

XDIM 2021-64 Learning Outcomes Master Plan

PLO	Course_Code	Course_Name	Course_Type	CLO	CLO_Description
1	02366051	ART & DESIGN HISTORY	Lecture	02366051-CLO1	Categorize or group artworks based on their distinctive and unique styles, relate with art in the past
1	02366051	ART & DESIGN HISTORY	Lecture	02366051-CLO2	Compare the art elements and/or conceptual underpinnings of Western artworks with design works from various eras
4	02366051	ART & DESIGN HISTORY	Lecture	02366051-CLO3	Summarize the content and/or information gathered from research on the origins, characteristics, and techniques of an artwork, presenting it through written and spoken discussion
2	02366051	ART & DESIGN HISTORY	Lecture	02366051-CLO4	Relate the principles employed by artists in creating artworks to the strategies found in various communication design works
1	02366052	THAI CULTURAL DESIGN	Lecture	02366052-CLO1	Define, match, or categorize diverse works of Thai cultural art and design according to their distinctive and unique characteristics, with origins that are relevant to their historical contexts and aligned with local wisdom, arts and culture, and ways of life.
4	02366052	THAI CULTURAL DESIGN	Lecture	02366052-CLO2	Explore visual symbols and various forms of cultural evidence related to Thai ways of life in the past and present through sample collection, photography, information media, books, and other relevant sources.
2	02366052	THAI CULTURAL DESIGN	Lecture	02366052-CLO3	Organize information gathered from research and discuss it in support of presenting the findings through written communication.
5	02366055	SPATIAL RELATIONSHIP & TECHNICAL DRAWING	Practice	02366055-CLO1	Practice basic technical drawing for design presentations under the guidance of the instructor, including selecting appropriate drawing tools, paper sizes, line weights, line types, and symbols.
6	02366055	SPATIAL RELATIONSHIP & TECHNICAL DRAWING	Practice	02366055-CLO2	Select appropriate drawing methods, types, and techniques—such as elevations, perspective drawings, multiview drawings, detail drawings, and development drawings—to communicate the dimensional relationships of images, objects, and spaces for design presentations under the guidance of the instructor.
5	02366056	COMPUTER FOR 3D-BASED COMMUNICATION DESIGN 1	Practice	02366056-CLO1	Use computer software for two-dimensional design related to basic three-dimensional information design and integrated media in creating design works, such as drawing, printmaking, computer graphics, and model making.
6	02366056	COMPUTER FOR 3D-BASED COMMUNICATION DESIGN 1	Practice	02366056-CLO2	Select appropriate computer software for two-dimensional design by considering the characteristics, tools, and functions of the software in relation to the type of two-dimensional design work.
6	02366056	COMPUTER FOR 3D-BASED COMMUNICATION DESIGN 1	Practice	02366056-CLO3	Use computer software to present design works with precision and visual refinement, reflecting the aesthetic qualities of the design.
5	02366057	COMPUTER FOR 3D-BASED COMMUNICATION DESIGN 2	Practice	02366057-CLO1	Use basic commands and tools in a variety of computer software applications to appropriately create both two-dimensional and three-dimensional designs, including static and motion-based works.
5	02366057	COMPUTER FOR 3D-BASED COMMUNICATION DESIGN 2	Practice	02366057-CLO2	Select design sketches based on design and marketing criteria, as well as appropriate software techniques, for further development using computer software.
5	02366057	COMPUTER FOR 3D-BASED COMMUNICATION DESIGN 2	Practice	02366057-CLO3	Use a variety of computer software applications based on principles of visual arts, composition, and spatial relationships, incorporating three-dimensional design to effectively communicate the value of their work.
6	02366057	COMPUTER FOR 3D-BASED COMMUNICATION DESIGN 2	Practice	02366057-CLO4	Present design works and concepts through effective storytelling, appropriate media, and clear verbal and written communication in Thai and/or English.
5	02366058	COMPUTER FOR 3D-BASED COMMUNICATION DESIGN 3	Practice	02366058-CLO1	Perform physical computing for interaction design, including basic sensor development, selection of sensors and microcontrollers, and basic programming using current technologies.
