Creative Media and Digital Technologies Program

Guide Book

PSU INTERNATIONAL COLLEGE
HATYAI CAMPUS
PRINCE OF SONGKLA UNIVERSITY

**Academic Year 2023
Student ID 63–66**

Contents

Contents

PSUIC, HAT YAI CAMPUS

Missions

1 Deliver innovative and creative digital international programmes which meet the demands.

2 Address in human resource development and support life-long learning.

3 Produce body of knowledge in creative digital media and technology research and innovation.

4 Offer academic services in digital area to society.

5 Enhance administrative system with efficiency.

Program

PSUIC, Hatyai Campus offers a wide range of the course modules under Bachelor of Science (B.Sc.) in Creative Media and Digital Technologies (CMDT) (International Program) which endeavors to contribute to the progress of the media design and interactive media.

As there are many significant changes in the new media technologies and trends, the program take place in an international environment and is offered internationally. In order to fulfill the requirements of the program, students are required to take 4-year study plan of the general education, creative media and digital technology fields.

Program

Furthermore, PSUIC, Hatyai Campus has developed syllabus and empowered students with expertise and knowledge to initiate, organize and structure a creative media project. Students will work closely with the organization based on the industry's current issues.

Accordingly, student projects are constantly challenged to think innovatively, creatively and systematically in order to find new solutions.

CMDT's Educational Philosophy

"To produce and develop graduates in the creative media and digital technologies field who are expertise, ability to integrate computer skill, art, communication and creativity to create media and innovation on new technologies based on the demand of national and international workforce markets"
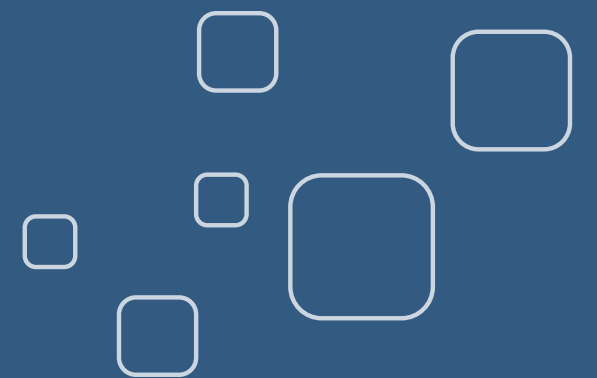
CMDT's Lifelong Learning

The CMDT program aims to produce graduates with skills and global competencies to facilitate their success in the digital creative industries by providing a variety of learning resources and opportunities for self-directed study. It was designed to foster a lifelong learning mindset in students. In that, they become self-motivated to continuously expand their knowledge and embrace their creativity to pursue their passion and interests throughout life. The module-based structure was introduced to support lifelong learners who wish to upskill or reskill to keep up with constant changes in a digital world.
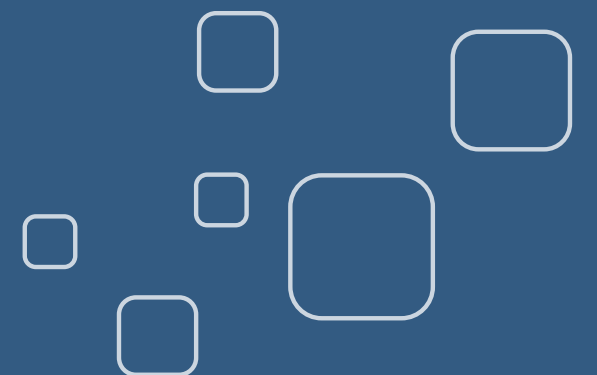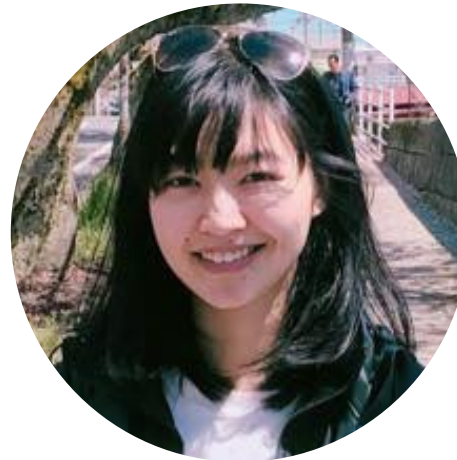
Message from Alumni

Mr.Wirachat Chotigavanich

**High Intermediate Rigger /
M2 Animation**

PSUIC, Hatyai Campus creates an international feeling of environment as you get to interact with foreign and Thai lecturers. From my experience of 4-year study, the curriculum structure and courses has improved every year.

