

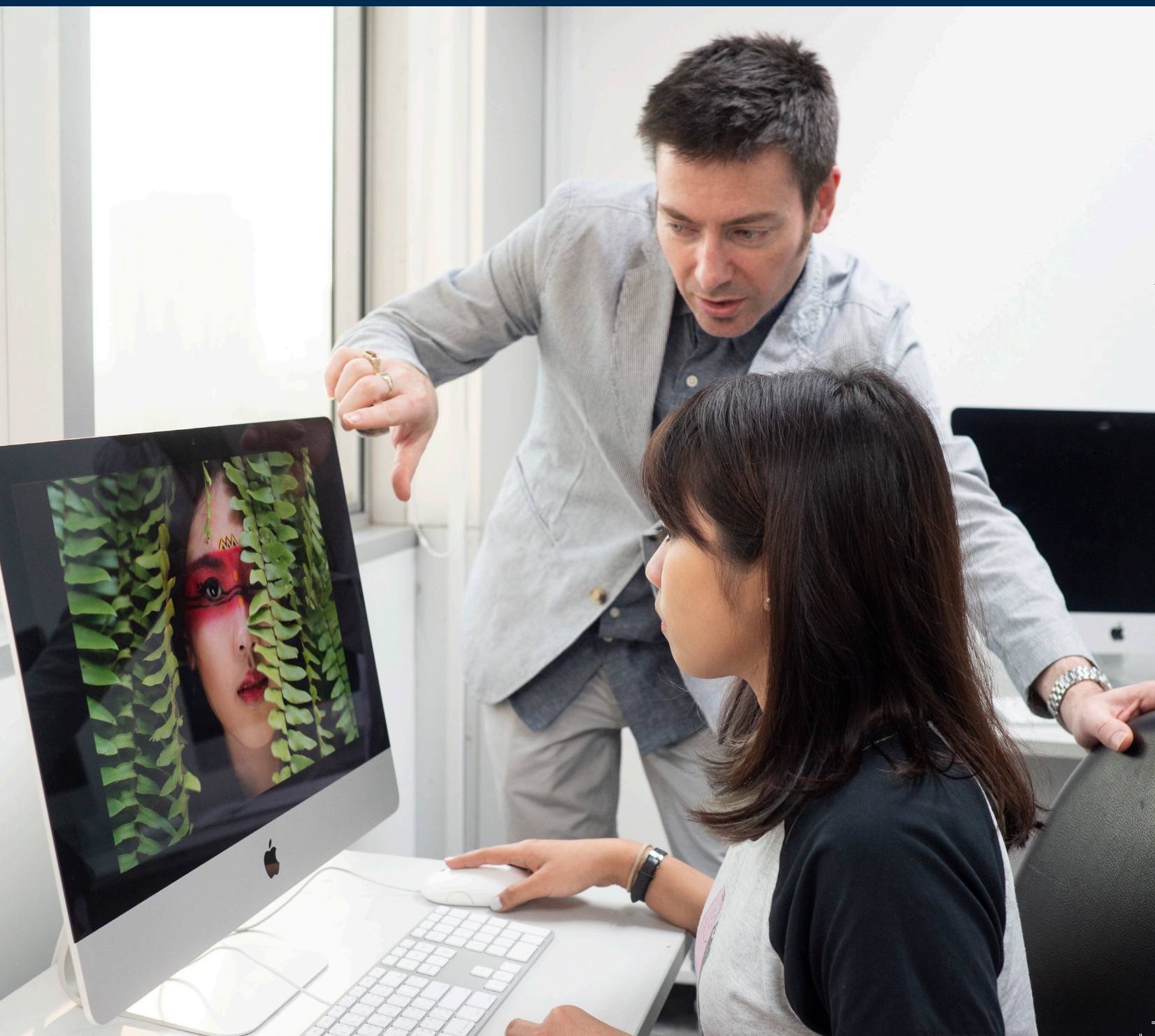


BIRMINGHAM CITY
University

B.F.A. in **Digital Communication Design (DCD)**

Bachelor of Fine Arts International Double Degree Programme in Digital Communication Design

A Pillar of SU's Internationalisation





SILPAKORN UNIVERSITY INTERNATIONAL COLLEGE (SUIC)

Silpakorn University (SU) was established in 1943 and is considered one of Thailand's top public universities with over 20,000 students spread across 4 different campuses. Silpakorn offers degree programmes at both graduate and undergraduate levels in all major fields of study including: art and design, science, technology, health science, social science, management and music.