5	02366058	COMPUTER FOR 3D-BASED COMMUNICATION DESIGN 3	Practice	02366058-CLO2	Select appropriate physical computing techniques for interaction design by considering suitable tools, characteristics, and programming approaches for different design outcomes.
6	02366058	COMPUTER FOR 3D-BASED COMMUNICATION DESIGN 3	Practice	02366058-CLO4	Select and apply appropriate art, design, and programming techniques to create refined interaction design presentations that reflect the aesthetic value of the work.
1	02366059	IDENTITY DESIGN	Lecture	02366059-CLO1	Compare different visual elements within the identity system related to target audiences.
2	02366059	IDENTITY DESIGN	Lecture	02366059-CLO2	Associate brand strategy to visual elements within identity systems.
3	02366059	IDENTITY DESIGN	Lecture	02366059-CLO3	Summarize design requirements for identity design.
4	02366059	IDENTITY DESIGN	Lecture	02366059-CLO4	Reproduce visual elements communicating key contents from brand strategic platform concerning media landscapes of design adaptation.
1	02366060	NARRATIVE & INFORMATION ARCHITECTURE	Lecture	02366060-CLO1	Associate the principle of narrative and information architecture in the design case study.
3	02366060	NARRATIVE & INFORMATION ARCHITECTURE	Lecture	02366060-CLO2	Retrieve and classify the data and information into narrative and information architecture.
4	02366060	NARRATIVE & INFORMATION ARCHITECTURE	Lecture	02366060-CLO3	Associate the mood and tone with the archetype, genre, and plot of character and story.
1	02366061	BRAND 360 DEGREE	Lecture	02366061-CLO1	Associate design interdisciplinary with the brand building strategy.
2	02366061	BRAND 360 DEGREE	Lecture	02366061-CLO2	Associate brand strategic tools with marketing information.
3	02366061	BRAND 360 DEGREE	Lecture	02366061-CLO3	Associate user information into user persona and user journey.
4	02366061	BRAND 360 DEGREE	Lecture	02366061-CLO4	Associate brand storytelling with communication design including visual and verbal elements.
2	02366064	3D-BASED COMMUNICATION DESIGN 1 : VISUAL PERCEPTION	Design	02366064-CLO1	Students can choose to use principles and techniques in art, including visual elements, art composition, Gestalt perception theory, Kobayashi Image Scale, and visual grammar principles, to create creative concepts for design projects that emphasize visual perception, based on guidance and discussions with the instructor.

XDIM 2021-64 Learning Outcomes Master Plan

PLO	Course_Code	Course_Name	Course_Type	CLO	CLO_Description
2	02366064	3D-BASED COMMUNICATION DESIGN 1 : VISUAL PERCEPTION	Design	02366064-CLO2	Students can connect fundamental design principles and theories in discussions and critiques in a logical manner to create design works that emphasize visual perception. This process reflects an open-minded attitude and discipline in teamwork, such as punctuality, mutual respect for opinions, and responsibility in their role as designers.
3	02366064	3D-BASED COMMUNICATION DESIGN 1 : VISUAL PERCEPTION	Design	02366064-CLO3	Students can choose to use basic design research tools such as content analysis, textual analysis, case study investigation, and creative techniques through various research sources to develop design projects that emphasize visual perception.
4	02366064	3D-BASED COMMUNICATION DESIGN 1 : VISUAL PERCEPTION	Design	02366064-CLO4	Students can categorize and select images based on visual elements and art composition principles to appropriately convey content or messages in design projects that emphasize visual perception.
2	02366087	3D-BASED COMMUNICATION DESIGN 2 : ENTERING THE 3RD DIMENSION	Design	02366087-CLO1	Students are able to select and apply art principles and techniques—including visual elements, relationships between shape and form, space, environment, composition, Gestalt principles, the Kobayashi Image Scale, and visual grammar—to develop creative concepts for three-dimensional design through guidance and discussion with the instructor.
