discussion

2. Documents and important information

Text, Handouts, Lecture, Presentation of images and case studies, Visual references

3. Documents and recommended information

Textbook:

Carter, R., Day, B., & Meggs, P. (2002). *Typography design: Form and communication*. New Jersey: John Wiley & Son, Inc.

Hoftmann, A. (1965). *Graphic design manual: Principles and practice*. New York: Van Nostrand Reinhold.

McCreight, T. (1996). *Design language*. New York: Brynmorgen Press, Inc.

Rapaille, C. (2007). *The culture code*. New York: Broadway Books.

Roberts, K. (2005). *Lovemarks: The future beyond brands*. New York: Powerhouse Books.

Wong, W. (1972). *Principles of two-dimensional design*. New York: Van Nostrand Reinhold.

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

1.1 Evaluation of peers by students

1.2 Students evaluation

- 1) Course content
- 2) Course management
- 3) Suggestions
- 4) Overall opinion

2. Evaluation strategies in teaching methods

2.1 Student evaluation

2.2 Presentation

3. Improvement of teaching methods

Workshop on course improvement with the participation of all lectures in this course

4. Evaluation of students' learning outcome