



TQF 3 Course Specifications

Section 1 General Information

1. Course code and course title

ICCD 325 ภาพประกอบ

ICCD 325 Illustration

2. Number of credits 4 (2-4-6)

3. Program and type of subject

3.1 Program Communication Design Program

3.2 Type of Subject Required Course

4. Course Coordinator and Course Lecturer

4.1 Course Coordinator Ploy Nikadanont

4.2 Course Lecturer Ploy Nikadanont

5. Trimester/ Year of Study

5.1 Trimester 1/2023-2024

5.2 Course Capacity Approximately 20 students

6. Pre-requisite N/A

7. Co-requisites N/A

8. Venue of Study MUIC Aditayathorn Building

9. Date of Latest Revision

18 January 2018

Section 2 Goals and Objectives

1. Course Goals

Study of basic illustration process from production of thumbnails to finished artwork;
projects requiring response to brief given; the use of both traditional media and digital applications;



fostering of creativity and concept development; emphasis on visual research skills, craftsmanship, and professionalism

2. Objectives of Course Development/Revision

2.1 Course Objectives

This course allows students to explore both traditional media and digital applications on the process of creating and executing the creative illustration, also focusing on visual research skills, craftsmanship, and professionalism

2.2 Course-level Learning Outcomes: CLOs

By the end of the course, students will be able to (CLOs)

CLO 1 Understand basic illustration production process

CLO 2 Apply various traditional and media application to create illustration

CLO 3 Understand project brief, working process planning and project execution
specifically to the making of series of illustration works

CLO 4 Demonstrate an awareness of the current issues in the field of creative illustration

Section 3 Course Management

1. Course Description

Study of basic illustration process from production of thumbnails to finished artwork; projects requiring response to brief given; the use of both traditional media and digital applications; fostering of creativity and concept development; emphasis on visual research skills, craftsmanship, and professionalism

ศึกษากระบวนการสร้างภาพประกอบ โดยเริ่มจากการวิเคราะห์ค้นหาแนวคิด การเขียนแบบร่าง ทักษะการสร้างภาพประกอบ จนถึงการผลิตงานที่เสร็จ สมบูรณ์ พร้อมทั้งเรียนรู้กระบวนการการผลิต ภาพประกอบแบบดั้งเดิม และแบบใหม่ในสื่อดิจิทัล

2. Credit hours per trimester



Communication Design Course

Illustration

ICCD 325

Undergraduate Program

Mahidol University International College

Fine and Applied Arts

Lecture (Hour(s))	Studio (Hour(s))	Self-study (Hour(s))
2	4	6

3. Number of hours that the lecturer provides individual counselling and guidance.

4 Hours/Week, 48 Hours/Trimester

Section 4 Development of Students' Learning Outcome

1. Short summary on the knowledge or skills that the course intends to develop in students (CLOs)

By the end of the course, students will be able to

1. CLO 1 Understand basic illustration production process
2. CLO 2 Apply various traditional and media application to create illustration
3. CLO 3 Understand project brief, working process planning and project execution specifically to the making of series of illustration works
4. CLO 4 Demonstrate an awareness of the current issues in the field of creative illustration

2. Teaching methods for developing the knowledge or skills specified in item 1 and evaluation methods of the course learning outcomes

Course Code	Teaching methods	Evaluation Methods
CLO1	Lecture, Demonstration, Example, Project work, Individual and small-group discussion, Critique	Project work, Process book, Critique



Communication Design Course

Illustration

ICCD 325

Undergraduate Program

Mahidol University International College

Fine and Applied Arts

CLO2	Lecture, Demonstration, Example, Project work, Individual and small-group discussion, Critique	Project work, Process book, Critique
CLO3	Lecture, Demonstration, Example, Project work, Individual and small-group discussion, Critique	Project work, Process book, Critique
CLO4	Lecture, Demonstration, Example, Individual and small-group discussion	Presentation, Report, Critique

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Number of Hours		Teaching Activities/ Media	Lecturer
		Lecture Hours	Studio Hours		
1	Introduction to creative illustration, practice, and process. Assign project and in-class work session.	2	4	Lecture, Demonstration, Student practice, Discussion, Informal critique	Ploy Nikadanont
2	Contemporary developments in illustration. In class work session, critique, presentation, and participation.	2	4	Lecture, Demonstration, Student practice, Discussion, Informal critique	Ploy Nikadanont
3	Project in class work session, critique, presentation, and participation.	2	4	Lecture, Demonstration, Student practice, Discussion, Informal critique	Ploy Nikadanont
4	The making process of creative illustration. Assign project, series of illustrations. In class work session, critique, presentation, and participation.	2	4	Lecture, Demonstration, Student practice, Discussion, Informal critique	Ploy Nikadanont