2	02366087	3D-BASED COMMUNICATION DESIGN 2 : ENTERING THE 3RD DIMENSION	Design	02366087-CLO2	Students are able to relate basic design principles and theories through reasoned discussion and critique to develop three-dimensional design works, while demonstrating openness, teamwork, punctuality, mutual respect, and professional responsibility.
3	02366087	3D-BASED COMMUNICATION DESIGN 2 : ENTERING THE 3RD DIMENSION	Design	02366087-CLO3	Students are able to select and apply basic design research tools, such as content analysis, thematic analysis, case study research, and making techniques, using relevant sources to inform three-dimensional design.
4	02366087	3D-BASED COMMUNICATION DESIGN 2 : ENTERING THE 3RD DIMENSION	Design	02366087-CLO4	Students are able to classify and select visual images based on visual elements and principles of composition to appropriately communicate content or messages in three-dimensional design.
2	02366088	3D-BASED COMMUNICATION DESIGN 3 : RE-FORMAT	Design	02366088-CLO1	Generate a substantial number of ideas through independent creativity
2	02366088	3D-BASED COMMUNICATION DESIGN 3 : RE-FORMAT	Design	02366088-CLO2	Articulate design concept and explain design process from project initiation to meaning definition, sketching, design development, and final outcome
3	02366088	3D-BASED COMMUNICATION DESIGN 3 : RE-FORMAT	Design	02366088-CLO3	Demonstrate drive in seeking solutions to diverse design challenges through experimentation, knowledge acquisition, and consistent work on project development
4	02366088	3D-BASED COMMUNICATION DESIGN 3 : RE-FORMAT	Design	02366088-CLO4	Relate storytelling principles to structure the content within Re-Format design, concern users emotional response
3	02366089	3D-BASED COMMUNICATION DESIGN 4 : LEARNING OBJECT DESIGN	Design	02366089-CLO1	Categorized information of user research into different personas
2	02366089	3D-BASED COMMUNICATION DESIGN 4 : LEARNING OBJECT DESIGN	Design	02366089-CLO2	Develop learning object content aligned with user needs
2	02366089	3D-BASED COMMUNICATION DESIGN 4 : LEARNING OBJECT DESIGN	Design	02366089-CLO3	Employ open-ended design principles, incorporating format and visual identity design, in the development of the learning object
4	02366089	3D-BASED COMMUNICATION DESIGN 4 : LEARNING OBJECT DESIGN	Design	02366089-CLO4	Select appropriate design elements for the development of a learning object
2	02366090	3D-BASED COMMUNICATION DESIGN 5 : SOCIAL INNOVATION	Design	02366090-CLO1	Associate the design strategic tools into design strategy which relevant to the assigned situation of the design project.
2	02366090	3D-BASED COMMUNICATION DESIGN 5 : SOCIAL INNOVATION	Design	02366090-CLO2	Summarize the scope of design project including requirements, limitations, and success criteria.
3	02366090	3D-BASED COMMUNICATION DESIGN 5 : SOCIAL INNOVATION	Design	02366090-CLO3	Summarize the primary and secondary research reflecting user insights of the design project
4	02366090	3D-BASED COMMUNICATION DESIGN 5 : SOCIAL INNOVATION	Design	02366090-CLO4	Demonstrate the storytelling with creative tools for the design project.
2	02366091	3D-BASED COMMUNICATION DESIGN 6 : PARADIGM SHIFTING	Design	02366091-CLO1	Summarize the scope of design project with the design strategic tools into design strategy which relevant to the assigned situation for paradigm shifting.
3	02366091	3D-BASED COMMUNICATION DESIGN 6 : PARADIGM SHIFTING	Design	02366091-CLO2	Summarize the primary and secondary research reflecting user insights of the paradigm shifting.
4	02366091	3D-BASED COMMUNICATION DESIGN 6 : PARADIGM SHIFTING	Design	02366091-CLO3	Demonstrate the storytelling with visual and verbal that conveying appropriate mood and tone for paradigm shifting contexts.
