

Concept Mapping

Creative Media Technology

Course Output Curriculum 2025

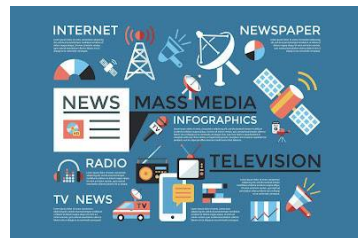


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YEAR 1 SEMESTER 1

MASS COM THEORIES AND TECHNOLOGY 08-999-101

- Communication theories,
- Type of media
- Evolution of communication
- future trends of Mass communication Technology.



Functions of Mass Communication

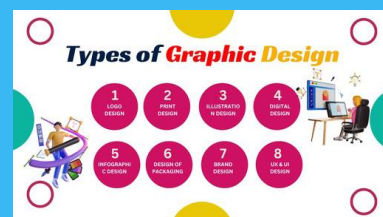


YEAR 1 SEMESTER 2

PRINCIPLES OF CREATIVE GRAPHIC DESIGN 08-999-102

Graphic design theory

- Conceptual design
- Elements of art
- Composition
- Color, Symbol, Font
- Graphic design process



Color Theory in Graphic Design



DIGITAL CAREER EXPERIENCE 08-150-101

Introduction to career path in the creative media

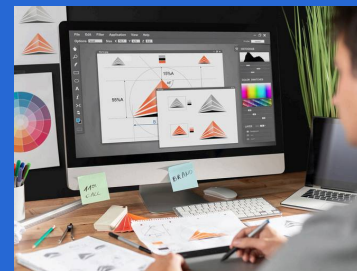
- UX/UI Designer
- Game Designer
- Animator
- Web developer
- VR/AR Developer
- Social media strategy
- Digital marketing creative
- Data analysts
- Etc.



PRACTICE OF CREATIVE GRAPHIC DESIGN 08-999-103

Graphic Design Process

- concept creating,
- visual art design
- emotions
- colors psychology
- typography
- illustration software



CREATIVE FOR MEDIA INNOVATION 08-150-102

Process of creative thinking development

- theory of creativity media innovation
- Process of design thinking



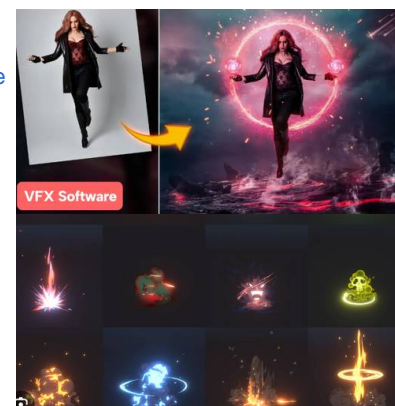
DIGITAL COMPOSITION 08-150-210

Digital Composition Technique

-Keying, Rotoscoping, Matte painting, Tracking, 3D Camera, Color Collection, Explosion VFX Basic Editing

VFX for Game

- Particle Effect
- Unity & Github
- VFX component

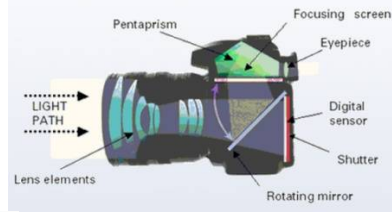


YEAR 1 SEMESTER 1

PHOTOGRAPHY FOR MEDIA MANAGEMENT 08-150-104

Camera components and operation

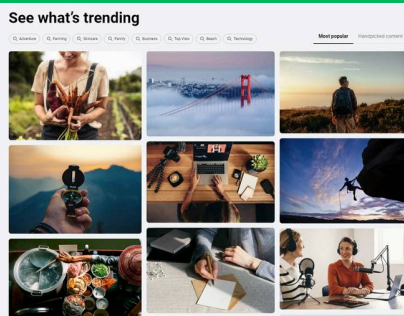
- Aperture
- Shutter speed
- ISO
- Lens
- Camera setting



PRACTICE OF PHOTOGRAPHY FOR MEDIA MANAGEMENT 08-150-105

Practice photography for photo stocker

- Photography
- Composition
- Photo Editing
- Photo communication
- Photo stocker

