

**Innovative Media Production  
(BA) (International)**

**School of Communication Arts  
Bangkok University**

**Program title:** Bachelor of Communication Arts Program in Innovative Media Production  
(International Program)

: B.Com. Arts. (Innovative Media Production)

**Duration:** 4 - year program (International)

**Program Specification**

**1.1 Curriculum**

Total credits required = **132 credits**

**Term time:**

First semester:	August - December
Second semester:	January - May
Summer semester (optional):	June - July

**Degree plan**

<b>A. General study</b>		<b>30</b>	<b>credits</b>
English-language courses		9	credits
Compulsory courses	15		credits
Selective courses		6	credits
<b>B. Specific study</b>		<b>96</b>	<b>credits</b>
Core units		36	credits
Specialized units		60	credits
<b>C. Free Elective Courses</b>		<b>6</b>	<b>credits</b>

## 1.2 Degree plan

### Year 1

#### First semester

	Courses	credits	Lecture-practice- individual study
EN 001	English for Everyday Communication	3	2 – 2 – 6
EN 002	English for Social Communication	3	2 – 2 – 6
IGE 001	Thinking Skills for Learning	3	3 – 0 – 6
IGE 004	Technology and Innovation in the Future World	3	3 – 0 – 6
IGE 007	Art of Life	3	3 – 0 – 6
CAI 104	Digital Photography	3	2 – 2 – 6
		18	15 – 6 – 36

#### Second semester

	Courses	credits	lecture-practice- individual study
EN 003	English for Global Communication	3	2 - 2 6
CAI 101	Communication : Theories and Practices	3	3 – 0 – 6
CAI 105	Art of Storytelling	3	3 – 0 – 6
CAI 108	Trends in Communication Technology	3	3 – 0 – 6
CAI 109	Media and Entertainment Business	3	3 – 0 – 6
CAI 111	Creative Design Workshop	3	2 – 2 – 6
		18	16 - 4 – 36

### Year 2

#### First semester

	Courses	credits	lecture- practice- individual study
IGE 003	Cultivating Entrepreneurial Mindset	3	3 – 0 – 6
CAI 102	Media Law and Ethics	3	3 – 0 – 6
CAI 103	Art of Speaking	3	3 – 0 – 6
CAI 106	Marketing Communications in Digital Age	3	3 – 0 – 6
IMI 201	Broadcast Performance	3	2 – 2 – 6
IMI 203	Digital Media Foundation Techniques	3	2 – 2 – 5
		18	16 – 4 – 35

### Second semester

	Courses	credits	lecture- practice- individual study
IGE 002	Citizenship and Social Dynamics	3	3 – 0 – 6
IGE 006	Asia and the Global Community	3	3 – 0 – 6
CAI 110	Digital Content Creation	3	3 – 0 – 6
IMI 200	Understanding International Broadcasting	3	3 – 0 – 6
IMI 205	Scriptwriting	3	2 – 2 – 6
IMI 312	Digital Cinematography	3	2 – 2 – 6
		18	16 – 4 – 35

### Year 3

#### First semester

	Courses	credits	lecture- practice- individual study
IGE 005	Creative Leadership Skills	3	3 – 0 – 6
IMI 202	Production Design and Visualization Workshop	3	2 – 2 – 5
IMI 311	Digital Television Production	3	1 – 4 – 6
IMI 313	Audio Production	3	2 – 2 – 5
IMI 332	Infotainment Production	3	1 – 4 – 6
	Free Elective 1	3	3 – 0 – 6
		18	12 – 12 – 34

#### Second semester

	Courses	credits	lecture- practice- individual study
CAI 113	Data Analysis and Communication Research Design	3	3 – 0 – 6
IMI 204	Innovation and Technology for Digital Media Production	3	2 – 2 – 5
IMI 314	Editing	3	2 – 2 – 5
IMI 315	Directing	3	2 – 2 – 5
IMI 334	Documentary and News Production	3	1 – 4 – 6
		15	10 – 10 – 27

**Year 4****First semester**

	Course	credits	lecture- practice- individual study
CAI 112	Channel Planning	3	3 – 0 – 6
IMI 316	Color Grading and Visual Effect	3	2 – 2 – 5
IMI 331	Short-Form and New Media Production	3	1 – 4 – 6
IMI 333	TV Drama Production	3	1 – 4 – 6
IMI 401	Fundraising, Producing and Entrepreneurship in Media and Entertainment Business	3	3 – 0 – 6
		15	10 – 10 – 29

**Second semester**

	Courses	credits	lecture- practice- individual study
IMI 402	Regional and International Innovative Media Issues	3	3 – 0 – 6
IMI 403	Degree Project	6	3 – 6 – 8
	Free Elective 2	3	3 – 0 – 6
		12	9 – 6 – 20

## 1.3 Course description

### A. General Study (30 credits)

#### English-language course (9 credits)

EN 001            English for Everyday Communication 3 (2 – 2 - 6)

This course aims to allow students to participate in common interactions including introducing oneself, describing daily routines, asking and answering questions about personal details and simple matters.