5	02366079	DESIGN STUDIO FOR INTEGRATED MEDIA 1 : ARTISTIC MEDIA	Studio	02366079-CLO1	Students can choose appropriate artistic and design techniques for executing design work, such as sketch design, specifying production methods, materials, and installations suitable for the basic engineering factors of artistic media design, creating works that are beautiful, unified, and original without copying others, in accordance with the visual perception design brief.
5	02366079	DESIGN STUDIO FOR INTEGRATED MEDIA 1 : ARTISTIC MEDIA	Studio	02366079-CLO2	Students can prepare for executing artistic media design work by demonstrating discipline and responsibility to themselves and others, punctuality, respect for others' ideas, and readiness in terms of equipment and tools for design operations, reflecting an awareness of becoming professional designers in the future.
6	02366079	DESIGN STUDIO FOR INTEGRATED MEDIA 1 : ARTISTIC MEDIA	Studio	02366079-CLO3	Students can choose appropriate techniques and methods to present design works, such as making models with sheet materials like paper or foam, drawing and coloring, and can concretely communicate the conceptual design ideas of artistic media, ensuring meticulousness and beauty, as well as speaking and writing to present their works using appropriate language.

XDIM 2021-64 Learning Outcomes Master Plan

PLO	Course_Code	Course_Name	Course_Type	CLO	CLO_Description
7	02366079	DESIGN STUDIO FOR INTEGRATED MEDIA 1 : ARTISTIC MEDIA	Studio	02366079-CLO4	Students can connect the functional value for communication, storytelling, message conveyance, emotional value, and aesthetic value evident in their own artistic media design works.
5	02366080	DESIGN STUDIO FOR INTEGRATED MEDIA 2 : FORM FOR ARTISTIC MEDIA	Studio	02366080-CLO1	Students are able to classify and select visual images based on visual elements and principles of composition to appropriately communicate content or messages in three-dimensional design.
5	02366080	DESIGN STUDIO FOR INTEGRATED MEDIA 2 : FORM FOR ARTISTIC MEDIA	Studio	02366080-CLO2	Students are able to prepare for artistic media design practice by demonstrating discipline, responsibility, punctuality, respect for others, and readiness in the use of design tools and equipment, reflecting awareness of future professional practice.
6	02366080	DESIGN STUDIO FOR INTEGRATED MEDIA 2 : FORM FOR ARTISTIC MEDIA	Studio	02366080-CLO3	Students are able to select appropriate techniques for presenting design works, such as model making, drawing, coloring, and computer graphics, to clearly communicate design concepts through refined visual outcomes and appropriate verbal and written presentation.
7	02366080	DESIGN STUDIO FOR INTEGRATED MEDIA 2 : FORM FOR ARTISTIC MEDIA	Studio	02366080-CLO4	Students are able to relate functional, communicative, storytelling, emotional, and aesthetic values within their artistic media design works.
5	02366081	DESIGN STUDIO FOR INTEGRATED MEDIA 3 : MEDIA & CONTENT	Studio	02366081-CLO1	Manipulating various techniques to create mock-up models for effective communicating and refine the originality of each design
5	02366081	DESIGN STUDIO FOR INTEGRATED MEDIA 3 : MEDIA & CONTENT	Studio	02366081-CLO2	Organize the work space for facilitating effective learning and project execution
6	02366081	DESIGN STUDIO FOR INTEGRATED MEDIA 3 : MEDIA & CONTENT	Studio	02366081-CLO3	Communicate the content of design projects through both physical media, such as posters, and computer-based presentations, clearly convey the design process and the strengths of final design
7	02366081	DESIGN STUDIO FOR INTEGRATED MEDIA 3 : MEDIA & CONTENT	Studio	02366081-CLO4	Produce design outputs and crafting accurate physical mock-up model to communicate message and reflect design ideas