Miss Ongon Witthayathada

PhD student for Department of Social System Engineering (Design Course), Fukui University of Technology, Japan

PSUIC, Hatyai Campus is like a family. The lecturers and staff give special attention and take good care of the students. Moreover, the teaching style and learning environment really helps and benefits the students diversly.

Miss Sumontha Chroenpao

**Senior UX/UI Designer /
Living Mobile**

There's a huge demand in the industry for User Experience (UX) and User Interface (UI) and motion graphic designers. I have always been interested in this field since I was a student. Currently, I am working as a UX/UI designer.

CMDT Curriculum Structure

**General Education Group
(34 credits)**

- Group 1: King's Philosophy and Benefit of Mankind (4 credits)
- Group 2: Literacy and Peaceful Life (5 credits)
- Group 3: Entrepreneurship (1 credit)
- Group 4: Global Awareness and Digital Literacy (4 credits)
- Group 5: Systematic and Analytical Thinking (4 credits)
- Group 6: Language and Communication (8 credits)
- Group 7: Aesthetics and Sports (2 credits)
- GE Elective Courses (6 credits)

**CMDT Course Group
(88 credits)**

- Fundamental Courses (24 credits)
- Core Courses (33 credits)
- Core Elective Courses (13 credits)
- Elective Courses (18 credits)
    - Option I: Cooperative Education
    - Option II: Internship Program

**Free Elective Course Group
(6 credits)**
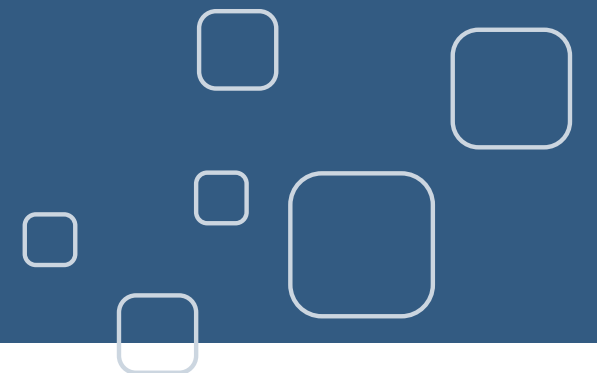
Modules

Study Plan

Core Modules

	Creative Problem Solving and Critical Thinking **M01**	Creative Digital Media Designer **M02**	Digital Media Production **M03**	Cross-Platform Development **M04**	New Media and Digital Trends **M05**
	M06 Transforming Digital Learning and Governmental Institutions	**M07** Digital Data Intelligence and Management	**M08** Digital Marketing, Digital Entrepreneur and Self-Promotion Development	**M09** Digital Literacy	**M10** Creative Media Project and Exhibition
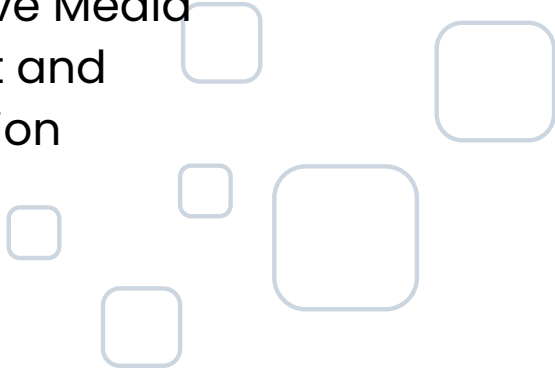
English Modules