EN002            English for Social Communication 3 (2 – 2 - 6)

This course focuses on using sentences and frequently used expressions about social interactions, exchanging information related to other people and their environments.

EN 003            English for Global Communication 3 (2 – 2 - 6)

This course provides students with opportunities to fluently describe detailed experiences and express opinions about living, working and international topics in more complex situations.

#### Compulsory courses (15 credits)

IGE001            Thinking Skills for Learning 3 (3 – 0 - 6)

This course introduces students to theory and principles of thinking. Students will learn to develop higher order thinking skills which include systematic thinking, critical thinking, creative thinking, analytical and synthesis thinking, connecting and problem-solving skills. Students should be able to select appropriate thinking tools and apply appropriate thinking skills in their everyday life, study and work effectively.

IGE002            Citizenship and Social Dynamics 3 (3 – 0 - 6)

This course introduces students to ideal characteristics and attributes of a good citizen in a democratic society, such as being law-abiding, respecting the rights of others and understanding diversity, including preserving and retaining Thai cultural identity. Students will also learn to develop their analytical thinking skills and ability to synthesize the information they receive, for example, economic, political and socio-cultural information in order for them to be able to keep abreast of changes in an evolving world. Students should be able to share their knowledge with others as well as solve any problems to the best of their ability. Students will learn how to prepare themselves to live happily in a multicultural society.

IGE003 Cultivating Entrepreneurial Mindset 3 (3 – 0 - 6)

In this course, students will study and develop important characteristics of entrepreneurial mindset, with an emphasis on a combination of creativity and entrepreneurship. Students will learn to develop their creativity, explore entrepreneurial opportunities, cultivate decision-making and leadership skills, be up-to-date with any changes and situations, and be able to work effectively as part of a team. Students, in this creative economy, will also learn about business best practice and ethics in order to become socially responsible entrepreneurs in accordance with the sufficiency economy philosophy.

IGE004 Technology and Innovation in the Future World 3 (3 – 0 - 6)

In this course, students will explore relevant concepts related to the use of technology and innovation to enhance the quality of life in modern society. The course also covers information on the impacts of technology and innovation on life and society as well as how to utilize and protect relevant intellectual property rights related to technology and innovation.

IGE 005 Creative Leadership Skills 3 (3 – 0 - 6)

In this course, students will learn to develop creative leadership skills and qualities, effective leadership characteristics and good governance. Students should be able to apply the principles of creative problem-solving skills in their daily lives, which will enhance their opportunities to become successful leaders in their future endeavors.

**Selective courses (6 credits)**

IGE006 Asia and the Global Community 3 (3 – 0 - 6)

In this course, students will explore the role and development of economics, politics, and socio-cultural relations and interconnectedness of countries in Asia that influence changes in the global community.

IGE 007 Art of Life 3 (3 – 0 - 6)

In this course, students will explore relevant theories and concepts of aesthetics related to life and society and learn to cultivate positive outlook and attitude and understanding of different forms of taste and beauty, which will enhance their perception of diversity and enable them to appreciate art, music and literature.

IGE 008 Health and Wellness for Life 3 (3 – 0 - 6)

In this course, students will learn about the importance of health and wellness, self-examination and health assessment of other people, how exercise can improve physical and mental health, how to manage and cope with stress and emotions. Other topics include food and drugs, complementary and alternative medicine, social harms and environmental impacts on health and wellness as well as emerging diseases.

**B. Specific study (96 credits)**

## **Core units (36 credits)**

### CAI101      Communication: Theories and Practices 3 (3 – 0 - 6)

The course aims to provide students with an understanding of theories important to all areas of communication and of key concepts in the design of effective communication strategies. The objective is to apply communication theories and evaluate communication situations. The basic theories of human communication, mass communication, and new media and technology are explored.