5	02366082	DESIGN STUDIO FOR INTEGRATED MEDIA 4 : MEDIA & EXPERIENCE	Studio	02366082-CLO1	Produce a clear and visually appealing digital presentation that highlights the key points of the research and project brief
6	02366082	DESIGN STUDIO FOR INTEGRATED MEDIA 4 : MEDIA & EXPERIENCE	Studio	02366082-CLO2	Communicate design concepts through sketches employing various techniques, including drawing and digital image manipulation, and the creation of study models
7	02366082	DESIGN STUDIO FOR INTEGRATED MEDIA 4 : MEDIA & EXPERIENCE	Studio	02366082-CLO3	Experiment with the fabrication of diverse prototypes based on the sketches, exploring a variety of construction methods
5	02366082	DESIGN STUDIO FOR INTEGRATED MEDIA 4 : MEDIA & EXPERIENCE	Studio	02366082-CLO4	Develop a phased production plan and successfully complete the project within the specified scope, quantity, and timeframe
5	02366082	DESIGN STUDIO FOR INTEGRATED MEDIA 4 : MEDIA & EXPERIENCE	Studio	02366082-CLO5	Implement design solutions through the creation of prototypes
5	02366083	DESIGN STUDIO FOR INTEGRATED MEDIA 5 : EXPLORING DIVERSE MEDIA	Studio	02366083-CLO1	Visualize design ideas with appropriate details for the design to become tangible by sketching, structuring design scenario according to the guidance with fluency, flexibility, elaboration, and originality thinking.
5	02366083	DESIGN STUDIO FOR INTEGRATED MEDIA 5 : EXPLORING DIVERSE MEDIA	Studio	02366083-CLO2	Install and prototype the design with appropriate techniques with fluency, flexibility, elaboration, and originality thinking.
6	02366083	DESIGN STUDIO FOR INTEGRATED MEDIA 5 : EXPLORING DIVERSE MEDIA	Studio	02366083-CLO3	Present the design works with appropriate presentation techniques including verbal and visual presentation.
7	02366083	DESIGN STUDIO FOR INTEGRATED MEDIA 5 : EXPLORING DIVERSE MEDIA	Studio	02366083-CLO4	Review the design works and area for improvement according to guided methods and success factors.
5	02366084	DESIGN STUDIO FOR INTEGRATED MEDIA 6 : MANIPULATING DIVERSE MEDIA	Studio	02366084-CLO1	Visualize design ideas with appropriate details for the design to become tangible by sketching, technical drawing, or structuring design scenario.
5	02366084	DESIGN STUDIO FOR INTEGRATED MEDIA 6 : MANIPULATING DIVERSE MEDIA	Studio	02366084-CLO2	Install and prototype the design with appropriate techniques according to the design projects.
6	02366084	DESIGN STUDIO FOR INTEGRATED MEDIA 6 : MANIPULATING DIVERSE MEDIA	Studio	02366084-CLO3	Present the design works with appropriate presentation techniques including verbal and visual presentation.
7	02366084	DESIGN STUDIO FOR INTEGRATED MEDIA 6 : MANIPULATING DIVERSE MEDIA	Studio	02366084-CLO4	Review the design works and area for improvement according to success factors.
1	02366085	RESEARCH FOR 3D-BASED COMMUNICATION DESIGN AND INTEGRATED MEDIA	Thesis	02366085-CLO1	Apply principles and foundation in art and design such as aesthetics, art techniques, communication design principles, business acumen, and sociocultural impacts to reliably support the design of 3DBCD&IM project.
2	02366085	RESEARCH FOR 3D-BASED COMMUNICATION DESIGN AND INTEGRATED MEDIA	Thesis	02366085-CLO2	Formulate design strategies for open-ended 3DBCD&IM project by using creative and design thinking tools, and ensuring the alignment with project scope, situations, and contexts.
3	02366085	RESEARCH FOR 3D-BASED COMMUNICATION DESIGN AND INTEGRATED MEDIA	Thesis	02366085-CLO3	Conduct design research using suitable tools, processes, or techniques for investigation, analysis, and summarization into design requirements and criteria that reflect user insight.
4	02366085	RESEARCH FOR 3D-BASED COMMUNICATION DESIGN AND INTEGRATED MEDIA	Thesis	02366085-CLO4	Craft visual and verbal content or story that communicates through various creative media types, considering the intended purpose, tone, emotion, media usage, format, and constraints.