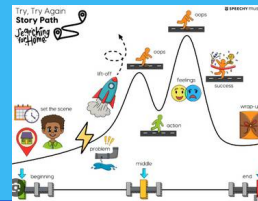
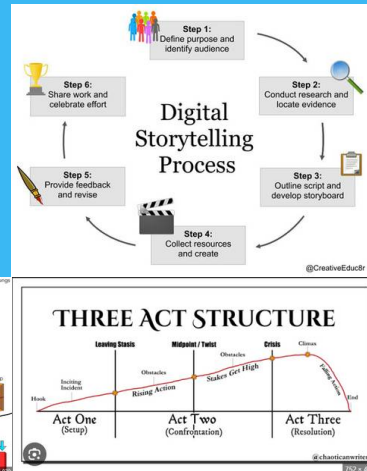


YEAR 1 SEMESTER 2

STORYTELLING AND SCRIPT WRITING 08-150-106

Storytelling and script writing concepts

- structure imaginative narrative
- content script
- storylines
- web articles
- animated films scripts



PRACTICE OF STORYTELLING AND SCRIPT WRITING 08-150-107

Practice on storytelling and creative script writing

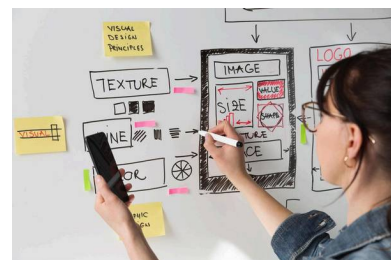
- The process of script writing
- character designing
- Storylines
- Storyboard



USER EXPERIENCE AND USER INTERFACE DESIGN 08-150-108

Fundamental of user experience and user interface design

- process of user experience
- User Interface Design
- UI elements
- Design systems and style guides
- wireframe
- prototype

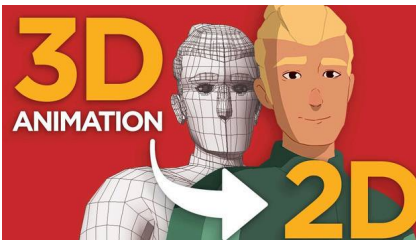


YEAR 2 SEMESTER 1

UI ANIMATION & MOTION GRAPHIC 08-150-214

Process of UI animation and motion graphic

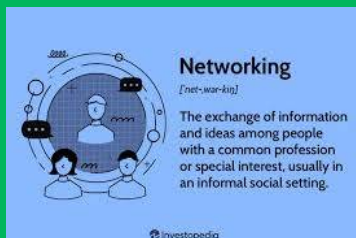
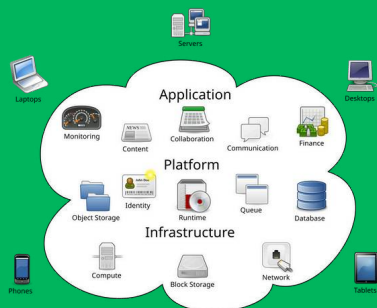
- Principle of animation
- Animation Technique
- 3D Animation
- 3D Motion Graphic



DIGITAL TECHNOLOGY & INFRASTRUCTURE PLATFORMS 08-150-209

Principles and basic knowledge of cloud technology

- digital media processing
- network and data communication
- cloud computing
- digital technology platform



ADVANCE GRAPHIC AND CORPORATE DESIGN 08-150-216

Advance graphic design and corporate design for business

- Brand CI
- Typography
- Retouching
- Advance Graphic Design theory

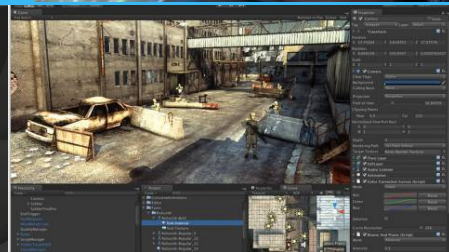


YEAR 2 SEMESTER 2

INTERMEDIATE CREATIVE MEDIA STUDIO 08-150-213

Practice on enhance programming skills for creating creative multimedia projects

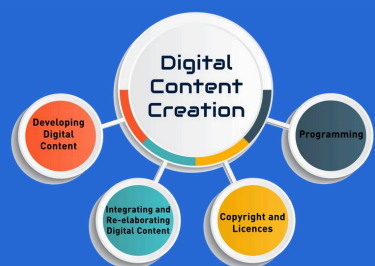
- game development
- Unity, Unreal Engine
- Godot, Game Maker



DIGITAL CONTENT CREATION 08-999-204

Process of digital content creation

- Strategy and Planning
- Content Creation
- Publishing and Distribution
- Measurement and Analysis