M11 English Like a Pro

M12 No Boundaries Communication

M13 English for Professional Development

General Education Modules

M14 Art and Aesthetics

M15 Fine Mind

Academic Services Modules

M15 English Test Hackers

1 Fundamental Courses
+ General Education Courses

2 Core Courses
+ Core Elective Courses in CMDT

3 Project in Digital Media Program
+ Seminars

4 Work Practice Options
+ Display Design
& Exhibition

PLOs: Program Learning Outcomes

GENERIC PLOs

Rely on the discipline under the philosophy of sufficiency economy

Have the skills to think and to analyze based on the cause-effect scenario

Knowledgeable and can be an entrepreneur and career building

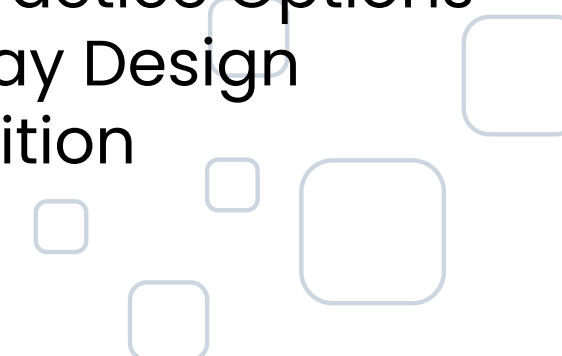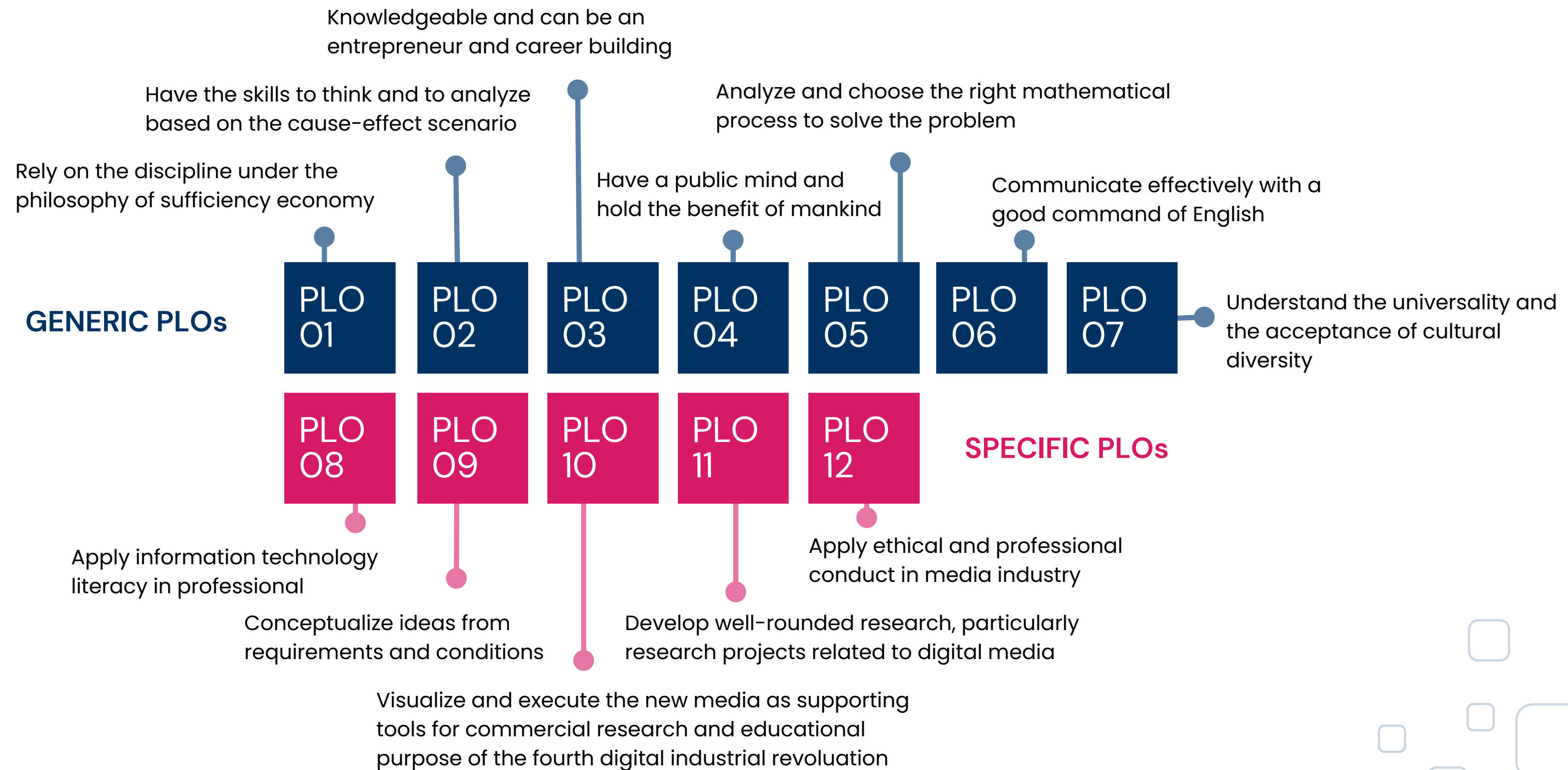Have a public mind and hold the benefit of mankind