5	02366086	THESIS IN 3D-BASED COMMUNICATION DESIGN AND INTEGRATED MEDIA	Thesis	02366086-CLO1	Implement the design with refined skills in drawing, sketching, visualization, and prototyping, emphasizing details that accurately represent usages, contextual factors, environments, materials, production techniques, and installation, while prioritizing originality.
6	02366086	THESIS IN 3D-BASED COMMUNICATION DESIGN AND INTEGRATED MEDIA	Thesis	02366086-CLO2	Present the content and process of the design project through visual and verbal presentation, adhering to specified details, and incorporating suitable presentation media in physical or digital formats.

XDIM 2021-64 Learning Outcomes Master Plan

PLO	Course_Code	Course_Name	Course_Type	CLO	CLO_Description
7	02366086	THESIS IN 3D-BASED COMMUNICATION DESIGN AND INTEGRATED MEDIA	Thesis	02366086-CLO3	Review the quality of the design output using appropriate methods to ensure alignment with the project objectives, meet communication requirements for user experience and stakeholder needs, and identify areas for future improvement in the design.
1	02366078	JOB TRAINING	Job Training	02366078-CLO1	Describe the connections between principles and foundations in art and design, such as aesthetics, art techniques, communication design principles, business acumen, and sociocultural impacts, providing their relevance to 3DBCD&IM problems.
2	02366078	JOB TRAINING	Job Training	02366078-CLO2	Associate various creative and design thinking tools into design strategies that align seamlessly with the scopes of 3DBCD&IM problems.
3	02366078	JOB TRAINING	Job Training	02366078-CLO3	Select design research tools or techniques for investigation, analysis, and summarizing design requirements and criteria that reflect user insight according to the provided process.
4	02366078	JOB TRAINING	Job Training	02366078-CLO4	Reproduce visual and verbal content that effectively communicates through various creative media types, following the specified intended purpose, tone, emotion, media usage, format, and constraints.
5	02366078	JOB TRAINING	Job Training	02366078-CLO5	Reproduce the design with developed skills in drawing, sketching, visualization, and prototyping, emphasizing details that accurately represent the provided usages, contextual factors, environments, materials, production techniques, and installation, while prioritizing originality.
6	02366078	JOB TRAINING	Job Training	02366078-CLO6	Reproduce the provided presentation techniques for presenting content and process of the design problem through visual and verbal presentation, adhering to specified details, and incorporating suitable presentation media in physical or digital formats.
7	02366078	JOB TRAINING	Job Training	02366078-CLO7	Discuss the quality of the design output using provided methods to ensure alignment with the provided objectives and requirements, considering user experience, stakeholder needs, and areas for future improvement.
5	02366141	TOY DESIGN	Elective	02366141-CLO1	Students are able to explain the meaning and types of toys, child developmental psychology, toy design principles, toy safety standards, materials, and manufacturing processes.
5	02366141	TOY DESIGN	Elective	02366141-CLO2	Students are able to design toys according to the product design process.
5	02366141	TOY DESIGN	Elective	02366141-CLO3	Students are able to research relevant information for toy design using appropriate technologies and clearly communicate their design concepts.
6	02366141	TOY DESIGN	Elective	02366141-CLO4	Students are able to apply creative thinking tools, such as 6W1H, brainstorming, and Osborn's Idea Stimulation Checklist, to generate diverse design concepts and sketches.
7	02366141	TOY DESIGN	Elective	02366141-CLO5	Students are able to develop toy design projects by integrating relevant factors, including child developmental psychology, safety standards, and manufacturing processes.
4	02366142	CREATIVE PACKAGE	Elective	02366142-CLO1	Students can explain the history, evolution, meaning, and importance of packaging, categorize materials and basic types of packaging, provide information for design, and explain fundamental design principles.
5	02366142	CREATIVE PACKAGE	Elective	02366142-CLO2	Students experiment with new ideas and problem-solving approaches for design projects, analyze data to aid in packaging design, and apply creative concepts to project design.
