

GA 1508

3 Credits

Study the characteristics of visual communication, which includes print media, environment, and theater, video and television. Students have to create visual communication in various areas. Includes outdoor study.

GA 2019

Book Design

3 Credits

Study the evolution of the print media, designing covers, layouts of various types of books; for example teaching materials, magazines, booklets, novels, and newspapers, and annual reports including the printing procedures.

GA 2510

Typography and Lettering Design

3 Credits

Study the evolution of the Thai and Roman typography in light of the present day use in order to apply to work. The consideration is clarity, meaning, and beauty for the use in visual communication.

GA 2511

Visual Communication Arts II

3Credits

Prerequisites: GA 1507 Visual Communication Arts I

VA 1007 Design Theory II

Study of the present visual communications as a basis for design and create works in the various areas as a con-

tinuation of GA 1507 Visual Communication Arts I. Includes outdoor study.

GA 2512	Illustration	3 Credits
Prerequisites:	VA 1003 Fine Arts II VA 1005 Theory of Colour	

Study and create works such as drawing figures, nature and imagination in order to use in novels, documentaries, or education. The importance is to consider that the illustration must convey the desired meaning. Includes outdoor study.

GA 2514	Visual Communication Arts III	3 Credits
Prerequisites:	GA 2508 Visual Communication Arts II	

Study from the comparisons of various forms of visual communication for design application. Study basic design and creating various types of visual communication in continuation of GA 2508 Visual Communication Arts II. Includes outdoor study.

GA 2516	Photography II	3 Credits
Prerequisite:	VA 1009 Photography I	

A one semester course introducing color as a new element in making photographs. Offers a theoretical, technical and aesthetic foundation in color photography. The student gains familiarity with the materials through shooting assignments. Emphasis is placed on developing printing skills.

GA 3521	Visual Communication Arts IV	3 Credits
Prerequisites:	GA 2513 Visual Communication Arts III	

Study the transition of form and content in visual communication. Practice creating visual communications as are actually used in the industry including presentation

GA 3522	Visual Communication Arts V	3 Credits
Prerequisites:	GA 3516 Visual Communication Arts IV	

Study visual communication works in various fields, which occur continuously as part of an organization for application in campaign design.

GA 3524	Introduction to Video Production	3 Credits
Prerequisite:	GA 2516 Photography II	

A study of motion picture, basic principle of video production, and process. Procedures for pre-production, production and post production. Include field trip and special lecture from guest

GA 3550	Print Production	3 Credits
Pre-requisites:	VA 2017 Rendering technique VA 2018 Introduction to computer Graphics GA 2514 Visual Communication Arts III VA 2510 Typography and Lettering Design	

A Study of print production process for visual communication design from basic printing such as wood cut silk

screen to industrial printing for book, packaging and various type of media include various printing process such as off set printing, Gravua Print, ink-jet, etc. Further study would be pre-press process, print material special technique in printing including printing subsidization. Include field trip and special lecture with quest.

GA 3551	Typeface Design	3 Credits
Prerequisites: VA 2017 Rendering technique VA 2018 Introduction to computer Graphics GA 2510 Typography and Lettering Design GA 2514 Visual Communication Arts III		

Study of characteristics and various type of electronic Thai and English typeface include typeface personalities. Practicing in hand sketching creating typeface by computer (different) testing sampling for presentation.

GA 3552	Packaging Design	3 Credits
Prerequisites: VA 2017 Rendering technique VA 2018 Introduction to computer Graphics GA 2514 Visual Communication Arts III GA 3550 Print Production		

Study type of lettering and pictogram for packaging design. Implementation of design elements to packaging design order to develop and create package for part product. Include special lecture with quest and field trip.

GA 3553	Signage system Design	3 Credits
Prerequisites: VA 2017 Rendering technique VA 2018 Introduction to computer Graphics GA 2510 Typography and Lettering Design GA 2514 Visual Communication Arts III GA 3550 Print Production		

Study principles and various type of signage system design. Include interim signage system, exterior signage Field trip, real case study and special lecture with guests are requirement for the course.

GA 3555	Applied Photography	3 Credits
Prerequisites: VA 2017 Rendering technique VA 2018 Introduction to computer Graphics GA 2514 Visual Communication Arts III GA 2516 Photography II		

Applied photography in black-and-white and color with emphasis on craftsmanship, problem solving and visual communications. Major technical emphasis and introduction to studio electronic flash and medium-format photography. Further emphasis is placed on the development of the students ability to apply creative thinking and contemporary techniques in executing meaningful and effective photographs.

