



TQF.3

Course Specification

Suan Sunandha Rajabhat University
College of Communication Arts
Major in Digital Marketing and Digital Design(International Program)

Section 1 General Information

1. Course ID :	SFD4202
2. Course Title :	Creativity and Digital Media Thesis
3. Credit :	5(2-6-7)
4. Curriculum :	Bachelor of Fine Arts in Cinematic Arts (International Program)
5. Type of subject :	Digital Marketing, Digital Design Major Requirement Course
6. Responsible lecturer : lecturer :	Dr. Niracharapa Tongdhamachart
7. Contact Address :	College of Communication Arts
8. Email :	niracharapa.to@ssru.ac.th
9. Semester :	Semester 1 / 2021
10. Year Level of Students :	3 rd Year Students
11. Pre-requisite :	-
12. Co-requisite :	-
13. Learning Location :	Onsite : College of Communication Arts , Suan Sunandha Rajabhat University, Nakornphathom Campus

	Online : Google Classroom https://classroom.google.com/u/7/c/MzgZNzkwMzc5NjIz Meet : https://meet.google.com/lookup/hf7msyvxts?authuser=7&hs=179
14. Late Date for Course Preparing and Revising :	06/08/21

Section 2 Aim and Objective

1. Objectives of Course :

- (1) Design and accomplish a meaningful research project that demonstrates spatial thinking and uses the knowledge and skills learned while in the specific major in Rehabilitation Sciences for PWDs program.
- (2) Demonstrate the research process and be aware of research obligations and pitfalls.
- (3) Articulate research objectives clearly, situate research within an academic or scholarly context, state claims and evidence clearly, assess validity of claims, evidence, outcomes, and results.
- (4) Apply the computer software suite and a bibliographic reference manager competently and efficiently to produce documents that meet specific major in Rehabilitation Sciences for PWDs program requirements.
- (5) Narrate the research process clearly in the form of a formal multi-chapter master's thesis manuscript, structured according to the approved of Fac. of Graduate Studies, Mahidol University, thesis style.
- (6) Describe your master's research clearly and succinctly, in written and oral forms, to thesis committee, faculty members and participants.

(7) Publishing your master's research in standard journals or a conference's proceedings

2. Objectives of Developing/Revising Course : -

Section 3 Course Structure

1. Course Outline

Identifying research proposal; presenting research framework; conducting research with concern of research ethics; data collection; data analysis; interpretation of the result and report the result in terms of thesis; presenting and publishing research in standard journals or a conference's proceedings; ethics in dissemination of research result

2. Time Length per Semester (Lecture-Hours / Practice-Hours / Self Study-Hours)

Lecture	Practice	Self Study	Additional
2 hours per week	2 hours per week	5 hours per week	upon student request

3. Time Length per Week for Individual Academic Consulting and Guidance

(1) Lecture will be available every Tuesday and Wednesday from 13:00 to 16:00 at College of Communication Arts

(2) Lecturer can also be reached e-mail for any short consultations:

niracharapa.to@ssru.ac.th

(3) Lecturer can also be reached for any consult via Line id:

junemaeyao

(4) Consult via mobile : 0816562775



Section 4 The Students Learning Outcome Development

1. Morals and Ethics

Morals and Ethics to be developed

Be able to deliver or to complete a required task at or the appointed time.

Focus on (1) Honesty (2) Integrity (3) Responsibility (4) Punctuality (5) Tolerance

(6) Confidence

Teaching Strategies

- (1) Help remind other team members to be on time.
- (2) Provide an example of integrity in classroom such as no plagiarism.
- (3) Rules setting such as attending the class on time and regularly
- (4) Group discussion
- (5) Group work
- (6) Responsible for given tasks and be honest in working and examination

Evaluation Strategies

- (1) Check student attendance every class.
- (2) Evaluate from how many students cheating in exam.
- (3) Evaluate from students' responsibility on their contribution on group project.
- (4) Evaluation of on time assigned tasks sending
- (5) Evaluation of harmony in students group working

2. Knowledge

Knowledge to be Acquired

- (1) To be able to provide an analysis and provide solutions to real world problems.
- (2) To be able to apply knowledge in real working time
- (3) To be able to create art work
- (4) To Understand in working process rightly in standard good attitude to profession and work based on moralities and ethics of mass communicators.

Teaching Strategies

- (1) To explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet
- (2) To assign single and group assignment and discussion
- (3) To provide case studies in understanding and conclusion

Evaluation Strategies

- (1) Evaluation by behaviors, attention and class participation
- (2) Evaluation by group working
- (3) Evaluation by case study, questions, midterm examination and final examination (research paper).

3. Cognitive Skills

Cognitive Skills to be acquired

<p>Can apply theoretical section and practical part</p> <p>Can write a speech based on grammar</p>
<p>Teaching Strategies</p> <p>(1) Practice and ideas conclusion by program of Microsoft PowerPoint</p> <p>(2) Assignment of group discussion and report</p>
<p>Evaluation Strategies</p> <p>(1) Evaluation by behaviors, attention and class participation</p> <p>(2) Evaluation by group discussion</p> <p>(3) Evaluation by class practice</p> <p>(4) Evaluation by students' ideas conclusion, analysis including with in class evaluation</p> <p>(5) Evaluation by quiz, role play</p>
<p>4. Interpersonal Skills and Responsibilities</p>
<p>Interpersonal Skills and Responsibility to be Developed</p> <p>(1) Relevant interpersonal skill and classmate</p> <p>(2) Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people</p> <p>(3) Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators</p> <p>(4) Being leader and follower while working development</p>
<p>Teaching Strategies</p> <p>(1) Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet</p> <p>(2) Group works assignment</p> <p>(3) Individual presentation</p>
<p>Evaluation Strategies</p> <p>(1) Evaluation by behaviors, attention and class participation</p> <p>(2) Evaluation by group works</p> <p>(3) Evaluation by in class practice</p>
<p>5. Numerical Analysis, Communication and Information Technology Skills</p>
<p>Numerical Analysis, Communication and Information Technology Skills to be Developed</p> <p>Effective communication skill which are listening, speaking, reading and writing skills</p>

