



ARCHITECTURE
KHON KAEN UNIVERSITY

Brochure of Graduate Programs

Faculty of Architecture

Khon Kaen University Thailand





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Master of Design, Program in Design

1. Faculty	Architecture, Khon Kaen University ,Thailand
2. Program overview Philosophy	<p>The Master of Design, Program in Design, with a focus on Design Studies, aims to produce professional designers to develop design thinking skills from being the center of innovation and indigenous intelligence integration with modern technology. This is to elevate the creative industry potential into the digital economy. The curriculum emphasizes on managing teaching and learning to support graduate-level learners in 4 specializations: Product Design, Graphic and Multimedia Design, Textile and Fashion Design, and Ceramic Design. The teaching experience involves ongoing curriculum development and refinement to keep pace with changes since 2014.</p> <p>Distinctive features of the program include the ability to conduct research and development in product design, deep target group data collection, design and creation of new products for target groups, understanding product design in current contexts, planning product design guidelines through research, and analyzing suitable product patterns for the market.</p> <p>The Master of Design program, with a specialization in Design Studies, is a curriculum aimed at transforming education towards a new paradigm. It utilizes Outcome-based Education as its educational goal, promotes new learning methods such as the Flipped Classroom, and emphasizes learning through real-world experiences via Project-based learning, Problem-based instruction, and Research-based Instruction. It integrates work-integrated learning and develops new curricula to meet societal needs and stakeholder interests through a Modular System, both in degree and non-degree programs.</p> <p>Focusing on producing professional creative designers to develop design thinking skills from being the center of innovation and integrating indigenous intelligence with modern technology to elevate the creative industry potential into the digital economy, the program has developed Program Learning Outcomes covering knowledge, practical skills, and lifelong learning skills of graduates in three major areas: Cultural and Indigenous Innovation Design, Digital Business Design, and Research in Design.</p>
3. Objective	<p>Plan A: Academic Track</p> <p>Master of Design Curriculum Plan 1: Academic Track</p> <p>Aims to produce academic professionals in creative design to develop design thinking skills through research-based learning from being the center of innovation and integrating local wisdom with modern technology (New ISAN) to elevate the potential of the creative industry into the digital economy without violating intellectual property rights.</p> <p>Objectives of the curriculum Plan A: Academic Track:</p> <ol style="list-style-type: none"> 1) Ability to design new products and innovate in cultural and indigenous contexts without violating intellectual property rights. 2) Ability to analyze design factors to promote business creation in the digital age. 3) Ability to design products using research-based design processes.

	<p>Plan B: Professional Track</p> <p>Master of Design Curriculum Plan 2: Professional Track</p> <p>Aims to produce professional designers to develop design thinking skills from product conception to market distribution, using a research-based approach and integrating local wisdom with modern technology (New ISAN) to elevate the potential of the creative industry into the digital economy without violating intellectual property rights.</p> <p>Objectives of the curriculum Plan B: Professional Track:</p> <ol style="list-style-type: none"> 1) Ability to design new products and innovate in cultural and indigenous contexts without violating intellectual property rights. 2) Ability to analyze design factors to promote business creation in the digital age. 3) Ability to design products reflecting professional practices and design learning experiences.
4. Program Requirement	The course is open to applicants with bachelor's degrees in all fields who are interested in product design, graphic and multimedia design, textile and fashion design, and ceramic design. The aim is to develop design skills. If you are a student who has not completed a bachelor's degree in a related design field, you will be supported to learn alongside undergraduate students in relevant subjects related to your interests and research direction.
5. Curriculum	<p>Study Plans and Credit Units Breakdown:</p> <p>Plan A: Academic Track</p> <p>(Type A1) (Throughout the program : 36 credit units)</p> <p>(Type A2) (Throughout the program : 36 credit units)</p> <p>Plan B: Professional Track</p> <p>(Throughout the program : 36 credit units)</p>
6. Fees (Tuition/International student/research)	108,000 – 123,000 Baht/Academic Year

Program Structure

Categories of Courses	Number of Credit Hours	
	Plan A Type A1	Plan A Type A2
1. Core Courses	36	36
2. Major Required Courses	6 (Non-credits)	15
3. Major Elective Courses	-	9
4. Thesis	36	12
Total credits in the program	36	36

Lists of Courses

Plan A Type A1	Categories of Courses	Courses	Credits
	Major Required Courses	**AR 447 101 Research Methodology of Design	Non-credits
		**AR 447 101 Seminar in Design I	Non-credits
		**AR 447 101 Seminar in Design II	Non-credits
	Thesis	**AR 447 898 Thesis	36
Total			36
Plan A Type A2	Major Required Courses	**AR 447 101 Research Methodology of Design	3
		**AR 447 104 Innovation Design form Local Wisdom	3
		*AR 447 102 Advanced Design	3
		*AR 447 103 Theory and Concept of Design	2
		**AR 447 101 Seminar in Design I	2
		**AR 447 101 Seminar in Design II	2
	Total		15
	Major Elective Courses	*AR 447 201 Creating Business Product Design Strategy	3
		*AR 447 205 Innovation Design	3
		*AR 447 202 Design in Global	3
		*AR 447 203 Integrated Design	3
		*AR 447 204 Technology for Designer	3
		**AR 447 894 Special Topics of Design	3
		Remark: should 3 courses of total 9 credits with approval from the program committee	
	Total		9
	Thesis	**AR 447 899 Thesis	12
	Total		12

Recommended Sequence

Year 1 / Semester 1	Credits	
	Plan A Type A1	Plan A Type A2
**AR 447 898 Thesis	9	-
**AR 447 101 Research Methodology of Design	3 (Non-Credits)	3
**AR 447 104 Innovation Design form Local Wisdom	-	3
*AR 447 103 Theory and Concept of Design	-	2
*AR 447 202 Design in Global	-	3
TOTAL ENROLL COURSE CREDIT	12	11
TOTAL CUMULATIVE COURSE CREDIT	9	11
Year 1 / Semester 2	Credits	
	Plan A Type A1	Plan A Type A2
**AR 447 898 Thesis	9	-
**AR 447 101 Seminar in Design I	3 (Non-Credits)	2
*AR 447 102 Advanced Design	-	3
812 xxx Electives Course (*AR 447 201 Creating Business Product Design Strategy) (*AR 447 205 Innovation Design)	-	6 (3) (3)
TOTAL ENROLL COURSE CREDIT	12	11
TOTAL CUMULATIVE COURSE CREDIT	18	22

Year 2 / Semester 1	Credits	
	Plan A Type A1	Plan A Type A2
**AR 447 898 Thesis	9	-
**AR 447 101 Seminar in Design II	-	2
**AR 447 899 Thesis	-	3
xxx xxx Elective Course	-	-
TOTAL ENROLL COURSE CREDIT	9	5
TOTAL CUMULATIVE COURSE CREDIT	27	27

Year 2 / Semester 2	Credits	
	Plan A Type A1	Plan A Type A2
**AR 447 898 Thesis	9	-
**AR 447 899 Thesis	-	9
TOTAL ENROLL COURSE CREDIT	9	9
TOTAL CUMULATIVE COURSE CREDIT	36	36

*Please note that the curriculum is subject to change as appropriate.

Contact Person

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