SCRIPTING PROGRAMMING 08-150-215

Programming Scripts; Fundamentals

- Scripting Language
- Libraries, Scripting
- Language Modules
- Developing Scripts for the Web and Games

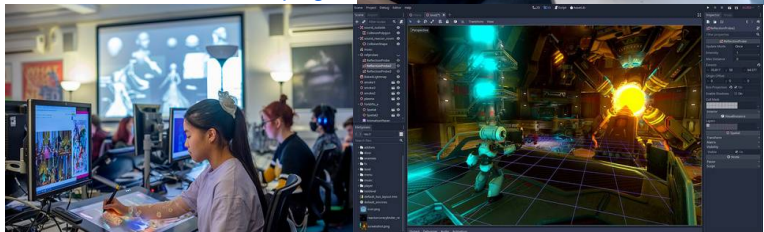


YEAR 2 SEMESTER 1

CONCEPTUAL MEDIA PROTOTYPE DEVELOPMENT 08-150-211

The fundamental principles of game/web design

- mechanics and rules
- Iterative design
- prototyping are development
- The structure and roles of a team developing



BASIC CREATIVE MEDIA STUDIO 08-150-212

The production of fundamental creative media projects

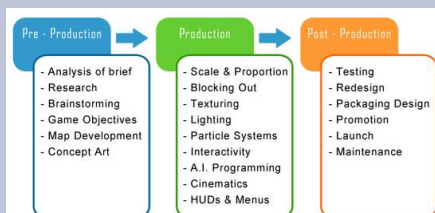
- identifying the concept
- data structure
- programming language
- C#, Python
- JavaScript,



GAME DESIGN CONCEPTS 08-151-201

Game creation basic knowledge

- principles of design
- rules and playing
- creation character
- combat system
- layout map

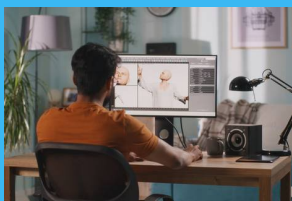
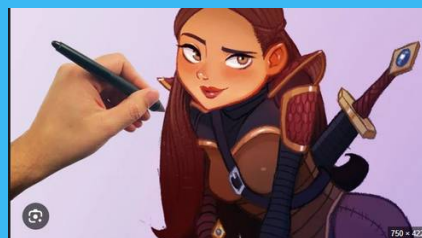


YEAR 2 SEMESTER 2

2D CHARACTER AND ANIMATION DESIGN 08-151-202

Design character animations

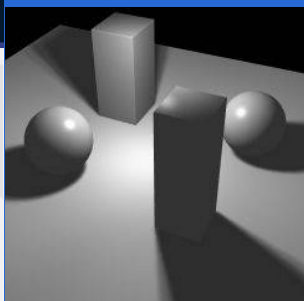
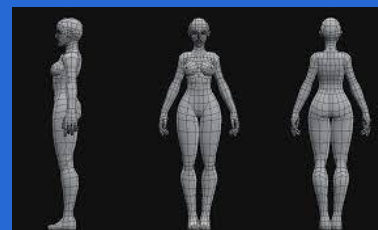
- Design ideas body painting
- Creating animation work basic techniques
- animation production with programs



3D DIGITAL MODELING 08-151-203

Modeling concepts and principles of designing

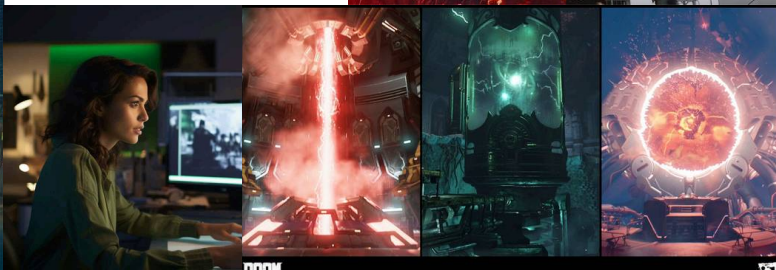
- 3D images
- surface mapping
- lighting arrangements
- 3D image processing
- 3D for games and virtual reality



VISUAL EFFECTS 08-151-204

processes for the development visual effects

- visual effect for animation
- visual effect for game



YEAR 3 SEMESTER 1

LAW AND ETHICS IN MASS COMMUNICATION 08-999-305

Computer Crime Act

- Cybercrime
- Copyright Infringement
- Data Protection Act (PDPA)
- Intellectual Property Laws
- Trade and Advertising Laws