5	02366142	CREATIVE PACKAGE	Elective	02366142-CLO3	Students can work collaboratively in teams, exchange opinions, and engage in polite and reasoned critique/discussion in class.
6	02366142	CREATIVE PACKAGE	Elective	02366142-CLO4	Students can present the content of the design project comprehensively according to specified details, enhancing understanding of the design process and the final product. They choose appropriate presentation media, ensuring meticulousness and beauty, and can present clearly in both Thai and English.
7	02366142	CREATIVE PACKAGE	Elective	02366142-CLO5	Students can create sketches and models by applying packaging design techniques and skills, designing packaging that meets the communication needs of users and stakeholders, considering aesthetics, human factors, and utility.
2	02366148	MEDIA DESIGN IN EXHIBITION	Elective	02366148-CLO1	Plan the scenarios within the exhibition consider the understanding and audience experiences
4	02366148	MEDIA DESIGN IN EXHIBITION	Elective	02366148-CLO2	Use principle of ergonomics and perceived emotion of audiences in media design in exhibition
5	02366148	MEDIA DESIGN IN EXHIBITION	Elective	02366148-CLO3	Compose design elements with aesthetics and unity for media design solution
6	02366148	MEDIA DESIGN IN EXHIBITION	Elective	02366148-CLO4	Present the environment of exhibition with clear information and beautiful via multi views and perspective images
6	02366148	MEDIA DESIGN IN EXHIBITION	Elective	02366148-CLO5	Present media design in exhibition with suitable mock-up
5	02366148	MEDIA DESIGN IN EXHIBITION	Elective	02366148-CLO6	Choose the media technology and specify the details of the production of workpieces
2	02366149	PROMOTIONAL MEDIA DESIGN	Elective	02366149-CLO1	Students can apply creative thinking and relevant design principles to analyze briefs and develop communication strategies appropriate for a promotional media design project.
4	02366149	PROMOTIONAL MEDIA DESIGN	Elective	02366149-CLO2	Students can organize content, define the tone and mood, and utilize storytelling to convey marketing messages through a set of promotional media designs, ensuring appropriateness within social and cultural contexts.
5	02366149	PROMOTIONAL MEDIA DESIGN	Elective	02366149-CLO3	Students can execute the design process by selecting appropriate techniques, materials (e.g., 3D structures from sheet materials), and software to produce a cohesive set of promotional media (print, digital, and 3D) that demonstrates unity, aesthetic quality, originality, and reflects professional discipline and responsibility.

XDIM 2021-64 Learning Outcomes Master Plan

PLO	Course_Code	Course_Name	Course_Type	CLO	CLO_Description
6	02366149	PROMOTIONAL MEDIA DESIGN	Elective	02366149-CLO4	Students can select appropriate presentation media (e.g., physical mock-ups, computer graphics) and utilize effective oral/written skills to present design concepts and processes for promotional media comprehensively, aesthetically, and professionally.
7	02366149	PROMOTIONAL MEDIA DESIGN	Elective	02366149-CLO5	Students can evaluate and articulate how their promotional media design outcomes fulfill communication objectives, meet usability needs, and align with the business context in a measurable way.
7	02366150	PROJECTION MAPPING AND MOTION MEDIA	Elective	02366150-CLO1	Students are able to logically relate the value of motion design and projection mapping to brand and product positioning, personality, image, media and interaction, customer experience, and aesthetics.
5	02366150	PROJECTION MAPPING AND MOTION MEDIA	Elective	02366150-CLO2	Students are able to select appropriate art and design techniques for motion design and projection mapping, including composition, graphic and motion design principles, image manipulation, media dimensions, installation, and display.
2	02366150	PROJECTION MAPPING AND MOTION MEDIA	Elective	02366150-CLO3	Students are able to apply creative thinking tools, such as 6W1H, brainstorming, and idea stimulation checklists, to generate diverse design concepts and sketches.