In 2003, Silpakorn University International College (SUIC) was founded in order to provide high quality English-driven undergraduate and graduate programmes. Currently SUIC specialises in providing double degree programmes in 'Services', 'Business' and 'Art and Design'.

BIRMINGHAM CITY UNIVERSITY

Birmingham City University provides not only traditional academic programmes but also caters to the demands of ever evolving ones. The University has a very distinguished heritage particularly through the Institute of Art and Design which was founded in 1843, and equally has impressive plans for future development and growth. As an old polytechnic the institution was awarded university status in 1992 and has since grown into one of the most credible dynamic universities in the UK. Today Birmingham City University is one of the biggest universities in the UK, with a student population from all backgrounds across the region, the UK and the rest of the world

Plan A: 4 Years			
Year 1	Year 2	Year 3	Year 4
<ul style="list-style-type: none"> Design Principles and Colour Theories Principles of Visual Communication Language Science & Mathematics Social Science and Humanities 	<ul style="list-style-type: none"> Transmedia Pre-Production Character and Concept Design Language Social Science and Humanities Professional Elective 1 Professional Elective 2 	<ul style="list-style-type: none"> Collaborative Practice Special Elective Social Science and Humanities Professional Elective 5 Professional Elective 6 	<ul style="list-style-type: none"> Critical Practice* (VIS6037)
15 Credits	18 Credits	15 Credits	16 Credits
<ul style="list-style-type: none"> Digital Drawing Innovative Design Process Foundation of Moving Images Language Social Science and Humanities 	<ul style="list-style-type: none"> Digital Typography Language Social Science and Humanities Professional Elective 3 Professional Elective 4 Special Elective Free Elective 	<ul style="list-style-type: none"> Internship in Design and Communication Free Elective Professional Elective 7 Professional Elective 8 	<ul style="list-style-type: none"> Major Project* (VIS6036)
15 Credits	21 Credits	13 Credits	20 Credits
30 Credits	39 Credits	28 Credits	36 Credits
133 Credits			

FREE ELECTIVE : Students can choose courses that are available in any programme operated by Silpakorn University International College (SUIC).

PLAN A: Academic Expenses (in Thai Baht)

Item	Year 1		Year 2		Year 3		Year 4		GRAND TOTAL
	Term 1	Term 2	Term 1	Term 2	Term 1	Term 2	Term 1	Term 2	
Tuition Fee	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	1,200,000
University Fee	7,850	4,000	4,000	4,350	4,000	4,000	4,350	4,000	36,900
Total	157,350	154,000	154,350	154,000	154,350	154,000	154,350	154,000	1,236,900

*Tuition fee for international student is 180,000 Baht per semester

- SUIC reserves the rights to change any fees without prior notice
- Students are responsible for any additional money transfer fees to Silpakorn University's bank account.

Bachelor of Fine Arts in Digital Communication Design (DCD)

An International Double Degree Programme in Collaboration with
Birmingham City University (BCU), England.

PROGRAMME ORGANISATION

This programme, which is concerned with the essential elements of visual design and mass communication, focuses on studio and workshop tuition led by a team of highly experienced design staff. The various modules of study are supported by an integrated programme of media theory and application, which introduces students to contemporary media practice and current professional design thinking in relation to mass communications.

Plan B: 3 Years

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> Design Principles and Colour Theories Principles of Visual Communication Professional Elective 1 Professional Elective 2 Science & Mathematics Social Science and Humanities 	<ul style="list-style-type: none"> Transmedia Pre-Production Character and Concept Design Collaborative Practice Language Professional Elective 5 Professional Elective 6 Special Elective 	<ul style="list-style-type: none"> Critical Practice* (VIS6037)
18 Credits	21 Credits	16Credits
<ul style="list-style-type: none"> Digital Drawing Innovative Design Process Foundation of Moving Images Professional Elective 3 Professional Elective 4 Special Elective Free Elective 	<ul style="list-style-type: none"> Digital Typography Language Social Science and Humanities Professional Elective 7 Professional Elective 8 Free Elective 	<ul style="list-style-type: none"> Major Project* (VIS6036)
21 Credits	21 Credits	20 Credits
<ul style="list-style-type: none"> Language Language Social Science and Humanities 	<ul style="list-style-type: none"> Internship in Design and Communication Social Science and Humanities 	
9 Credits	7 Credits	
48 Credits	49 Credits	36 Credits
133 Credits		

FREE ELECTIVE : Students can choose courses that are available in any programme operated by Silpakorn University International College (SUIC).