Information technology and new media usage skills to support speaking

- (1) Communicative technology usage practice such as assignment sending via email and creation of forum for ideas sharing
- (2) In class discussion or playing of case studies games
- (3) Report presentation skill by using proper forms, tools and technology

Evaluation Strategies

- (1) Evaluation by behaviors, attention and class participation
- (2) Evaluation by group discussion and presentation
- (3) Evaluation by in class practice

1. Teaching Schedule

Week	Topic and Detail	Hours	Activity and Media	Lecturer
1	Course Orientation Plagiarism	3	- Questions and answers - Lectures	Dr. Niracharapa Tongdhamachart
2	Summary and paraphrase	3	- Lecture - Group Discussion	Dr. Niracharapa Tongdhamachart
3	How to create a research question	3	- Lecture - Group Discussion	Dr. Niracharapa Tongdhamachart
4	How to write a thesis statement	3	- Lecture - Group Discussion	Outside speakers
5	How to construct paragraphs	3	- Lecture - Group Discussion	Dr. Niracharapa Tongdhamachart
6	How to choose a research topic	3	- Lecture - Group Discussion	Dr. Niracharapa Tongdhamachart
7	How to write a research proposal	3	- Lecture - Individual practice	Dr. Niracharapa Tongdhamachart
8	Midterm			
9	Intext citation	3	- Lecture - Group Discussion	Dr. Niracharapa Tongdhamachart
10	Part of Thesis: Introduction	3	- Lecture - Individual practice	Dr. Niracharapa Tongdhamachart
11	Part of Thesis: Review of Literature	3	- Lecture - Individual practice	Dr. Niracharapa Tongdhamachart
12	Part of Thesis: Research methodology	3	- Lecture - Individual practice	Outside speakers
13	Part of Thesis: Analysis and Findings	3	- Lecture - Individual practice	Outside speakers

14	Part of Thesis: Conclusion and APA format	3	- Lecture -Individual practice	Dr. Niracharapa Tongdhamachart
15	Thesis and Conference	3	- Lectures -Student presentation	Dr. Niracharapa Tongdhamachart
16	Thesis	3	-Lectures -Student presentation	Dr. Niracharapa Tongdhamachart and faculty members
17	Final Examination Week			
	Total Hours	51		

Section 5: Teaching Schedule and Evaluation

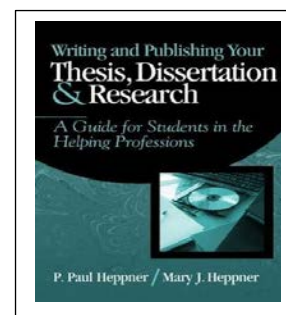
2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
Responsibility	Class Attendance	Every Week	10%
Lesson understanding	Assignments	Weeks 2-14	20%
Lessons Evaluation	Midterm Assignment	Week 8	20%
Whole class competency	Final Assignment	Week 17	50%

Section 6 Learning and Teaching Resources

1. Major Textbook and documents

- (1) Handouts by Dr. Niracharapa Tongdhamachart
- (2) Thesis and Dissertation by Paul Heppner, and
(author) Mary Heppner



2. Text and documents

3.Recommended and Internet Resources

<https://padlet.com/drniracharapa/n57tddy9xrc79odu>

Section 7. Course Evaluation and Improvement

1. Strategies for Course Evaluation by Students

- (1) Explain to students to understand significance of subject development and students' roles in subject effectiveness evaluation as gain and loss people of program management
- (2) Support subject effectiveness evaluation by students before and after studying
- (3) Create opinion sharing atmosphere about subject effectiveness between lecturer and students while studying

2. Strategies for Course Evaluation by Lecturer

- (1) Evaluation majorly based on students' participation such as students' behaviors and participation consideration
- (2) Evaluation by lecturer's point of view such as teaching potential according to set teaching plan evaluation and teaching atmosphere consideration
- (3) Evaluation by students' scores
- (4) Evaluation of teaching by faculty's academic section

3. Teaching Revision

- (1) Lecturer revises teaching/learning process based on the results from the students' Opinion, the lecturer team's observation, and classroom research.

4. Verification of student achievement standards

- (1) Students' outcomes, group works' quality and single assignment the whole semester harmony consideration
- (2) Proper teaching management plan evaluation, teaching activities creation, giving assignments, evaluation and score assessment with subject description and program objectives
- (3) Cooperation with the next subject lecturer for previous subject evaluation

5. Course Review and Improvement Plan for Course Effectiveness

- (1) Consider from students' test scores and other evaluations
- (2) Consider from student participation and questions in class

Section 8. Grading System

Score (%)	Grade	Meaning	Value
86-100	A	Exceptional	4.00
82-85	A-	Excellent	3.75
78-81	B+	Very Good	3.50
74-77	B	Good	3.00
70-73	B-	Fairly Good	2.75
66-69	C+	Satisfactory	2.50
62-65	C	Quite Satisfactory	2.00
58-61	C-	Low Satisfactory	1.75
54-57	D+	Poor	1.50
50-53	D	Very Poor	1.00
46-49	D-	Extremely Poor	0.75
0-45	F	Fail	0.00
-	W	Withdraw	-