



Course Specification

Subject Code CFD 4801 Title: Film Production

**Program: Film and Digital media, College of Communication arts, Suan Sunandha Rajabhat
University
Semester 02 Year 2022**

Section 1 General Information

1. Subject Code and Title

Subject code	CFD4801
Subject title in Thai	โครงการปฏิบัติการสร้างสรรค์งานภาพยนตร์และสื่อดิจิทัล
Subject title in English	Film Production

2. Number of Credits

3 (2-2-5)

3. Subject Course

3.1 Curriculum Type	Bachelor of Communication Arts (Film and digital media)
3.2 Subject Type	required major subject

4. Responsible Lecturer

4.1 Subject Representative Lecturer	Dr.Pongsawee Supanon
4.2 Teacher	Lecturer in film and digital media department Assist. Pro. Pawit Mongkonwisit Assist. Pro. Dr.Somsak Klaysang Dr.Pongsawee Supanon Dr.Krisana Chuechainard Dr.Banyong Poonsap Nititorn Ongpipat Chinnagrid Udomlabpaisan Panprae Bunyapukkna

5. Contact Point

Teacher's room, 2nd Floor, College of Communication Arts, Salaya district

Degree Course

 Undergraduate Master Doctorate**6. Semester / Academic Year**6.1 Semester 2/2022, 3rd Year

6.2 Available for About 40 persons

7. Pre-requisite subject (If any) No

8. Co-requisite subject (If any) No

9. Study Location Faculty of Management Science

10. Date of preparation or revision / 25 November 2022

Last Adjustment

Section 2: Goals and Objectives**1. Subject's Goals**

Students can bring the knowledge they had learnt from their previous 3 years in film and digital media department into real practice by making their own interested film or digital media project. Besides this, they learn to deliver their project to society via varies channels with ethical in appropriate modern culture ways.

2. The objectives in developing / updating the course

To allow the course's substance and teaching processes to accord with the aims and objectives of the course and to strengthen the characteristics of students in line with the course' specifications and desirable qualities of graduates according to the program's requirements.

Section 3: Description and Work Implementation**1. Course Description**

Producing the productions according to the students' interests by applying the theory, principles and knowledge of film and digital media and consistent with profession, including organizing seminars, presenting, and disseminating them to the public through appropriate channels.

2. Teaching Hours (per semester)

Lecture (hours)	Additional tuition (hours)	Fieldwork / Training (hours)	Self-Study (hours)
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Degree Course		<input checked="" type="checkbox"/> Undergraduate	<input type="checkbox"/> Master	<input type="checkbox"/> Doctorate
30 (2 times X 15 weeks)	-	30 (2 times X 15 weeks)	75	(5 times X 15 weeks)

3. Advising Hours and Personnel Academic Advising Hours

- 3.1 Consult personally at the teacher's room, College of Communication Arts
- 3.2 Consult through Line application
- 3.3 Consult via electronic University's mail (E-Mail)
- 3.4 Consult through social network (Facebook)

Section 4: Learning Outcomes Development of the Students

1. Morality, Ethics

1.1 The development of morality and ethics

- (1) Being aware of the importance of personal ethics, communication ethics and professional ethics to oneself, profession, organization, stakeholders in the organization and society
- (2) Having a positive attitude towards the profession and professional practice by adhering to morality, ethics and professional ethics
- (3) Being capable of managing conflicts between personal benefits, ethics and professional ethics
- (4) Having other desirable characteristics such as responsibility, punctuality, sacrifice, adherence to discipline, rules and regulations as well as recognition of the value and respect for human dignity

1.2 Teaching Methods

- (1) Incorporating experiences, including actual and related events in the society to explain in support of education
- (2) Using the analysis of case studies related to morality and ethics needed to strengthen the students
- (3) Using a teaching method typical of role playing to encourage the students to have realistic experience

Degree Course

 Undergraduate Master Doctorate

(4) Assigning the students to learn more outside the classroom about the issues of interest and relating to morality and ethics needed to strengthen so that the study results are used to discuss and share experiences between each other