PLAN B: Academic Expenses (in Thai Baht)

Item	Year 1			Year 2			Year 3		GRAND TOTAL
	Term 1	Term 2	Summer	Term 1	Term 2	Summer	Term 1	Term 2	
Tuition Fee	150,000	150,000	60,000	150,000	150,000	60,000	150,000	150,000	1,020,000
University Fee	7,850	4,000	4,000	4,350	4,000	4,000	4,350	4,000	36,550
Total	157,850	154,000	64,000	154,350	154,000	64,000	154,350	154,000	1,056,550

*Tuition fee for international student is 180,000 Baht per semester

*Tuition fee for international student in summer semester is 75,000 Baht

- SUIC reserves the rights to change any fees without prior notice
- Students are responsible for any additional money transfer fees to Silpakorn University's bank account.

3 Main Routes

Animation and Moving Image

- Fundamental 2D Animation
- 2D Animation
- Gaming Animation
- 3D Character and Modelling
- Advertising Solutions and Multi Media
- Motion Graphics and Compositing
- Augmented Reality/Virtual Reality/Mixed Reality
- Advance Animation: Short Animation Story
- Visual Effects for Moving Images
- Social Media Production

Graphic Illustration and Interactive Media

- User Experience/User Interface and Responsive Design
- Graphic Design
- Book and E-Magazine Design
- Interactive Media
- Graphic Illustration
- Computer-Generated Imagery for Graphic Design
- Sequential Arts Illustration
- Interactive Online Marketing
- Interactive Platform Management
- Gesture and Anatomy for illustration

Photography and Filmmaking

- Photography Foundation
- Digital Video Operations
- Analogue and Alternative Photography
- Digital Video Pre-production Process
- Lighting for Photography and Film
- Editing Principles with Graphics for Media
- Advanced Photography
- Documentary Filmmaking
- Curating, Printing, and Exhibition
- Narrative Filmmaking

BENEFITS OF THE PROGRAMME

- International Double Degree curriculum from two of the most experienced and prestigious universities in the field of Art and Design in their respective countries
- The programme emphasises developing the latest practical skills and theoretical knowledge in design technology.
- Qualified graduates can professionally apply the latest skills in the field of multi-media for the local and overseas market.
- Cross cultural awareness and professional development for a thought provoking, creative, successful career

SUIC's vision

“Thailand's best public international college with world class experiences.”

CAREER OPPORTUNITIES

The course is considered an ideal starting point for any of the interesting and rewarding careers related to the visual design and media industry. These may include design; photography; illustration; multimedia; animation; video and sound production; television; publishing; the press and advertising.

ADMISSION REQUIREMENTS

1. A high school education level or equivalent from an accredited school or institution.
2. English proficiency with a minimum TOEFL score of 500 PBT, 173 CBT or 61 IBT or IELTS score of 5.5 or SAT (reading and writing) score of 450 within 2 years of the application or pass SUIC's English proficiency test. Applicants who are citizens from English speaking countries and use English as their primary language are exempt from the English language requirements.
3. Portfolio Review
4. Motivational interview

ALUMNI

DCD Batch 08

Mr. Gunn Svasti

กฤษฎ สวัสดิวัฒน์ ณ อัยยยา
Ig: gunnsvasti



ALUMNI

DCD Batch 04

Mr. Kirin Young

คิริณ ย้ง
IG: kirinyoung



CONTACT

Silpakorn University International College (SUIC)

8th-9th floor, CAT Telecom Building, Charoen Krung Road, Bangrak, Bangkok, 10500, Thailand

Tel: 02 639 7521-3

Mobile: 098 260 4046

Email: suicfaculty@gmail.com

Homepage : www.suic.su.ac.th

Facebook : www.facebook.com/suicbkk



Scan to know more
about DCD



DIGITAL
COMMUNICATION
DESIGN