### CAI102      Media Law and Ethics 3 (3 – 0 - 6)

This course aims to review the fundamental principles of mass media law and ethics. It will explore the interplay of law (the rights and freedoms) and ethics (professional responsibilities) and how it affects the media. The focus will be on the legal rights, licensing of intellectual property, regulatory limitations, and the major ethical issues arising from the different types of media.

### CAI103      Art of Speaking 3 (3 – 0 - 6)

This course focuses on principles and different forms of public speaking. Emphasis is on instruction, preparation and the delivery of thoughts through the use of speeches as well as the use of multimedia tools. Upon completion, students will be able to prepare and deliver well-organized speeches in various occasions. This practice-based course highlights on different skill sets - speaking, listening and interpersonal skills - essential to be effective communicators in everyday life and public settings.

### CAI104      Digital Photography 3 (2 - 2 – 6)

This course aims to introduce students to the basic principles and application of digital photography. Topics include camera operation, shooting styles, image adjustments and corrections using image editing software, digital photo printing, aesthetic understanding, and photography's social impact.

### CAI105      Art of Storytelling 3 (3 – 0 - 6)

This course examines various forms of storytelling in contemporary media through both verbal and non-verbal communications. Students will be investigating the key element and the anatomy of the good story along with visual storytelling and the dramatic quality. Students learn the techniques of how to develop listening and seeing skills and how imagination, and personal experiences can be utilized to create a unique and effective communication.

### CAI106      Marketing Communications in Digital Age 3 (3 – 0-6)

This course aims to provide students with an understanding of theories important to all areas of communication and of key concepts in the design of effective communication strategies. The objective is to apply communication theories and evaluate communication situations. The basic theories of human communication, mass communication, and new media and technology are explored.

CAI108 Trends in Communication Technology 3 (3 – 0 - 6)

This course aims to keep students up to date on the current and the future trends of communication technology in digital age. Students will learn the background of new communication and information technology, and explore the way how technologies influence our everyday lives these days. Emphasis is on the rapid growth of smart devices and broadcasting technology, new media, convergent media as well as 360 video, and virtual reality (VR) technology.

CAI109 Media and Entertainment Business 3 (3 – 0 - 6)

The course explores features and elements of entertainment and creative businesses such as advertisement, public relations and events management. Students will learn theories and concept of marketing, marketing strategies, situation analysis, media analysis, targeted group analysis, contextual analysis, strategic planning, assessing cost and value and managing entertainment business. Throughout the course, students will be encouraged to look into different factors contributing to success in media and entertainment business in various contexts.

CAI110 Digital Content Creation 3 (3 – 0 - 6)

This course focuses on the creation of content and messages through digital media. It seeks to combine both practical skills and critical understanding in media production. By implementing storytelling, creativity, specific techniques and thinking approaches, students are encouraged to create ideas and develop a new and interesting communication strategy in order to achieve their goals.

CAI111 Creative Design Workshop 3 (2 – 2 - 6)

Prerequisite: Passed CAI 104

This course aims to design to teach students fundamental perceptives of graphics creation through the use of software programs employed by digital media and interactive-media companies. Emphasis is on the difference between raster and vector graphic, color theory, digital color models, image-compositing techniques, and tools for graphic design and image creation. Extensive hands-on practicum will provide students solid foundation knowledge of creating elements for digital media production.

CAI112 Channel Planning 3 (3 – 0 - 6)

This course explores principles, theories, tools and alternative platforms of communication, and channel planning both online and offline. Topics include: market situation analysis; new media strategies, factors to effective strategic planning, creative methods for marketing plan, and integrated marketing communication.

CAI113 Data Analysis and Communication Research Design 3 (3 – 0 - 6)

This course aims to bring together the theoretical and practical elements of research, data analysis, media rating and audience insights in the broadcast media and new media.

This course places an emphasis on applying various research methodologies, both quantitative and qualitative as part of a process for content creation in both broadcast media and new media development and production. The course also involves developing the necessary skills in both traditional and online research methods for collecting data.

### **Specialized units (60 credits)**

IMI 200 Understanding International Broadcasting 3 (3 – 0 - 6)

This course aims to introduce the evolution of national and international broadcasting, focusing on the principles of function, structure and the influence of broadcasting in digital age. Also, it provides the understanding of production and style of presentation, reflecting the lifestyle and thoughts of each country's citizens

IMI 201 Broadcast Performance 3 (2 – 2 - 6)

This course aims to combine both classroom lectures and practical sessions with a variety of performance techniques in both radio, television programs and innovative media. Course content includes professional standards of voice, pronunciation, non-verbal language, body movement and personality as well as performance techniques that are required in a variety of applications, such as news reporting, documentary, music program, talk show, variety show, interview and discussion programs.

