

**Bachelor of Arts Program**  
**Digital Art Design**  
**(Renovation Course, 2517)**

**Higher education institutions**      Nakhon Pathom Rajabhat University  
**Faculty**      Faculty of Humanities and Social Sciences

**Section 1**  
**general information**

**1. Course Name**

English: Bachelor of Fine Art in Digital Art Design

**2. Name of Degree and Major**

Full name (English): Bachelor of Fine Arts (Digital Art Design)

Abbreviation (English): B.F.A. (Digital Art Design)

**3. Majority of the course**

Digital artwork

**4. Number of Credits Attended**

No less than 131 credits

**5. Course format**

5.1 format

Bachelor's degree (4 years)

5.2 Language used

Thai Language

5.3 Admission

Thai students And international students with the ability to use Thai.

5.4 Cooperation with other institutions

This is a unique course of Nakhon Pathom Rajabhat University.

## 5.5 Graduation of Graduates

Give a degree only in a single field.

## 6. Career that can be completed after graduation.

Graduates who graduate in this course. Can work on digital media design. Content in the organization or organization, both public and private.

6.1 Graphic Designer Cartoonist, storyboard, storyboard

6.2 Movie Production Animation Producers

6.3 photographers

6.4 Movie Specialist Audio and video editing

6.5 multimedia designers and media interaction websites

6.6 Fine Arts Department in both public and private sectors.

6.7 Art Director

6.8 freelance designers

## Chapter 2

### Course specific information

#### 1. Philosophy, importance and objectives of the course.

##### 1.1 Philosophy

Produce graduates with knowledge. The ability and ability to produce creative work. With digital innovation And adherence to professional ethics.

##### 1.2 Significance

Bachelor of Arts Program Digital Art Design Focus on graduate development. In the production of fine art design. By creating a creative process. Use of technology and innovation Eclectic wisdom And universal Resulting in aesthetic value. Cultural beauty Economic and social development in line with the policy. Driving the creative economy of the country with a focus on creative learning. The arts and culture revitalizes, preserves and learns the diversity of Thai arts and culture. Support the use of Thai wisdom and local culture to create value added products. And services to open up market opportunities. Create value and uniqueness of the community and local. Strongly Bringing local wisdom and culture to commercial art.

Bachelor of Arts Program Digital Art Design To produce graduates with knowledge. Expertise in the digital content industry Development of knowledge, research and promotion of digital literacy for the people and organizations. associated The teaching activities. The focus is on students with professional knowledge and skills. Both theoretical and practical. Can bring knowledge, artistic skills, digital design and technology, create jobs and innovations to create jobs and income to meet the needs of the community. Local and social It also has the skills to live and learn in the 21st century. To be ready to step into Thailand 4.0 by driving the country based on technological factors. Creativity and innovation, the development of manpower into the digital economy and society in a sustainable way.

### **1.3 Objectives**

1.3.1 To produce graduates with knowledge. Creativity in digital art design.

1.3.2. To produce graduates with good attitude towards digital art design profession.

1.3.3 To produce graduates with analytical thinking and problem solving skills and integrate digital literacy and numeracy skills effectively.

1.3.4. To produce graduates with communication skills and the use of technology in digital art design.

1.3.5 To produce graduates with good interpersonal skills. Have knowledge of the moral. Have professional responsibility Can develop Can effectively present. And create benefits to society.

1.3.6 To produce graduates with special aesthetics and imaginative skills. Utilizing innovative tools and innovations to express creativity, digital art and design.

### **1.4 Desirable graduate characteristics**

1.4.1 Having ethics, public consciousness in the field of fine art design. Digital is responsible for self and society.

1.4.2. Knowledge of the basic principles of the arts related both theoretical and practical. Can create digital art for career.

1.4.3 Ability to analyze, synthesize and evaluate critical aesthetic values.

1.4.4 Have the ability to work with others. And have the skills to manage  
Digital Art Design

1.4.5 Can communicate and present concrete ideas. Through the works of fine art, digital design.

1.4.6 Can use Thai and foreign languages to communicate. And use the technology well.

1.4.7 Can express and develop digital art skills. The ability and ability.

## Course

### 3.1.1 Total number of credits not less than 131 credits

#### 3.1.2 Curriculum Structure

the structure of syllabus General education Special Topics And free choice In accordance with the notification of the Ministry of Education regarding the criteria for the undergraduate curriculum BE 2558 and the notification of the Ministry of Education regarding the qualifications of undergraduate level. Fine Arts Department, 2015

<b>Total credits not less than</b>	<b>131</b>	<b>credits</b>
<b>General Education Courses not less than</b>	<b>30</b>	<b>credits</b>
(1) Language and Communication Courses	9	credits
(2) compulsory social sciences	6	credits
(3) compulsory humanities	6	credits
(4) Science and Mathematics Required Courses	6	credits
Specification Choose from 4 elective courses at least	3	credits.
<b>B. Specific subjects not less than 95 credits</b>		
(1) Core Courses	12	Credits
(2) Specialized Arts and Design Courses	33	credits
(3) Digital Art Design	50	credits
3.1 Digital Art Design Majors	31	Credits
3.2 Digital Art Design Subjects Select No less than	12	credits
3.3 Professional and Professional Courses	7	Credits
Elective Courses	6	credits

