

Course Syllabus

1. **Program of Study:** Bachelor of Arts Program
(Communication Design)
Faculty/Institute/College: MahidolUniversityInternationalCollege
2. **Course Code:** ICCD 377
Course Title: Critical Issues in Communication Design
3. **Number of Credits:** 4 (4-0-8) (Lecture-Lab-Self study)
4. **Prerequisite(s):** ICCD 351, ICCD352
5. **Type of Course:** Elective Course
6. **Trimester/Academic Year:** Trimester III/Year 3
7. **Conditions:** Enrollment cap: 18 students
8. **Course Description:**

Examining the role of design in contemporary culture, with emphasis on issues pertaining to communication design. Critical readings of essays with response through writing and discussion. Field trips to local events, exhibitions, and design instances for study and analysis. Student research and presentations on selected topics.
9. **Course Objectives:**

After successful completion of this course, students will be able to:

 - 9.1 Consider, discuss and present issues of the communication design discipline in the context of contemporary culture.
 - 9.2 Read and produce written response to critical writings on design in general and communication design in particular.
 - 9.3 Attend and view events, exhibitions and other design instances as critical spectators.

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self study	
1	Introduction to course, presentation of possible topics for the trimester. Research sources and methods, academically correct documentation and citation, expectations for critical participation. Begin topic 1 (chosen by instructor).	4	0	8	Jonathan Narachinron
2	Topic 1. Text Book research (secondhand research) different types, Student presentation of research. Critical discussion with instructor mediation.	4	0	8	Jonathan Narachinron
3	Turn in written response, topic 1. Topic 2 (chosen by instructor from locally available.). Site visit.	4	0	8	Jonathan Narachinron
4	Topic 2. 1st hand research types. Student presentation of research. Critical discussion with instructor mediation.	4	0	8	Jonathan Narachinron
5	Turn in written response, topic 2. Topic 3 Design Report writing (group selected). Critical discussion with instructor mediation. Student presentation of research.	4	0	8	Jonathan Narachinron
6	Topic 3. Student presentation of research.	4	0	8	Jonathan Narachinron
7	Turn in written response, topic 3. Topic 4. Design philosophy Critical discussion with instructor mediation.	4	0	8	Jonathan Narachinron
8	Topic 4. Student presentation of research. Critical discussion with instructor mediation.	4	0	8	Jonathan Narachinron
9	Turn in written response, topic 4. Topic 5 (individually selected). Students present topics.	4	0	8	Jonathan Narachinron
10	Topic 5. Student presentation of research. Critical discussion with instructor mediation.	4	0	8	Jonathan Narachinron
11	Topic 5. Student presentation of research. Critical discussion with instructor mediation. Turn in written response, topic 5.	4	0	8	Jonathan Narachinron
12	Final Exam				
Total		44	0	88	

11. Teaching Methods

11.1 Lecture

11.2 Group discussion.

11.3 Self-study

12. Teaching Media

12.1 Textbook

12.2 Supplementary handouts

12.3 Presentation of images

12.4 Visual references

13. Measurement and Evaluation of Student Achievement

Students will demonstrate their ability to:

13.1 Consider, discuss and present issues of the communication design discipline in the context of contemporary culture.

13.2 Read and produce written response to critical writings on design in general and communication design in particular.

13.3 Attend and view events, exhibitions and other design instances as critical spectators.

Student achievement will be evaluated by means of:

Papers	45%
Presentations	45%
Critical participation in discussions	10%
Total	100%

Student achievement will be graded according to College and University standard using the symbols A, B+, B, C+, C, D+, D and F.

Students must have attended at least 80% of the total class hours of this course.

14. Course Evaluation

14.1 Students' achievement as indicated in number 13 above.

14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. References

Heller, S., & Finamore, M. (Eds.). (1997). *Design culture: an anthology of writing from the AIGA Journal of Graphic Design*. New York, NY: Allworth Press.

16. Instructors

Lect. Carol Siatras

Mahidol University International College

17. Course Coordinator

Lect. Carol Siatras
MahidolUniversityInternationalCollege
Tel: 089140 0598
Email: csiatras@miad.edu