Analyze and choose the right mathematical process to solve the problem

Communicate effectively with a good command of English

Understand the universality and the acceptance of cultural diversity

PLO 01	PLO 02	PLO 03	PLO 04	PLO 05	PLO 06	PLO 07

PLO 08	PLO 09	PLO 10	PLO 11	PLO 12

SPECIFIC PLOs

Apply information technology literacy in professional

Conceptualize ideas from requirements and conditions

Visualize and execute the new media as supporting tools for commercial research and educational purpose of the fourth digital industrial revoluation

Develop well-rounded research, particularly research projects related to digital media

Apply ethical and professional conduct in media industry

ACADEMIC CALENDAR 2023

FIRST SEMESTER

Tuition Fee Payment	Registration Period	First Day of Classes
5 June 2023	19 June–3 July 2023	26 June 2023

	Last Day of Classes	Final Exams
	13 October 2023	14-26 October 2023

Semester Ends	Grade Results on Website	**Short Semester Break**
27 October 2023	5 November 2023	....
		28 October –19 November 2023

ACADEMIC CALENDAR 2023

SECOND SEMESTER

Tuition Fee Payment	Registration Period	First Day of Classes
6 November 2023	13–27 November 2023	20 November 2023

	Last Day of Classes	Final Exams
	8 March 2024	9-20 March 2024

Semester Ends	Grade Results on Website	**LONG SEMESTER BREAK**
21 March 2024	30 March 2024	....
		22 March - TBA

Extra Curricular Activities

40 Compulsory Hours
(10 Hours per Academic Year)

Y1

Freshmen Orientation + Learner Awareness

- Freshmen Orientation and Parent Meeting
- Teacher Appreciation Day
- Welcome DM Freshmen and Cheering Meeting
- PSU Open Week

Y2

Community + Cultural Engagement

- CMDT Camp
- PSUIC Student Exhibition
- Prince Mahidol's Day
- SAMO Certification Election
- PSUIC Development Project

Y3

Global Discovery

- PSUIC Excursion Trip
- PSUIC Sparkling Talk
- Personality Development Seminar

Y4

Job Orientation + Personality Development

- Preparatory Workshop for Working in the industry: VR and Game Design
- Final Year Orientation

Extra Curricular Activities

60
Elective Hours (7 Fields)

- Public Mind and Social Responsibility
- Discipline Integrity and Morality
- Academic, Social Skills and Career Readiness
- Health and Recreation
- Art, Culture and Religions
- Democracy and Institutional Pride
- Internationalization and Global Competency

Mandatory English Course Registrations and Requirements

	Entry Score for Admission	Exit Score for Graduation
TOEIC	450	600
TOEFL (ITP)	470	500
TOEFL (PBT)	470	500
TOEFL (CBT)	150	173
TOEFL (IBT)	50	61
IELTS	4.5	5.0

Additional English Courses Registration for No-Entry Score

- 142-111 English Booster (Audit)
- 142-112 English On Air (Audit)

PSUIC Hatyai Campus grants the English Test application fee once an academic year.