Communication Design Course

Illustration

ICCD 325

Undergraduate Program

Mahidol University International College

Fine and Applied Arts

5	Illustration on digital and traditional media execution. In class project work and critique session.	2	4	Lecture, Demonstration, Student practice, Discussion, Informal critique	Ploy Nikadanont
6	Current issue and trend of contemporary illustration. Project in class work session, critique, presentation, and participation.	2	4	Lecture, Demonstration, Student practice, Discussion, Informal critique	Ploy Nikadanont
7	Assign project, series of illustrations. In class work session, critique, presentation, and participation.	2	4	Lecture, Demonstration, Student practice, Discussion, Informal critique	Ploy Nikadanont
8	Group discussion, critique, presentation on projects.	2	4	Demonstration, Student practice, Discussion, Informal critique, Formal critique	Ploy Nikadanont
9	In class work session, critique, presentation, and participation.	2	4	Demonstration, Student practice, Discussion, Informal critique	Ploy Nikadanont
10	In class work session, critique, presentation, and participation.	2	4	Demonstration, Student practice, Discussion, Informal critique	Ploy Nikadanont
11	Visiting professional illustrators, guests, lecture, presentation, discussion, and projects critique sessions.	2	4	Lecture, Demonstration, Student practice, Discussion, Informal critique	Ploy Nikadanont
12	Visiting professional illustrators, guests, lecture, presentation,	2	4	Lecture, Demonstration, Student practice, Discussion, Informal critique	Ploy Nikadanont
13	FINAL projects presentation	2	4	Demonstration, Student practice, Discussion, Informal critique, Formal critique	Ploy Nikadanont
	Total	24	48		

2. Plan for Assessing Course Learning Outcomes

2.1 Assessing and Evaluating Learning Achievement



a. Formative Assessment

For this and all studio classes, formative assessment is based on regular (daily) individual interaction with each student. Assessment takes place as instructor observes students' effort in the daily practical work sessions and during the frequent critiques, in which students must both articulate their own process of design problem-solving and analyse that of their peers. Therefore formative assessment is based on both visual and verbal evidence in an ongoing manner. Essentially each draft/revision/solution (and the discussion it instigates) is an opportunity for formative assessment.

b. Summative Assessment

(1) Tools and Percentage Weight in Assessment and Evaluation

Learning Outcomes	Assessment Methods	Assessment Ratio (Percentage)	
CLO 1 Understand basic illustration production process	Assignments	20	20
CLO 2 Apply various traditional and media application to create illustration	Project work	20	30
	Process book	10	
CLO 3 Understand project brief, working process planning and project execution specifically to the making of series of illustration works	Project work	20	30
	Process book	10	
CLO 4 Demonstrate an awareness of the current issues in the field of creative illustration	Report	10	20
	Presentation	10	
Total			100

(2) Grading System (Rubric)

Letter grades A-F according to MU/MUIC standards



Process Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
Effort	Excellent effort extended on assigned task	Good effort extended on assigned task	Fair effort extended on assigned task	Poor effort extended on assigned task	Lack of effort extended on assigned task
Research	Excellent effort in investigation of references and sources, organization of information, analyzation and implementation	Good effort in investigation of references and sources, organization of information, analyzation, and implementation	Fair effort in investigation of references and sources, organization of information, analyzation, and implementation	Poor effort in investigation of references and sources, organization of information, analyzation, and implementation	Lack of effort in investigation of references and sources, organization of information, analyzation, and implementation
Creativity	Excellent effort in the creation of design solutions and executions	Good effort in the creation of design solutions and executions	Fair effort in the creation of design solutions and executions	Poor effort in the creation of design solutions and executions	Lack of effort in the creation of design solutions and executions
Concept Development	Excellent effort in concept development	Good effort in concept development	Fair effort in concept development	Poor effort in concept development	Lack of effort in concept development

Design Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
Communication	Excellent communication of hierarchic information from the design work	Good communication of hierarchic information from the design work	Fair communication of hierarchic information from the design work	Poor communication of hierarchic information from the design work	Lack of communication of hierarchic information from the design work