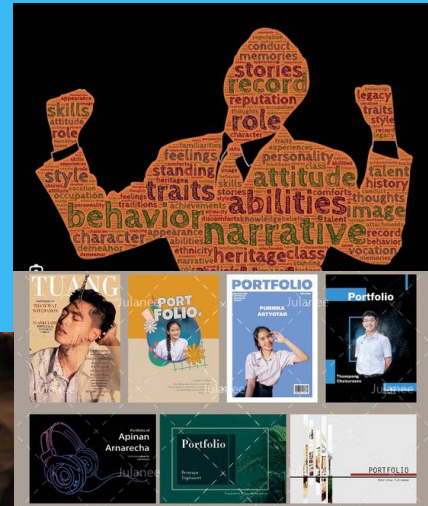


YEAR 3 SEMESTER 2

IDENTITY STRATEGY PORTFOLIO PRESENTATION 08-150-317

The importance, role, and process of identity design

- concepts and principles of identity and brand design
- collecting and analyzing information
- portfolio design for job application
- presentation



MARKETING STRATEGY AND MEDIA BUSINESS MANAGEMENT 08-999-306

Marketing Strategy and Media Business Management

- Marketing concepts
- target group analysis
- marketing analysis
- media analysis
- personnel planning
- Marketing Measurement



PREPARATION FOR PROFESSIONAL EXPERIENCE 08-000-001

Educational choices and/or work on the topics related to multimedia technology with focuses on the forms, principles and statistics for writing project proposals



ADVANCE CREATIVE MEDIA STUDIO 08-150-316

Practice on programming to enhance your creative media production skills.

- Website
- Game
- Animation



SPECIAL STUDY IN CREATIVE MEDIA TECHNOLOGY 08-150-319

Proceeding of the approved project proposals and presentations of the study report or/and the practice in the form of a project, Research Article or thesis presentation.



YEAR 3 SEMESTER 1

SPECIAL STUDY IN CREATIVE MEDIA TECHNOLOGY PREPARATION 08-150-318

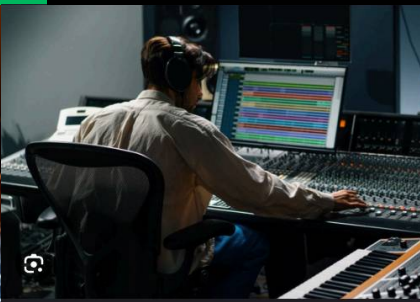
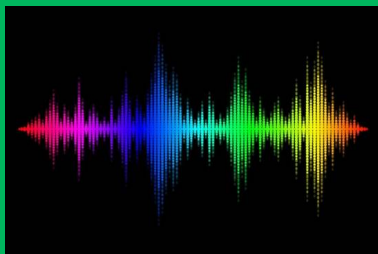
Educational choices
and/or work on the topics
related to multimedia
technology with focuses
on the forms, principles
and statistics for writing
project proposals



SOUND DESIGN FOR CREATIVE MEDIA 08-151-305

Theory, components,
qualities, sound recording

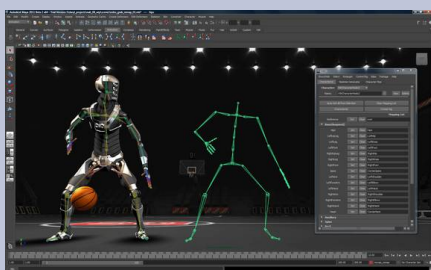
- sound design
- sound system
- audio mixing
- software, instrument,
and equipment for
basic voice recording



3D ANIMATION 08-151-306

Concepts, principles and
techniques of 3D images

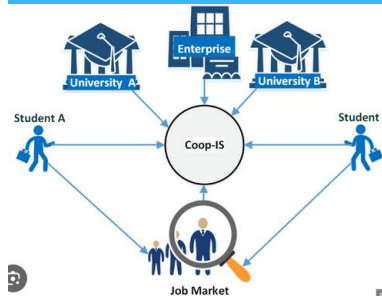
- surface
- lighting
- camera view
- developing 3D images
for film, television, and
game



YEAR 4 SEMESTER 1

COOPERATIVE EDUCATION

Apprenticeship in a digital enterprise with collaborative planning between the university and the business



YEAR 4 SEMESTER 2

COOPERATIVE EDUCATION

Apprenticeship in a digital enterprise with collaborative planning between the university and the business