

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

Degree Plan

Total Number of Credits

General Education	30 credits
English Languages	9 credits
Integrated Professional Skills Course	21 credits
Professional Education	96 credits
Core Courses	36 credits
Major Requirements	30 credits
Major Electives	15 credits
Minor Courses	15 credits
Free Electives	6 credits
Total	<u>132</u> credits

List of Courses

1. General Education (30 Credits)

English Languages (9 Credits)

IEN 106	The Art of Writing	3
IEN 107	Critical Reading and Writing	3
IEN 108	Persuasive Presentation	3

Integrated Professional Skills Course (21 Credits)

IGE 101	Thinking Skills for Lifelong Learning	3
IGE 102	Citizenship and Social Transformation	3
IGE 103	Technology and Innovation	3
IGE 104	Aesthetics and Well-being for Life	3
IGE 105	Global Alliance and Emerging Issues	3
IGE 106	Financial Literacy and Sustainable Development	3
IGE 107	Entrepreneurial Spirit and Leadership Skills	3

2. Professional Education (96 credits)

Core Courses (36 credits)

CAI 101	Communication: Theories and Practices	3
CAI 102	Media Law and Ethics	3
CAI 103	Art of Speaking	3
CAI 104	Digital Photography	3
CAI 105	Art of Storytelling	3
CAI 106	Marketing Communications in Digital Age	3
CAI 107	Data Analytics and Research Design for Insightful Communication	3
CAI 108	Trends in Communication Technology	3
CAI 109	Media and Entertainment Business	3
CAI 110	Digital Content Creation	3
CAI 111	Creative Design Workshop	3
CAI 112	Channel Planning	3

Major Requirements (30 credits)

IMI 100	Understanding International Media Industry	3
IMI 202	Production Design and Visualization Workshop	3
IMI 203	Digital Media Foundation Techniques	3
IMI 204	Innovation and Technology for Digital Media Production	3
IMI 205	Scriptwriting	3
IMI 311	Digital Television Production	3
IMI 312	Digital Cinematography	3
IMI 314	Editing	3
IMI 403	Degree Project	6

Major Electives**(15 credits)**

Students select only 15 credits from the following courses.

IMI 201	Broadcast Performance	3
IMI 313	Audio Production	3
IMI 315	Directing	3
IMI 316	Color Grading and Visual Effect	3
IMI 331	Short-form and New Media Production	3
IMI 332	Infotainment Production	3
IMI 334	Documentary and News Production	3
IMI 335	Streaming Series Production	3
IMI 400	Entrepreneurship in Media and Entertainment Business	3
IMI 402	Regional and International Innovative Media Issues	3

Minor Courses**(15 credits)**

CSI 201	Critical and Creative Thinking	3
CSI 202	Digital Consumer for Marketing Communication	3
CSI 203	Multi-platform Narrative	3
CSI 311	Creativity in Digital Communication	3
CSI 313	Brand Channels and Experiences	3

3. Free Electives**(6 credits)**

Students must select 6 credits with international courses from other majors as the following courses.

CAI 551	Social Broadcasting	3
CAI 552	Sports Broadcasting	3
CAI 553	Lighting Design for Television	3
CAI 554	Voice Work in Broadcasting	3
CAI 555	Music in Contemporary Mass Media	3
CAI 556	Independent Study	3
CAI 557	Development Communication	3
CAI. 558	Mass Media and Peace Studies	3
CAI 559	Genders and Popular Culture	3

CAI 105 Art of Storytelling (3 Credits)

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.

CAI 106 Marketing Communications in Digital Age (3 Credits)

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.

CAI 107 Data Analytics and Research Design for Insightful Communication (3 Credits)

This course aims to bring together the theoretical and practical elements of research, data analysis, and audience insights. This course places an emphasis on applying various research methodologies, both quantitative and qualitative as part of a process for content creation in Marketing Communication.

CAI 108 Trends in Communication Technology (3 Credits)

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.

CAI 109 Media and Entertainment Business (3 Credits)

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.

CAI 110 Digital Content Creation (3 Credits)

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.