Communication Design Course

Illustration

ICCD 325

Undergraduate Program

Mahidol University International College

Fine and Applied Arts

Composition	Demonstrate excellent skill in arranging the appropriate design composition	Demonstrate good skill in arranging the appropriate design composition	Demonstrate fair skill in arranging the appropriate design composition	Demonstrate poor skill in arranging the appropriate design composition	Complete lack of skill in arranging the appropriate design composition
Design Solution / Execution	Demonstrate excellent ability to investigate, analyze, refine, and designate the appropriate design solution/execution	Demonstrate good ability to investigate, analyze, refine, and designate the appropriate design solution/execution	Demonstrate fair ability to investigate, analyze, refine, and designate the appropriate design solution/execution	Demonstrate poor ability to investigate, analyze, refine, and designate the appropriate design solution/execution	Complete lack of ability to investigate, analyze, refine, and designate the appropriate design solution/execution
Craftsmanship	Demonstrate excellent craftsmanship in designing final work	Demonstrate good craftsmanship in designing final work	Demonstrate fair craftsmanship in designing final work	Demonstrate poor craftsmanship in designing final work	Very poor craftsmanship in designing final work

Critique Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
Participation	Highly engaged throughout the critique session	Engaged throughout the critique session	Moderately engaged throughout the critique session	Disengaged throughout the critique session	Lack of engagement throughout the critique session



Communication Design Course

Illustration

ICCD 325

Undergraduate Program

Mahidol University International College

Fine and Applied Arts

Communication	Excellent communication skills and articulation of information/ concept /message	Good communication skills and articulation of information/ concept /message	Average communication skills and articulation of information/ concept /message	Poor communication skills and articulation of information/ concept /message	Lacking communication skills and articulation of information/ concept /message
Insight	Generation of various innovative ideas, thoughtful suggestions for possible solutions	Generation of some innovative ideas, thoughtful suggestions for possible solutions	Generation of few innovative ideas, thoughtful suggestions for possible solutions	Limited generation of innovative ideas, thoughtful suggestions for possible solutions	No innovative ideas or thoughtful suggestions for possible solutions
Comprehension	Synthesis of information for creative solutions/executions	Partial ability to synthesize information for creative solutions/executions	Moderate ability to synthesize information for creative solutions/executions	Minimal ability to synthesize information for creative solutions/executions	Lack of ability to synthesize information for creative solutions/executions
Professionalism	Keen ability to partake in critique session in a competent and objective manner	Good ability to partake in critique session in a competent and objective manner	Fair ability to partake in critique session in a competent and objective manner	Minimal ability to partake in critique session in a competent and objective manner	Inability to partake in critique session in a competent and objective manner

Presentation Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
------------------------------	----------------------	-----------------------	-----------------------	-----------------------	-----------------



Communication Design Course

Undergraduate Program

Illustration

Mahidol University International College

ICCD 325

Fine and Applied Arts

Communication / Overall Delivery	Exceptionally clear explanation of work	Clear explanation of work	Explanation of work could be clearer	Very unclear explanation of work	Failure to explain the work
Articulation of ideas / Content	Intelligible commentary on the work	Good commentary on the work	Fair commentary on the work	Poor commentary on the work	Lack of commentary on the work
Persuasiveness	Very impactful approach in promoting and defending the work	Effective approach in promoting and defending the work	Moderately effective approach in promoting and defending the work	Not very effective in promoting and defending the work	Not effective at all in promoting and defending the work
Visuals	Outstanding use of images / text / graphics to support the presentation	Good use of images / text / graphics to support the presentation	Average use of images / text / graphics to support the presentation	Poor use of images / text / graphics to support the presentation	Very little to no use of images / text / graphics to support the presentation

Class Participation Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
	Often answered questions, made insightful observations, and involved in class discussions	Sometimes answered questions and involved in class discussions when called	Occasionally involved in class discussions	Rarely involved in class discussions, and sometimes disengaged in class	Never involved in class discussions and disengaged in many class sessions

Attendance Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
----------------------------	----------------------	-----------------------	-----------------------	-----------------------	-----------------



Communication Design Course

Illustration

ICCD 325

Undergraduate Program

Mahidol University International College

Fine and Applied Arts

	Attended all classes	Attended 90% of classes (missed 2)	Attended 85% of classes (missed 4)	Attended 80% of classes (missed 5)	Attended less than 80% of classes (more than 5)
--	----------------------	---------------------------------------	---------------------------------------	---------------------------------------	--

(3) Re-examination (If course lecturer allows to have re-examination)

N/A - (Not applicable with MUIC)

3. Student Appeals

Student may appeal according to MUIC policy.