IMI 202 Production Design and Visualization Workshop 3 (2 – 2 - 5)

This course aims to present the fundamental of production designing both aesthetically and technically.

The course gives students a chance to go through every aspect of production, such as conceptual design, interpretation and adaptation, art direction, set design, lighting design and so forth.

IMI 203 Digital Media Foundation Techniques 3 (2 – 2 - 5)

This course is designed to introduce students to the fundamental theories, practices and techniques of digital media production. Students are expected to learn to use latest digital tools in order to keep up with today's fast changing technology in media production. The course emphasizes on all types and forms of production equipments, which will enable students to choose appropriate and effective presentation techniques in accordance with different social and cultural contexts.

IMI 204 Innovation and Technology for Digital Media Production 3 (2 – 2 - 5)

This course provides students with an understanding and perspective on innovation and technological development in digital media production. It explores current trends and future trends as well as Virtual Reality (VR), Augmented Reality (AR) and other latest innovation in the media industry. Students will be able to gain both knowledge and practices in order to create new and effective form of communication using latest trend in digital media production.

IMI 205 Scriptwriting 3 (2 – 2 - 6)

This course focuses on principles, techniques and practices of various forms of professional scriptwriting. The aim is to understand script structures of radio and television programme, to analyse writing strategies, and to write and adapt basic scripts in a variety of formats. Students are expected to creatively engage in various stages of developing and writing a specialized script for newscast, documentary, drama, talk show and variety show.

IMI 311 Digital Television Production 3 (1 – 4 - 6)

Prerequisite: Passed IMI 203

This course aims to study and practice in digital television production, TV studio operation, applying the storytelling to production techniques on commercial and public service programs. This emphasizes uses and gratification's audiences, relates to state of society, economy and culture.

IMI 312 Digital Cinematography 3 (2 – 2 - 5)

Students learn how to operate such digital cinema cameras, both theoretically and practically. Furthermore, they learn about the fundamental of light settings, visual arts and composition, camera tools, as well as the practice of cinematography, shooting on location in particular.

IMI 313 Audio Production 3 (2 – 2 - 5)

This course aims to leads students to the realm of sound and music. The main objective is to instruct about how to design and select sounds to create innovative media as well as broadcast media. Students learn how to edit and create such sounds on Pro Tools software or likewise. Besides, students understand the music genres and cultural sounds which both really matter to audiences' perceptions.

IMI 314 Editing 3 (2 – 2 - 5)

This course aims to provide students with an understanding to the aesthetic and principle of editing. Students will learn about the development of concepts and techniques of editing to create a meaningful storytelling. Students learn about the post-production workflow and how to use professional editing softwares such as Final Cut Pro and Adobe Premiere as well as color correction and color grading.

IMI 315 Directing 3 (2 – 2 - 5)

This course aims to leads students through the directing process; from the script analysis and preparation, directing actor, casting, and rehearsal. The main purposes are to create the powerful performances and memorable characterizations.

IMI 316 Color Grading and Visual Effect 3 (2 – 2 - 5)

This course covers computer-generated skills. Students learn about the color theory and color correction softwares. Students learn about effects creation, motion control and tracking, film and lighting effects, stabilization, motion capture and rotoscoping. Besides, basic 3D motion graphic creation is given in this course.

IMI331 Short-form and New Media Production 3 (1 – 4-6)  
Prerequisite: Passed IMI 203

This course aims to study and practice in both broadcast and new media short-form formats, e.g., spot, public service announcement, music video, corporate video, viral clip, teaser, and filler. The course emphasizes idea formulation, synthesis, scripting, and creative style of presentation which are in line with sponsors satisfaction and station expectation.

IMI 332 Infotainment Production 3 (1 – 4 - 6)

Prerequisite: Passed IMI 203

This course aims at exposing students to a wide variety of infotainment TV programs, e.g., variety show, magazine-on-TV, docudrama, reality show, game show, and quiz show. Students are assigned to develop infotainment program concept, pitch and present a proposal, write the script, devise a production timeline, and produce infotainment shows. Emphasis is placed upon creativity, audience interest, production quality, sponsorship, budget management, and societal values.