(5) Using the teacher as a good example of strengthening morality and ethics

1.3 Evaluation Methods

(1) Evaluation based on moral and ethical involvement in film business and education

(2) Evaluation based on the analysis of case studies

(3) Assessment based on the conclusions and results of role playing

(4) Assessment based on the results of learning outside the classroom and discussions to share experiences

(5) Consideration based on the changes in knowledge, attitude and behavior related to morality and ethics needed to strengthen

2. Knowledge

2.1 Developing Knowledge

(1) Having the knowledge about the principles, concepts, theories and guidelines on work related to film and digital media, which are the focuses of the course.

(2) Having the knowledge resulting from integration of knowledge about various sciences related so as to enhance the potential for professional practice

(3) Having the practical knowledge that is profound, extensive, systematic and universal with penetrative understanding of changing situations of the world society

(4) Having the knowledge and ability to acquire additional knowledge and experiences throughout one's life

2.2 Teaching Methods

(1) Education with focus on providing the students with abilities to learn in the classroom and acquire more knowledge outside the classroom

Degree Course

Undergraduate Master Doctorate

(2) Education with emphasis on the students' interest in tandem by getting the students to study more the issues of interest through preparation of reports, determination of issues for group discussions and case studies

(3) Focus on practice to enhance skills such as special activities related to film and digital media

(4) Observation activities

2.3 Evaluation Methods

(1) Varies Assessment tests.

(2) midterm and final assessment tests

(3) Evaluation based on the results of practicing in film project.

(4) Assessment based on the outcome of the film project

3. Intellectual Skills

3.1 Developing Intellectual skills

(1) Having the potential for ideas such as analysis, synthesis, creative thinking, thinking on several fronts so as to get the facts and knowledge, which are correct, clear and useful

(2) Being able to link and apply the solution of any problem occur during the film project

(3) able to use the knowledge that had learned from the previous years in to practice properly

(4) always long for knowledge

3.2 Teaching Methods

(1) Practicing creative thinking by film teacher's given tasks

(2) Group discussion

(3) film screening and group discussing practice

3.3 Evaluation Methods

(1) Assessment based on behavior, interest and participation in the class

(2) Evaluation based on the results of study, research, group reports, group discussions , analyzing case studies and reporting

(3) Evaluation based on answering review questions including the results of assessing the teacher at the end of the semester

4. Interpersonal Skills and Responsibility**4.1 Developing Interpersonal Skills and Responsibility**

- (1) Having skills in interpersonal communication related to film and digital media
- (2) Having skills in building and maintaining relationships with colleagues and stakeholders
- (3) Being able to adapt well to the situation and culture
- (4) Being able to perform the profession's duties with responsibility towards oneself, colleagues, stakeholders, organization and the society as a whole with quality and integrity
- (5) having leadership skills

4.2 Teaching Methods

- (1) practicing group working skills and understand the corporate culture

4.3 Evaluation Methods

- (1) Evaluation based on student's participation in group work
- (2) Evaluation based on student's presentation

5. Skills in Numerical Analysis, Communication and Using Information Technology**5.1 Skills in Numerical Analysis, Communication and Using Information Technology needed to Develop**

- (1) Having skill in using Thai language to explain the situation in film project and able to communicate clearly
- (2) Having skill in using information technology and various mediums to collect data in order to help with working in film project.

5.2 Teaching Methods

- (1) the lecture of varies ways to collect data from IT system for the student to use them as the evidence for their film study
- (2) teaching about analyzing English data to use in their film project

5.3 Evaluation Methods

Degree Course

 Undergraduate Master Doctorate

(1) Evaluation based on including of interesting statistic data in film project

(2) Assessment based on including the data from information technology in film project

Notes Symbol ● represents the main responsibility. Symbol ○ means the secondary responsibility.

Blank means no responsibility.

