



DIGITAL
COMMUNICATION
DESIGN

SUIC's vision

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

“
A Pillar
of SU's
Internationalisation
”

B.F.A.



Digital Communication Design

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



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"> 913 403 Advancing Practice (VIS6041) 913 404 Independent Enquiry (VIS6042)
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.

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"> 913 403 Advancing Practice (VIS6041) 913 404 Independent Enquiry (VIS6042)
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		

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* Reduced tuition fee for 3-year study plan

** A minimum of 10 students must register, in order to open the 3 year plan for the B.F.A. in Digital Communication Design.

3 Main Routes

Animation and Moving Image

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

Graphic Illustration and Interactive Media

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

Photography and Filmmaking

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



CONTACT

SUIC

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Facebook : www.facebook.com/suicbkk

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

PLOs

- PLO 1 Identify key knowledge in fine arts and other related fields, theories, and concepts, in relation to the social context wisdom and culture.
- PLO 2 Describe digital technology and software.
- PLO 3 Express professionalism, integrity, and ethical conduct.
- PLO 4 Transfer interpersonal skills, leadership, and responsibility with respect to different notions and ideas.
- PLO 5 Demonstrate a critical awareness of both historical and present-day trends in art and design productions.
- PLO6 Implement soft skills (e.g. communication, flexibility, leadership, teamwork and time management) in creative and intelligence in art and design production.
- PLO 7 Demonstrate design skills in international level and industrial standards.
- PLO 8 Apply technological skills in the creation of fine arts and communication media.
- PLO 9 Contribute graphical works to the society and community based on volunteer spirit and public consciousness.
- PLO 10 Integrate educational, entrepreneur and business practices.
- POL 11 Develop creative research ability, problem-solving skills and systematic art and design process.
- PLO 12 Create media in a multicultural landscape with a global citizenship mindset.

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.

ALUMNI

DCD Batch 08

Mr. Gunn Sawasdiwat Na Ayutthaya



ALUMNI

DCD Batch 04

Mr. Kirin Simon Young



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.

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 72 iBT or 543 ITP or IELTS score of 5.5 or TOEIC score of 785 (Listening and Reading) or Cambridge English of 160 or CU-TEP score of 70 or at least B2 level of Silpakorn Test of English Proficiency (STEP) 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



Scan to know more
about DCD