## Study Plan: Bachelor of Arts Program Digital Art Design

### Year 1 Semester 1

1500133 Thai for Communication	3 (3-0-6)	General education
4000124 Thinking and Decision Making	3 (3-0-6)	General education
8051101 History of Art and Design	3 (2-2-5)	Specialized Fields
8051102 Basic Line Drawing	3 (2-2-5)	Special Drawing
8051103 Special Drawing	3 (2-2-5)	
8051104 Color Theory	3 (2-2-5)	Special Environments
8051105 Psychology of Design	3 (2-2-5)	Specialized Design
<b>Total</b>	<b>21</b>	<b>credits</b>

### Year 1 Semester 2

2000113 ASEAN Studies	3 (3-0-6)	General education
2000114 Thai Society in World Context	3 (3-0-6)	General education
2500114 Ethics and Life Skills	3 (3-0-6)	General education
8051106 Artistic Elements in Digital Art Design	3 (2-2-5)	Only compulsory
8051107 Digital Art Design	3 (2-2-5)	Creative Design
8051108 Principles of Visual Arts	3 (2-2-5)	Specific Enforcement
8051301 Computer Graphics	3 (2-2-5)	Specialized Computing
<b>Total</b>	<b>21</b>	<b>credits</b>

### Year 2 Semester 1

1500134 English for Communication	3 (3-0-6)	General education
2500115 Local Volunteer Development	3 (3-0-6)	General Education
4000126 Information and Communication Technology	3 (3-0-6)	General education
8052501 Script Writing and Screenplay	3 (2-2-5)	Specific Enforcement
8052101 Aesthetics and Arts of Criticism	3 (2-2-5)	Special Topics
8052401 Digital Imaging	3 (2-2-5)	Digital Imaging Design
8052502 Animation Theory	3 (2-2-5)	Specific Enforcement
<b>Total</b>	<b>21</b>	<b>credits</b>

### Year 2 Semester 2

1500135 ENGLISH FOR WORK	3 (3-0-6)	GENERAL EDUCATION
XXXXXXX General Education	3 (.-.-. -.)	General Education Select
8052701 Thai Wisdom in Digital Art Design	3 (2-2-5)	Specializations
8052301 3D Constructing	3 (2-2-5)	Specific Enforcement
8052503 Digital Art	3 (2-2-5)	Digital Editing and Editing
8052402 Studio Photography	3 (2-2-5)	SpecializationPhotography
8052403 Film and Video	3 (2-2-5)	Specific Enforcement
<b>Total</b>	<b>21</b>	<b>credits</b>

### Year 3 Semester 1

8053109 ENGLISH FOR DIGITAL ART DESIGN 1	3 (3-0-6)	SPECIFIC ENGAGEMENTS
8053901 Digital Art Design	3 (2-2-5)	Seminar in Computing
XXXXXXXX Selected Elective Courses	3 (..-.- ..)	Selected Topics
XXXXXXXX Selected Elective Courses	3 (..-.- ..)	Selected Topics
XXXXXXXX Selected Elective Courses	3 (..-.- ..)	Selected Topics
XXXXXXXX Free Elective Course	3 (..-.- ..)	
<b>Total</b>	<b>18</b>	<b>credits</b>

### Year 3 Semester 2

8053110 ENGLISH FOR DIGITAL ART DESIGN 2	3 (3-0-6)	SPECIFIC ENGAGEMENTS
8053601 Independent Study in Digital Art Design	3 (2-2-5)	Specific Enforcement
8053902 Introduction to Digital Art Design	3 (2-2-5)	
XXXXXXXX Selected Elective Courses	3 (..-.- ..)	Selected Topics
XXXXXXXX Free Elective Course	3 (..-.- ..)	
<b>Total</b>	<b>15</b>	<b>credits</b>

## Year 4 Semester 1

### A professional experience plan

8054801 Preparation for Professional Experience in Design Digital Art	2 (0-90)	Professional and professional background
8054901 Digital Art Design	4 (2-4-6)	Digital Art Design
XXXXXXX Selected Elective Courses	3 (..-..- ..)	Selected Topics
<b>Total</b>	<b>9</b>	<b>credits</b>

### B. Cooperative Education Plan

8054803 Preparation for Cooperative Education in Design Digital Art	1 (45)	Professional and professional background
8054901 Digital Art Design	4 (2-4-6)	Digital Art Design
XXXXXXX Selected Elective Courses	3 (..-..- ..)	Selected Topics
<b>Total</b>	<b>8</b>	<b>credits</b>



## Year 4 Semester 2

### A professional experience plan

8054802 Professional Experience in Design Digital Art

5 (0-450)

Professional and  
Professional Background  
**credits**

**Total**

**5**

### B. Cooperative Education Plan

8054804 Cooperative Education in Design Digital Art 6 (540)

Professional and  
professional background  
**credits**

**Total**

**6**

Total credit for the course is 131 credits.