Which will appear on the map showing the distribution of responsibilities, learning outcome standard from the curriculum to course (Curriculum Mapping)

Section 5: Teaching Schedule and Evaluation**1. Teaching Schedule**

Week	Topic / Details	No. of hours	Educational Activities / Mediums for Use	Lecture
1	1. Description of the course, the course's objectives, teaching methods, educational activities, methods of measurement and evaluation 2. Responsibilities of the teacher and students toward education both in and outside the classroom 3. Preliminary practices for the teacher and students	4	1. Introducing the teacher and students 2. Explaining the description of the course, educational activities, measurement and evaluation 3. Questioning and answering questions	Film and Digital media lecturers
2	How to choose the proper and effective film or digital media project topic	4	1. Lecture by using PowerPoint 2. Practice creative thinking by the teacher's task 3. Group discussion	Film and Digital media lecturers
3	1 st Self – study by finding the effective film project topic	4	Consulting students	Film and Digital media lecturers
4	Self-study report and presentation with appropriate	4	Consulting student and conclude the lectures	Film and Digital media lecturers

Degree Course

 Undergraduate Master Doctorate

	references			
5	How to write the thesis	4	Lecture by using PowerPoint Question and answers about the thesis writing	Film and Digital media lecturers
6	2 nd self-study, writing thesis	4	Consulting students	Film and Digital media lecturers
7	Thesis writing presentation	4	Teacher comments student thesis and film project	Film and Digital media lecturers
8	Midterm Exam			
9	How to effective deliver film project	4	Lecture by using PowerPoint Giving an example and group discussion	Film and Digital media lecturers
10	3 rd self-study of how to deliver film project (on demand)	4	Consulting student	Film and Digital media lecturers
11	An effective way of one-film-project deliver presentation and references from 3 rd self-study	4	Teacher comments and consulting students	Film and Digital media lecturers
12	Varies Thai channels to deliver film project	4	Lecture by using PowerPoint Question and answers about deliver film project in Thailand	Film and Digital media lecturers
13	4 th self-study planning to deliver film project in Thailand	4	Consulting students	Film and Digital media lecturers
14	4 th self-study presentation of the planning of film project delivery in Thailand	4	Consulting student and conclude the students' 4 th self-studied	Film and Digital media lecturers
15	5 th self-study and film project shooting Thesis book writing	4	Consulting students	Film and Digital media lecturers
16	5 th self-study and film project shooting Thesis book writing	4	Consulting students	Film and Digital media lecturers
17	Final exam and full film project presentation			Film and Digital media lecturers

2. Plan for Evaluating the Learning Outcomes

(Specify the ways to evaluate the results of learning each sub topic as shown on the map showing the distribution of responsibilities of the course.)

(Curriculum Mapping) as stipulated in the description of the course, the week of evaluation and the proportion of assessment)

Degree Course

 Undergraduate Master Doctorate

Learning Outcomes	Ways to Assess the Learning Outcomes	Week of Evaluation	Proportion of Evaluation
2.1.1-2.1.3,5.1.1-5.1.3	Behavior and participation in the classroom	4	10%
1.1.1-1.1.5, 2.1.1-3.1.3 4.1.1-4.1.3, 5.1.1-5.1.3	Course works	3,7,11,14	30%
2.1.1-2.1.3, 5.1.1-5.1.3	Final project	17	60%
			100%

Section 6: Teaching and Learning Resources

1. Main Textbooks and Documents

- มหาวิทยาลัยสุโขทัยธรรมมาธิราช (๒๕๕๒) ความรู้เบื้องต้นเกี่ยวกับภาพนิ่งและภาพยนตร์ บทที่๑-๗ โรงพิมพ์ มหาวิทยาลัยสุโขทัยธรรมมาธิราช

- มหาวิทยาลัยสุโขทัยธรรมมาธิราช (๒๕๕๒) ความรู้เบื้องต้นเกี่ยวกับภาพนิ่งและภาพยนตร์ บทที่๘-๑๕ โรงพิมพ์มหาวิทยาลัยสุโขทัยธรรมมาธิราช