Englist Standardized Test

Fee Support

Voucher

up to 2,000.- Baht

TUITION FEE PER SEMESTER: 68,000 THB
(ALL-INCLUSIVE FEE)

Tuition Fee and Scholarship

PSUIC SCHOLARSHIPS

- **Scholarship for Year 2, Semester 1**

  Outstanding Portfolio **+** English Skill Test Score

  - 100% of tuition fee
  - 50% of tuition fee
  - 25% of tuition fee

- **Scholarship for Students from TCAS 1 (Year 1)**

  3 Scholarships for 1 School
  10,000 THB in 1st Semester, 1st Academic Year

- **Scholarship for Students from TCAS 2 (Year 1)**

  3 Scholarships for 1 School
  5,000 THB in 1st Semester, 1st Academic Year

- **1 PSUIC Digital Gifted Scholarship for student from PSUIC Digital Gifted Channel (Year 1)**

  Outstanding Portfolio **+** certificate(s) from competition(s) **+** interview

  100% of tuition fee
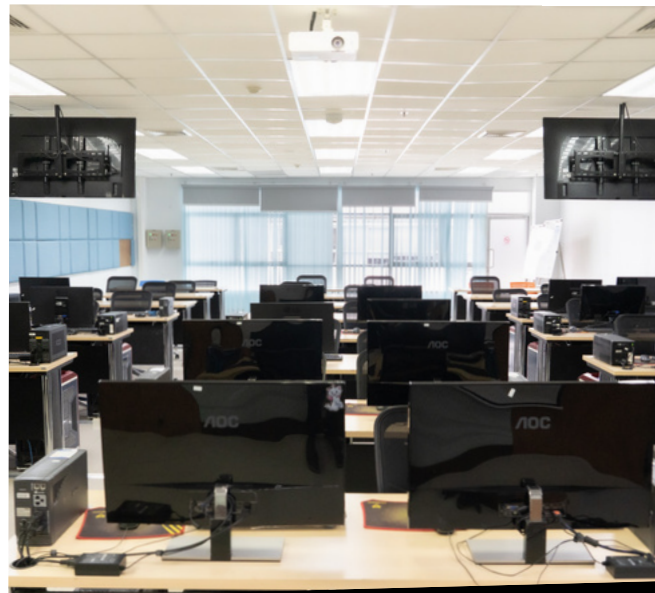
PAYMENT CHANNEL

- **Bill Payment System**

  Payment Slip
  sis.psu.ac.th

- **Direct Pay System**

  Allow SCB to withdraw money online

Life in Campus

Facilities

Computer Room

Three PC Rooms and iMac with up-to-date computer software provided to students learning in class and self-practicing on their free time.

Drawing Room

Expand your creativity and take part in the art of living plus an active learning to fulfill your life education.
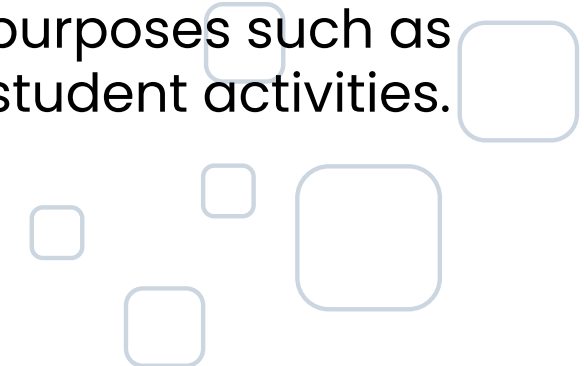

Studio Room

Enjoy real-practical activities of digital photography and other related work experiences on photo and video shooting studio.

Student Lounge

Where students relax or just study in a more comfortable setting. It has also been used for a variety of other purposes such as student activities.

Life in Campus

Facilities on campus

You can enjoy excellent teaching and learning facilities, outstanding sports provisions, and the opportunity to join one of the multicultural student clubs and societies.

Sport Complex

Cafeteria

On-Campus Dormitories

Khunying Long Athakravisunthorn Learning Resources Center (PSU Library)

Opportunities to attend plays, films, recitals, and other cultural gatherings are frequently available.

More information about PSU facilities:

A free campus bus service operates daily from 07.30–09.30, 12.30–13.30 and 15.30–17.30

Contact

**Prince of Songkla University
International College,
Hat Yai Campus**

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