GA 3556	Editorial Photography	3 Credits
Prerequisites: VA 2017 Rendering technique VA 2018 Introduction to computer Graphics GA 2509 Book Design		

## GA 2514 Visual Communication Arts III

The editorial photography course is an investigation into images that are created to illustrate magazine articles. Students will have the option of working with still life, people, location, documentary, and/or fashion photography. Emphasis will be on producing multiple or sequential images that relate to social and political issues. Historical and contemporary studies of layout and style will be examined.

## GA 3557 Fashion Photography 3 Credits

Prerequisites: VA 2017 Rendering technique  
VA 2018 Introduction to computer Graphics  
GA 2514 Visual Communication Arts III  
GA 3555 Applied Photography

The course provides basic experience in fashion photography. Students will be taught the concepts, aesthetics, and processes of fashion work, casting and directing the model, studio and location shooting, ethics Digital imaging, including both capture and post production, will form an integral part of the course.

## GA 3558 Advertising Photography 3 Credits

Prerequisites: VA 2017 Rendering technique  
VA 2018 Introduction to computer Graphics  
GA 2514 Visual Communication Arts III  
GA 3555 Applied Photography

A course in visual problem solving with photography. Studio and other controlled environments are stressed. Advertising solutions and applications are explored. The skills involved with both product rendering and concept illustration are covered.

## GA 3560 3-Dimensional Modeling 3 Credits

Prerequisites: VA 2017 Rendering technique  
VA 2018 Introduction to computer Graphics  
GA 2514 Visual Communication Arts III

This course will explore the basic technique and work flow of 3D modeling. The contents consists of space, shape, and form in 3D space. Students will develop their skills parallel with exploring a 3D application and computer hardware. Topics include scene setting, shading, texture mapping, lighting and rendering. Guest speaker in the field will join the class occasionally.

## GA 3561 Motion Graphics 3 Credits

Prerequisites: VA 2017 Rendering technique  
VA 2018 Introduction to computer Graphics  
GA 2514 Visual Communication Arts III

This course will explore the design requirement for professional standard broadcast graphics and title design in 2D and 3D space. The topic integrates between the motion picture and video for the broadcast show reel. Guest speaker in the field will join the class occasionally.

## GA 3562 3-Dimensional Animation 3 Credits

Prerequisites: VA 2017 Rendering technique

VA 2018 Introduction to computer Graphics  
 GA 2514 Visual Communication Arts III  
 GA 3560 3 -Dimensional Modeling

This course will explore the fundamental of animation, basic motion of various objects. Students will expect to utilize the program and create a short animation that can communicate its main idea to audiences. Guest speaker in the field will present in class occasionally.

**GA 3563**      **Interactive Media Design**      **3 Credits**

Prerequisites: VA 2017 Rendering technique  
 VA 2018 Introduction to computer Graphics  
 GA 2514 Visual Communication Arts III

This course will explore the idea of interactive media design. The topic include interface design, basic scripting, and utilize of program. Guest speaker in the field will present in class occasionally.

**GA 3565**      **Idea-Generation Techniques**      **3 Credits**

Prerequisites: CA 2004 Introduction to Advertising  
 VA 2017 Rendering Techniques  
 VA 2018 Introduction to Computer Graphics  
 GA 2514 Visual Communication Arts III

A study of the concept of creative idea in both general and specified area emphasis on idea development and techniques for application in advertising design, including guest speakers and field trips.

**GA 3566**      **Advertising Graphics**      **3 Credits**

Prerequisites: VA 2017 Rendering Techniques  
 VA 2018 Introduction to Computer Graphics  
 GA 2514 Visual Communication Arts III

A study of visual elements in effective advertisements such as color, typography, illustration with an emphasis on mood & tone and the impact of visual composition on various kinds of medias. The course will also provide guest speakers and field trip.

**GA 3567**      **Copywriting**      **3 Credits**

Prerequisites: VA 2017 Rendering Techniques  
 VA 2018 Introduction to Computer Graphics  
 GA 2514 Visual Communication Arts III  
 GA 3565 Idea-Generation Techniques

A study of copywriting through analysis of information, structure of content, art of writing and persuasive techniques applied for advertising design. The course provides actual practice including experienced guest speakers and field trips.

**GA 3568**      **Production Design**      **3 Credits**

Prerequisites: VA 2017 Rendering Techniques  
 VA 2018 Introduction to Computer Graphics

GA 2514 Visual Communication Arts III  
 GA 3524 Introduction to Video Production  
 GA 3566 Advertising Graphics

A study of principles, planning, process of various advertising media production and technology, such as printing media, electronics media and etc. The course provides practice in the actual production of advertisements including guest speakers and field trips.