- มหาวิทยาลัยสุโขทัยธรรมมาธิราช(๒๕๕๒) การบริหารงานภาพยนตร์ บทที่ ๑-๗

โรงพิมพ์มหาวิทยาลัยสุโขทัยธรรมมาธิราช

- มหาวิทยาลัยสุโขทัยธรรมมาธิราช(๒๕๕๒) การบริหารงานภาพยนตร์ บทที่ ๘-๑๕

โรงพิมพ์มหาวิทยาลัยสุโขทัยธรรมมาธิราช

2. Important Documents and Information

วิทยานิพนธ์ระดับปริญญาตรีทางการผลิตภาพยนตร์ ทุกมหาวิทยาลัย

รักศานต์ วิวัฒน์สินอุดม.(๒๕๔๖) นักสร้าง สร้างหนัง หนังสือ,ภาควิชาการภาพยนตร์และภาพนิ่ง คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย.

3. Recommended Documents and Information

๑) Magazine on Instagram : noice magazine, paperjournalmag, Somewhere magazine

๒) เว็บไซต์

<https://www.camerartmagazine.com>

<http://www.bigcamera.co.th>

<http://www.taklong.com>

www.worldcameracoth

section 7: Evaluation and Improving the Implementation of the Course

1. Strategies to Evaluate Effectiveness of the Course by Students

Degree Course

Undergraduate Master Doctorate

1.1 The Curriculum Management Committee jointly considers the guidelines for measurement, evaluation and exam papers.

1.2 Explaining the importance of improving the course and the roles of students to the students for evaluating effectiveness of the course as stakeholders of course management

1.3 Promoting evaluation of potential before and after learning by the students themselves

1.4 Creating the atmosphere of exchanging views on effectiveness of the course between the students and the teacher during the semester

2. Strategies for Teaching Assessment

2.1 Assessment by mainly focusing on participation of the students, e.g. consideration based on behavior and involvement of students

2.2 Assessment by the viewpoints of the teacher such as evaluating the potential for teaching according to the stipulated teaching plan, consideration based on the teaching and learning atmosphere

2.3 Assessment based on the students' learning outcomes

2.4 Consideration based on the teaching assessment of students

3. Teaching Improvement

3.1 Processing data from the teaching evaluation under Section 2 to summarize the weaknesses, strengths, problems, obstacles and proposals so as to improve teaching

3.2 Seeking and improving the teaching techniques and mediums , including creating the teaching and learning atmosphere

3.3 Consideration by the Curriculum Management Committee

4. Verification of Achievement Standard of Students in the Course

4.1 Consideration by the Curriculum Management Committee

4.2 Consideration of consistency between the learning results and the quality of group work and individual work assigned to the students throughout the semester

4.3 Assessing the appropriateness of teaching management plan, educational activities, assignments, measurement and evaluation of learning results and description of the course and the course's objectives

4.4 Cooperation with the teacher of the next course in evaluating the results of learning the previous course

Degree Course

 Undergraduate Master Doctorate**5. Action to review and plan the improved effectiveness of the course**

5.1 Examination of the information from assessment under Sections 1-4 to summarize the issues that need improvement , correction or promotion for having the enhanced standards

5.2 Study of information about both academic and professional changes

5.3 Planning for improving effectiveness of the course, taking action to implement and evaluate regularly

5.4 Presentation to the Curriculum Management Committee for joint consideration

Degree Course

Undergraduate

Master

Doctorate

**Map showing the distribution of responsibilities, learning outcome standard from the curriculum to course (Curriculum Mapping)
As shown in Program Specification TQF:HEd. 2**

Course	Morality, Ethics				Knowledge				Intellectual Skills					Interpersonal Skills and Interpersonal Responsibility and Responsibility					Skills in Numerical Analysis, Communication and using Numerical Information Technology, Communication and using Information Technology		
	● Main Responsibility										○ Secondary Responsibility										
Type: General Education	1	2	3	4	1	2	3	4	1	2	3	4	5	1	2	3	4	5	1	2	3
Course Code PRC3301																					
Course Title Mass Media Relations	●	●	●	●	●	●	●	○	●	●	●	○	○	●	●	○	●	●	●	○	●