



**TQF.3**

## **Course Specification**

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

### **Section 1 General Information**

<b>1. Course ID :</b>	<b>SFD4202</b>
<b>2. Course Title :</b>	Creativity and Digital Media Thesis
<b>3. Credit :</b>	5(2-6-7)
<b>4. Curriculum :</b>	Bachelor of Fine Arts in Cinematic Arts (International Program)

<b>5. Type of subject :</b>	Digital Marketing, Digital Design Major Requirement Course
<b>6. Responsible lecturer : lecturer :</b>	Assist.Prof.Dr. Tawipas Pichaichanarong
<b>7. Contact Address :</b>	College of Communication Arts
<b>8. Email :</b>	lecturertawipas@aliyun.com
<b>9. Semester :</b>	Semester 1 / 2024
<b>10. Year Level of Students :</b>	3 <sup>rd</sup> Year Students
<b>11. Pre-requisite :</b>	-
<b>12. Co-requisite :</b>	-
<b>13. Learning Location :</b>	Onsite : College of Communication Arts , Suan Sunandha Rajabhat University, Nakornphathom Campus

Online : Google Classroom Meet :
-------------------------------------

**14. Late Date for Course**

2711/24

**Preparing and**

**Revising :**

## **Section 2 Aim and Objective**

### **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**

<p><b>1. Course Outline</b></p> <p>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</p>			
<p><b>2. Time Length per Semester (Lecture-Hours / Practice-Hours / Self Study-Hours)</b></p>			
<b>Lecture</b>	<b>Practice</b>	<b>Self Study</b>	<b>Additional</b>
2 hours per week	2 hours per week	5 hours per week	upon student request
<p><b>3. Time Length per Week for Individual Academic Consulting and Guidance</b></p> <p>. (1) Lecture will be available every Tuesday and Wednesday from 13:00 to 16:00 at College of Communication Arts</p> <p>(1) Lecturer can also be reached e-mail for any short consultations: lecturertawipas@aliyun.com</p> <p>(2) Lecturer can also be reached for any consult via Line id:</p> <p>(3) Consult via mobile :</p>			

**Section 4 The Students Learning Outcome Development**

<b>1. Morals and Ethics</b>
<p><b>Morals and Ethics to be developed</b></p> <p>Be able to deliver or to complete a required task at or the appointed time.</p> <p>Focus on (1) Honesty (2) Integrity (3) Responsibility (4) Punctuality (5) Tolerance</p> <p>(6) Confidence</p>
<p><b>Teaching Strategies</b></p> <p>(1) Help remind other team members to be on time.</p> <p>(2) Provide an example of integrity in classroom such as no plagiarism.</p> <p>(3) Rules setting such as attending the class on time and regularly</p> <p>(4) Group discussion</p> <p>(5) Group work</p> <p>(6) Responsible for given tasks and be honest in working and examination</p>
<p><b>Evaluation Strategies</b></p> <p>(1) Check student attendance every class.</p> <p>(2) Evaluate from how many students cheating in exam.</p> <p>(3) Evaluate from students' responsibility on their contribution on group project.</p> <p>(4) Evaluation of on time assigned tasks sending</p> <p>(5) Evaluation of harmony in students group working</p>
<b>2. Knowledge</b>
<b>Knowledge to be Acquired</b>

- (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**

- Can apply theoretical section and practical part
- Can write a speech based on grammar

**Teaching Strategies**

- (1) Practice and ideas conclusion by program of Microsoft PowerPoint
- (2) Assignment of group discussion and report

**Evaluation Strategies**

- (1) Evaluation by behaviors, attention and class participation

- (2) Evaluation by group discussion
- (3) Evaluation by class practice
- (4) Evaluation by students' ideas conclusion, analysis including with in class evaluation
- (5) Evaluation by quiz, role play

#### **4. Interpersonal Skills and Responsibilities**

##### **Interpersonal Skills and Responsibility to be Developed**

- (1) Relevant interpersonal skill and classmate
- (2) Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people
- (3) Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators
- (4) Being leader and follower while working development

##### **Teaching Strategies**

- (1) Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet
- (2) Group works assignment
- (3) Individual presentation

##### **Evaluation Strategies**

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

#### **5. Numerical Analysis, Communication and Information Technology Skills**

**Numerical Analysis, Communication and Information Technology Skills to be Developed**

Effective communication skill which are listening, speaking, reading and writing skills

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

Week	Topic and Detail	Hours	Activity and Media	Lecturer
1	Course Orientation Plagiarism	3	- Questions and answers  -Lectures	Assist. Prof. Dr. Tawipas Pichaichanarong
2	Summary and paraphrase	3	-Lecture -Group Discussion	Assist. Prof. Dr. Tawipas Pichaichanarong



3	How to create a research question	3	-Lecture -Group Discussion	Assist. Prof. Dr. Tawipas Pichaichanarong
4	How to write a thesis statement	3	-Lecture -Group Discussion	Outside speakers
5	How to construct paragraphs	3	-Lecture -Group Discussion	Assist. Prof. Dr. Tawipas Pichaichanarong
6	How to choose a research topic	3	-Lecture -Group Discussion	Assist. Prof. Dr. Tawipas Pichaichanarong
7	How to write a research proposal	3	-Lecture --Individual practice	Assist. Prof. Dr. Tawipas Pichaichanarong
8	Midterm			
9	Intext citation	3	-Lecture -Group Discussion	Assist. Prof. Dr. Tawipas Pichaichanarong
10	Part of Thesis: Introduction	3	-Lecture - Individual practice	Assist. Prof. Dr. Tawipas Pichaichanarong
11	Part of Thesis: Review of Literature	3	-Lecture -Individual practice	Assist. Prof. Dr. Tawipas Pichaichanarong
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	Assist. Prof. Dr. Tawipas Pichaichanarong
15	Thesis and Conference	3	- Lectures -Student presentation	Assist. Prof. Dr. Tawipas Pichaichanarong
16	Thesis	3	-Lectures -Student presentation	Assist. Prof. Dr. Tawipas Pichaichanarong
17	<b>Final Examination Week</b>			
	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**

<p><b>1. Major Textbook and documents</b></p> <p>(1) Thesis and Dissertation by <a href="#">Paul Heppner</a> , and (author) <a href="#">Mary Heppner</a></p>
<p><b>2. Text and documents</b></p>

### **3.Recommended and Internet Resources**

### **Section 7. Course Evaluation and Improvement**

<p><b>1. Strategies for Course Evaluation by Students</b></p> <p>(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</p> <p>(2) Support subject effectiveness evaluation by students before and after studying</p> <p>(3) Create opinion sharing atmosphere about subject effectiveness between lecturer and students while studying</p>
<p><b>2. Strategies for Course Evaluation by Lecturer</b></p> <p>(1) Evaluation majorly based on students’ participation such as students’ behaviors and participation consideration</p> <p>(2) Evaluation by lecturer’s point of view such as teaching potential according to set teaching plan evaluation and teaching atmosphere consideration</p>

- (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