Section 6 Teaching Materials and Resources

1. Textbooks and/or other documents/materials

As a practical studio course this course has no textbooks or lengthy required readings.

2. Recommended textbooks and/or other documents/materials

- 1) C. Williamson (2013). *Low-tech print*. London: Laurence King.
- 2) O. Gildersleeve (2014). *Paper cut: an exploration into the contemporary world of paper craft art and illustration*. Beverly, MA: Rockport Publishers
- 3) A. Hyland (2003). *Hand to eye: contemporary illustration*. New York: Harper Design.

3. Other Resources (If any)

N/A

Section 7 Evaluation and Improvement of Course Management

1. Strategies for evaluating course effectiveness by students

Students will be given opportunity to anonymously evaluate course at end of term. Lecturer may also solicit informal verbal feedback by students throughout the term.

2. Strategies for evaluating teaching methods



Lecturer will consider student evaluations and student performance in evaluating teaching methods. Lecturer may also solicit peer evaluation based on class observation.

3. Improvement of teaching methods

Lecturer will consider student evaluations and student performance in order to gauge the need for improvement of teaching methods. Lecturer may also respond to suggestions derived from class observation.

4. Verification process for evaluating students' standard achievement outcomes in the course

When the course is being taught by multiple Lecturers, the group will convene to present student outcomes and agree on assessment standards across sections.

5. Review and plan for improving the effectiveness of the course

Lecturer will professionally evaluate all forms of feedback and criticism from students, peers and combine these with self-observation of student performance and achievement.

Appendix

Alignment between Courses and General Education courses

Table 1 The relationship between course and Program Learning Outcomes (PLOs)

Illustration	Program Learning Outcomes (PLOs)									
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
ICCD 325	P	P	P	P	P	P	P		P	

I = PLO is Introduced and Assessed

R = PLO is Reinforced and Assessed

P = PLO is Practiced and Assessed

M = Level of Mastery is Assessed

Table 2 The relationship between CLOs and PLOs

ICCD 325	Learning Outcomes
----------	-------------------



Communication Design Course

Illustration

ICCD 325

Undergraduate Program

Mahidol University International College

Fine and Applied Arts

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
CLO 1 Understand basic illustration production process	1.1	2.1 2.2 2.3		4.1 4.4			7.2		9.2	
CLO 2 Apply various traditional and media application to create illustration	1.1	2.1 2.2 2.3		4.1 4.4			7.2		9.2	
CLO 3 Understand project brief, working process planning and project execution specifically to the making of series of illustration works	1.1	2.1 2.2 2.3		4.1 4.4			7.2		9.2	
CLO 4 Demonstrate an awareness of the current issues in the field of creative illustration		2.2		4.1 4.3					9.1 9.2	

Table 3 Program Learning Outcomes



PLO1 Classify the design problem in order to set the scope of work	1.1 Identify the practical design problem and define the appropriate target group to be able to search for a design solution 1.2 Develop potential visual research and analyze accurate information
PLO2 Create and develop solutions for design problems	2.1 Generate initial ideas effectively responding to the complex design problem 2.2 Apply design theories and principles in developing the concept, and create various executions and solutions with the appropriate techniques, technology, and media choices 2.3 Assemble the final work, as well as present, critique, and revise the design
PLO4 Solve design problems with an innovative approach	4.1 Develop original and innovative design solutions with a unique approach using creativity enhancing exercises 4.2 Transform raw information from research into new insights 4.3 Apply critical thinking skills in preparing the design solution 4.4 Demonstrate and adapt use of appropriate technology in the design solution
PLO7 Value cultural differences	7.1 Recognize the concept of cultural diversity including valuing a variety of audiences 7.2 Build awareness of global trends and contemporary issues in design and society
PLO9 Employ sustainability, including concepts and practices	9.1 Be able to reply to sustainable approach in design work on a conceptual level 9.2 Make use of environmentally concerned materials and media as an essential part of the design execution

Communication Design Course

Illustration

ICCD 325



Undergraduate Program

Mahidol University International College

Fine and Applied Arts