IMI 333 TV Drama Production 3 (1 – 4 - 6)  
Prerequisite: Passed IMI 203

This course provides students with the topic selection, scriptwriting, production, interview techniques. It also introduces news reporting techniques with the use of modern technology, while learning to work with different news, e.g., politics, social news, business and economy, entertainment and sports and eventually produce valuable news stories to be broadcast via radio, television and the new media. Students are also introduced various news formats, for example news dailies, news analysis, discussion program as well as others that are beneficial to the public.

IMI 334 Documentary and News Production 3 (1 – 4 - 6)  
Prerequisite: Passed IMI 203

This course aims to teach students the art of narrative storytelling and drama program production. Students learn to develop broadcast narrative drama scripts, produce, direct the actors and cameras, design lighting as well as casting, production design, art direction, editing, and music and score composing.

IMI 401 Fundraising, Producing and Entrepreneurship in Media and  
Entertainment Business 3 (3 – 0 - 6)

This course combines both professional knowledge in media and entrepreneurship. Students will be able to develop skill set necessary to compete in the most competitive business today—the media and entertainment business. Emphasis is on management skills: business planning, researching the market, customers analysis, setting up collaboration, fundraising, selling of ideas, products and services, and the production of media and entertainment business.

IMI 402 Regional and International Innovative Media Issues 3 (3 – 0 - 6)  
Prerequisite: 4<sup>th</sup> year students only and passed at least 99 accumulative credits

This course aims to analysis of regional and international Innovative Media issues, relating the effect of development and social changes. The tendency of regional and international broadcasting is discussed as case studies.

IMI 403 Degree Project 6 (3 – 6 - 8)

Prerequisite: 4<sup>th</sup> year a student only and passed at least 27 credits of major required courses

Students will design a graduation project, and execute it at a level that meets the required standard. The graduation project must be in topics related to innovative media production with objectives to meet the demands of media industry nationally and globally. Students will need an approval from the faculty committee on their chosen topics.

Following a successful accomplishment of their projects, student will submit a thesis that critically discusses their projects and contribute to knowledge in the field of media.

### **C. Free Elective Courses (6 credits)**

Students are required to choose between courses in other international program of Bangkok university, or choose from these courses

CAI551 Social Broadcasting 3 (3 – 0 - 6)

This course aims to portray the importance of broadcasting media as well as new media, such as various social-networking media, in developing the society. The core purpose of the course is to IMING TV and radio broadcasting as main catalysts for community development through campaigns and activities. In addition, students learn about the broadcast media roles in association with the nation's progress.

CAI552 Sports Broadcasting 3 (3 – 0 - 6)

This course aims to present how to produce sports programs on television. Students start from analyzing the target groups, writing scripts, to produce a show pilot. They, finally, understand all processes of sports broadcasting production; pre-production, production, and post production.

CAI553 Lighting Design for Television 3 (2 – 2 - 5)

This course aims to present the ways to design the light in television broadcasting for both indoor and outdoor location. They know how to properly design the light on different TV genres, such as newscast, variety show, and TV drama, etc.

CAI554 Voice Work in Broadcasting 3 (2 – 2 - 5)

This course aims to present voice technique and correct pronunciation for broadcast media. Students perform voice over for various purposes, such as TV shows, live reports, interviews, movies or even cartoons, etc.

CAI555 Music in Contemporary Mass Media 3 (2 – 2 - 5)

This course aims to learn about the role and trend of music in contemporary mass media. Students understand the music genres and apply them to mass media in different contexts, such as radio broadcasting, TV broadcasting, movie, video presentation, documentary, and so forth.

CAI556 Independent Study 3 (3 – 0 - 6)

This course aims to open a freedom area on researching what students are really passion about. The topic inevitably relates to communication arts. The students do the research paper and are given consulting from the instructor.

CAI557 Development Communication 3 (3 – 0 - 6)

This course aims to learn about the development communication roles toward individual, community, society, and nation. Students understand the obstacles of development communication and know the solutions. In addition, the students learn about the national communication policy and analyze it with the development of individual, community, society, economy, and politics. Besides, the students can IMING the communication to effectively develop the nation.

CAI558 Mass Media and Peace Studies 3 (3 – 0 - 6)

This course aims to present the ways to create peace in every social levels by means of communication and mass media. Students can make peace with social controversies and use communication as a tool to support peace in the society.

CAI559 Genders and Popular Culture 3 (3 – 0 - 6)

This course aims to present how genders are important in pop cultural media. Students learn about history and evolution of presenting genders in pop cultural media, such as movie, drama, song, novel, written article, etc. The students obtain a lot of interesting case studies to understand the connection between societies and genders.