6	02366150	PROJECTION MAPPING AND MOTION MEDIA	Elective	02366150-CLO4	Students are able to select appropriate techniques, software, and media to create prototypes and present motion design and projection mapping projects effectively.
4	02366150	PROJECTION MAPPING AND MOTION MEDIA	Elective	02366150-CLO5	Students are able to translate key elements of brand identity into motion design and projection mapping to effectively communicate and enhance awareness of the brand story.
7	02366151	USER INTERFACE DESIGN	Elective	02366151-CLO1	Students are able to logically relate the value of user interface design to user behavior and needs, interaction, customer experience, aesthetics, and current technologies.
5	02366151	USER INTERFACE DESIGN	Elective	02366151-CLO2	Students are able to select appropriate art and design techniques for user interface design, including composition, graphic design, identity systems, atomic design, modular systems, image management, media dimensions, and display.
2	02366151	USER INTERFACE DESIGN	Elective	02366151-CLO3	Students are able to apply creative thinking tools, such as 6W1H, brainstorming, and idea stimulation checklists, to generate diverse design concepts and sketches.
6	02366151	USER INTERFACE DESIGN	Elective	02366151-CLO4	Students are able to apply appropriate techniques, software, and media to create simulated prototypes of user interfaces and effectively present their design works.
4	02366151	USER INTERFACE DESIGN	Elective	02366151-CLO5	Students are able to translate user needs, behaviors, and lifestyles into appropriate interface content and narratives in response to the design brief.
7	02366152	ENVIRONMENTAL GRAPHIC DESIGN FOR RETAIL STORE	Elective	02366152-CLO1	Students are able to logically relate the value of retail environmental graphic design to brand and product positioning, personality, image, marketing objectives, media and interaction, customer experience, and aesthetics.
5	02366152	ENVIRONMENTAL GRAPHIC DESIGN FOR RETAIL STORE	Elective	02366152-CLO2	Students are able to select appropriate art and design techniques for retail environmental graphic design, including spatial placement, composition, graphic design principles, image management, media dimensions, architectural requirements, installation, and display.
2	02366152	ENVIRONMENTAL GRAPHIC DESIGN FOR RETAIL STORE	Elective	02366152-CLO3	Students are able to apply creative thinking tools, such as 6W1H, brainstorming, and idea stimulation checklists, to generate diverse design concepts and sketches.
6	02366152	ENVIRONMENTAL GRAPHIC DESIGN FOR RETAIL STORE	Elective	02366152-CLO4	Students are able to apply appropriate techniques, software, and media to create scaled models and effectively present the concepts and details of retail environmental graphic design.
4	02366152	ENVIRONMENTAL GRAPHIC DESIGN FOR RETAIL STORE	Elective	02366152-CLO5	Students are able to translate marketing communication, brand identity and image, and product selling points into retail environmental graphic design to enhance awareness of the brand story and product value.
7	02366153	EPHEMERAL OBJECT DESIGN	Elective	02366153-CLO1	Students are able to evaluate the value of ephemeral object design in relation to intended stories, audience understanding, knowledge and behavior, media and interaction, customer experience, and aesthetics.
5	02366153	EPHEMERAL OBJECT DESIGN	Elective	02366153-CLO2	Students are able to apply appropriate art and design techniques to ephemeral object design, including composition, graphic design, image management, media dimensions, materials, production, display, and distribution, under instructor guidance.
2	02366153	EPHEMERAL OBJECT DESIGN	Elective	02366153-CLO3	Students are able to develop and differentiate design concepts using creative thinking tools, such as 6W1H, brainstorming, and idea stimulation checklists, to generate diverse design sketches.
6	02366153	EPHEMERAL OBJECT DESIGN	Elective	02366153-CLO4	Students are able to apply appropriate techniques, software, and media to create presentations, promotional materials, models, or prototypes that effectively communicate ephemeral object design concepts and details.
4	02366153	EPHEMERAL OBJECT DESIGN	Elective	02366153-CLO5	Students are able to communicate content, stories, and identity through ephemeral object design in ways appropriate to different media interactions, making them accessible, engaging, memorable, and worthy of keeping as mementos.