GA 4525	Design Seminar	3 Credits
Prerequisites:	GA 3522 Visual Communication Arts V AD 3101 Principles of Marketing Communication	

Students are required to research and experiment in Visual Communication Design area. The course includes arrangement of design seminar in various areas with special lecturers and guest both public and private sector. Field trip is a requirement.

GA 4554	Display Design	3 Credits
Prerequisites:	VA 2017 Rendering technique VA 2018 Introduction to computer Graphics GA 2510 Typography and Lettering Design GA 2514 Visual Communication Arts III GA 3550 Print Production	

Study the principle of display design the role in modern world. Include material selection, ergonomics. Field trip, special lecture with guest are the requirement for the course.

GA 4559	Digital Photography	3 Credits
Prerequisites:	VA 2017 Rendering technique VA 2018 Introduction to computer Graphics GA 2514 Visual Communication Arts III GA 3555 Applied Photography	

This lecture and laboratory course gives the advanced student of applied digital , electronic photography an in-depth look at the tools and techniques of electronic imaging systems. In addition to studio, location and laboratory exercises. Students will be expected to capture images using both digital and film-based cameras, process digital images, create picture files and participate in project-related critiques.

GA 4564	Visual Effect and Video Post Production	3 Credits
Pre-requisites:	VA 2017 Rendering technique VA 2018 Introduction to computer Graphics GA 2514 Visual Communication Arts III GA 3561 Motion Graphics GA 3563 Interactive Media Design	

This course studies the process of making visual effect, video production by using the modern technology such as, keying techniques, compositing technique, tracking and stabilizing techniques and color correction. The topics, also, include video postproduction and film production. Guest speaker in the field will present in class occasionally.

GA 4569	Advertising Campaign Design	3 Credits
Prerequisites:	VA 2017 Rendering Techniques VA 2018 Introduction to Computer Graphics GA 2514 Visual Communication Arts III GA 3567 Copywriting GA 3568 Production Design	

A study of campaign development from information analysis to the creation of advertising concept, from concept to advertising execution with emphasis on various media designed for a selected campaign. The course will also provide practice in oral presentation including guest speakers and field trips.

GA 4570	General photography	3 Credits
Prerequisites:	None	

This is an introduction course combining both black and white photography and color photography in general principles. The course would focus on both practical training and theoretical perception under the guidance of instructor. The course includes field trip, studio, and lab implementation.

GA 4571	Introduction to Arts Management	3Credits
Prerequisites:	None	

The aim for Introduction to Arts Management course is to provide students with a challenging opportunity to become leaders in arts organizations through more systematic, creative and socially focused training. This is an introduction course in order for student to gain their understanding and management skills toward enhancing arts businesses and cultural resources. Student can work to improve the making and distribution of contemporary artistic and cultural works. The course mainly focus on the management skills necessary for success in today's fast changing business environment. Also the course focus on the practical application of the most modern management ideas and practices. The course has been design to cover a wide array of relevant topics which focusing on those that are most critical to personal and business success.

GA 4572	Digital Interface Design	3 Credits
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The course convey idea into design to interface and to interaction. This course will explore the idea of "What is Digital Interface?" and how it effects the user experienced. The course would be looked at mainly digital interface design such as Web Page, Interactive Website, Web Design, Online Game, Interactive Software, Gaming Interface, and all digital concern. The range of discussion's topic will include from Cellular phone navigation system to the most complicated online game Interface design. The course will take a time machine back to the year when an online game called "Ultima Online" has started to the current era of online gaming such as Ragnarok Online, Final Fantasy Online, Star War Galaxy and much more. The subjects would come from many different catagories to expand our knowledge of what is "High Tech". A large portion of class would be emphasize on some examples then discussion and student project critique. The students projects will include personal selected interface presentation and a group project consists of two to three students.

GA 4573	Sketch Fashion design	3 Credits
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The course stimulates creative expression in fashion design, including fashion sketching, creative design, draping, and pattern drafting. Students will understand the importance of communication, critical reasoning and effect they have on this diversified and global industry. The course also challenge and inspire students by incorporating artistic, technical, and theoretical elements into a realistic approach to the fashion design industry.

## 106 coursedescription

GA 4601	Art Thesis	10 Credits
Prerequisites:	GA 4525 Design Seminar AD 3101 Principles of Marketing Communication	

Students are required to choose their own topics which have to be approved by the departmental committee. Students must complete the project and present it to the committee with all documents included. Passing grade 2.00 (C).