CAI 111 Creative Design Workshop (3 Credits)

Prerequisite: Passed CAI 104

This course aims to design to teach students fundamental perceptive 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.

CAI 112 Channel Planning (3 Credits)

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.

Major Requirements (30 credits)**IMI 100 Understanding International Media Industry (3 Credits)**

This course aims to introduce the evolution of national and international media industry, especially the evolution in a digital age. The course focuses on the principles of function, structure and the influence of mass media on both offline and online platforms. Also, it provides the understanding of strategic communication and style of presentation, reflecting the lifestyle and thoughts of each country's citizens.

IMI 202 Production Design and Visualization Workshop (3 Credits)

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 314 Editing (3 Credits)

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 403 Degree Project (6 Credits)

Prerequisite: 4th 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.

Major Electives (15 credits)

Students select only 15 credits from the following courses.

IMI 201 Broadcast Performance (3 Credits)

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 313 Audio Production (3 Credits)

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, such as podcast ambient media and 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 315 Directing (3 Credits)

This course aims to lead 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 Effects (3 Credits)

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.

IMI 331 Short-form and New Media Production (3 Credits)

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 Credits)

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 334 Documentary and News Production (3 Credits)

Prerequisite: Passed IMI 203

Lecture and practice in documentary and news production. 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 335 Streaming Series Production (3 Credits)

Prerequisite: Passed IMI 203

This course aims to teach students the process to produce television series on streaming media. All-rounded topics will be covered, including to develop drama/series scripts, produce, direct the actors and cameras, design lighting, cast the characters, implement production design and art direction, edit, and compose music score.

IMI 400 Entrepreneurship in Media and Entertainment Business (3 Credits)

This course illustrates business opportunities in media and entertainment industry, including offline, online and new media platforms. Students will be equipped with management and entrepreneurship skills. They will learn how to plan and design their own business in media and entertainment industry, do the market research and customer analysis as well as how to work on fundraising and selling their ideas, products and services, using the right approaches to the right targets.

IMI 402 Regional and International Innovative Media Issues (3 Credits)

Prerequisite: 4th 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.

Minor Courses (15 credits)**CSI 201 Critical and Creative Thinking (3 Credits)**

This course provides students basic concepts and process of critical and creative thinking, starting from their own imagination to real work, and give them opportunities to producing creative works by using several techniques.

CSI 202 Digital Consumer for Marketing Communication (3 Credits)

This course studies marketing communication concepts plan for consumer decision in the digital era, relationship management between brand and consumers by appropriate traditional, and digital marketing communication tools.

CSI 203 Multi-platform Narrative (3 Credits)

This course studies the main concept of storytelling and writing techniques as well as nature of media platforms, aiming to equip students with a storytelling and communication skills to narrate the story effectively and creatively.

CSI 311 Creativity in Digital Communication (3 Credits)

This course provides students the concept of creativity and variety of case studies in order to show them how to integrate the ideas and information to develop the effective digital communication strategies. They will be able to target the right audiences, implement objectives and initiate communication strategy creatively on the basis of morality and ethics.

CSI 313 Brand Channels and Experiences (3 Credits)

This class explores emerging concepts in neuromarketing and psychological principles in marketing communication. It explores brain mechanisms that affect the interpretation and processing of marketing communication information and seeks to understand the five sensory systems; sight, taste, smell, touch, and the role of emotions that affect a customer's response to events or to marketing communication stimuli. Applied learning experiences focus on case study analysis about sensational marketing communication.

3. Free Electives (6 credits)

Students must select 6 credits with international courses from other majors as the following courses.

CAI 551 Social Broadcasting (3 Credits)

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.

CAI 552 Sports Broadcasting (3 Credits)

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.

CAI 553 Lighting Design for Television (3 Credits)

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.

CAI 554 Voice Work in Broadcasting (3 Credits)

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.

CAI 555 Music in Contemporary Mass Media (3 Credits)

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.

CAI 556 Independent Study (3 Credits)

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.

CAI 557 Development Communication (3 Credits)

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.

CAI 558 Mass Media and Peace Studies (3 Credits)

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.

CAI 559**Genders and Popular Culture****(3 Credits)**

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.