Course Description

Faculty/College: College of Design

Program: Master of Fine Arts in Design

Section 1: General Information

Course Code: DGN 621 **Course Title:** Paradigms of Creativity **Credits:** 3(2-2-5)

Co-requisite Course: None

Pre-requisite Course: None

Semester: 1/2025 (Academic Year 2568)

Group: 61

Course Type:

☐ Remedial Course
☐ General Education Course
■ Core Course
☐ Elective Course

Instructor in Charge: Asst. Professor Dr. Sammiti Sukbunjhong

Permanent Instructor: Asst. Professor Dr. Sammiti Sukbunjhong

Teaching Instructor(s):

☐ Lecturer
■ Permanent Instructor
☐ Visiting Lecturer

Teaching Location:

■ On-Campus
☐ Off-Campus

Section 2: Course Objectives and Components

1. Course Objectives

1. To understand the development of creative design processes through observation, training on the fundamentals of aesthetics
2. To analyze and synthesize the creative design processes by training to think systematically and turning abstraction into clearly structured ideas
3. To apply the knowledge in dealing with complex design problems as well as flexibly and adaptively dealing with the aspects of change in contemporary society.

2. Course Description

This course is designed to introduce the development of creative design processes through observation, analysis and synthesis by turning abstraction into clearly structured ideas; with training on the fundamentals of aesthetics, how to think systematically, dealing with complex design problems as well as flexibly and adaptively dealing with the aspects of change in contemporary society.

3. Number of Hours per Week for Academic Consultation and Guidance

Total: 3 hours/week

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4. Course Learning Outcomes (CLOs):

CLO 1 Define the development of creative design processes

CLO 2 Explain the development of creative design processes

CLO 3 Solve the complex design problems from key case studies

CLO 4 Identify and distinguish the creative design processes from key case studies

CLO 5 Critique and Examine the complex design problems from key case studies

CLO 6 Propose the new design solution idea.

Section 3. Development of Student Learning Outcomes

The development of each intended learning outcome based on the program's learning standards is as follows:

1. Ethics and Morality

●	Learning Outcomes	Teaching Methods	Assessment Methods
1.2	Demonstrate discipline, punctuality, and responsibility to oneself and society	● Integrate content related to discipline, punctuality, and personal/social responsibility ● Embed moral and ethical values during project-based work through discussions, emphasizing responsibility, discipline, ethics, integrity in teamwork, humility, and generosity	● Observe student behavior in meeting deadlines ● Ensure students complete work on time, collaborate effectively with others, and maintain punctuality

2. Knowledge

●	Learning Outcomes	Teaching Methods	Assessment Methods
2.1	Possess knowledge and understanding of theories, principles, and methods in the professional field	● Lecture-based teaching using problem-based learning, followed by problem-solving exercises related to design and program development, coding, and hands-on practice. ● Assign additional research tasks. ● Assign homework for problem-solving practice.	● Evaluate and grade assigned work. ● Assess through midterm and final exams using written tests.
2.3	Able to analyze problems, understand, and apply knowledge, skills, and	● Lecture using problem-based learning, followed by problem-solving exercises in design and	● Evaluate and grade assigned work. ● Assess through

	appropriate tools to solve problems	program development, coding, and hands-on practice. ● Introduce tools and how to use them. ● Assign additional research tasks. ● Assign homework for problem-solving practice.	project execution, project presentation, and report submission.

3. Cognitive Skills

●	**Learning Outcomes**	**Teaching Methods**	**Assessment Methods**
3.1	Able to think critically and systematically	● Teach through lectures and Q&A sessions, assigning tasks that encourage sound and systematic critical thinking	● Evaluate and grade assigned work ● Assess through midterm and final exams
3.4	Able to apply knowledge and skills appropriately to solve professional problems	● Lecture and Q&A sessions ● Assignments	● Observe behavior

4. Interpersonal Skills and Responsibility

●	**Learning Outcomes**	**Teaching Methods**	**Assessment Methods**
4.1	Able to communicate and convey information clearly and accurately	● Teach through lectures and Q&A sessions, encouraging interaction and communication, with assignments requiring in-class presentations.	● Observe behavior and participation in class activities ● Evaluate and grade assigned work

5. Analysis Skills, Communication, and Use of Information Technology

●	**Learning Outcomes**	**Teaching Methods**	**Assessment Methods**
5.1	Able to suggest solutions to problems using	● Lecture and guidance on solving problems using mathematical	● Observation of behavior

	mathematical information or applied statistical presentation in a creative manner	information or applied statistical presentation ● Assignments	
5.3	Possess presentation skills by selecting appropriate formats and methods	● Assignments	● Assessment and scoring of assignments and presentation
5.4	Able to use information technology appropriately	● Assignments requiring students to do self-study via websites, e-learning materials, and prepare reports with an emphasis on referencing credible sources	● Assessment and scoring of assignments and presentation

Section 4: Teaching and Evaluation Plan

1. Teaching Plan

Week	Topic / Details	Learning Activities and Media	Total Hours	Instructor
1	**"The Importance of Creativity"** (Definition, Element and Types of Creativity)	Academic policy & Class rules Teaching methods and class activities Explanation of Learning Assessment Demonstration teaching - Course introduction Syllabus -Course objectives and tasks -Lesson plan -Coursework frame -Student Assignment Evaluation	3	Asst. Professor Dr. Sammiti Sukbunjhong
2	**" The Role of Creativity"** 1) The Role of Creativity and Imagination 2) The Role of Creativity in Problem-Solving or Finding Solution 3) The Role of Creativity in Innovation	Teaching methods (Power Point, Lecture, Exercise/Assignment, Picture/Video/Audio, Internet/Website, Research Article, and Others and class activities Active Learning, discussion	3	Asst. Professor Dr. Sammiti Sukbunjhong
3	**"Theories of Creativity"** (Each Group of Student presents take turns leading a discussion	Teaching methods (Power Point, Lecture, Exercise/Assignment, Picture/Video/Audio,Internet/Website, Research Article, and Others and class activities	3	Asst. Professor Dr. Sammiti Sukbunjhong

Week	Topic / Details	Learning Activities and Media	Total Hours	Instructor
	about theories of creativity in class)	Active Learning, discussion		
4	**"Creativity in Paradigm Shifting"**	Teaching methods (Power Point, Lecture, Exercise/Assignment, Picture/Video/Audio, Internet/Website, Research Article, and Others and class activities Active Learning, Seminar	3	Asst. Professor Dr. Sammiti Sukbunjhong
5	**"Creativity and Design"**	Teaching methods (Power Point, Lecture, Exercise/Assignment, Picture/Video/Audio, Internet/Website, Research Article, and Others and class activities Active Learning Demonstration teaching	3	Asst. Professor Dr. Sammiti Sukbunjhong
6	**"Creativity Play in Design : Case Study"** (Each Student presents the research of case study in class)	Teaching methods (Power Point, Lecture, Exercise/Assignment, Picture/Video/Audio, Internet/Website, Research Article, and Others and class activities Active Learning	3	Asst. Professor Dr. Sammiti Sukbunjhong
7	**"The paradigm development of local design"**	Teaching methods (Power Point, Lecture, Exercise/Assignment, Picture/Video/Audio, Internet/Website, Research Article, and Others and class activities Active Learning, Game	3	Asst. Professor Dr. Sammiti Sukbunjhong
8	**"Creativity in Local**	Teaching methods (Power Point,	3	Asst. Professor Dr. Sammiti Sukbunjhong

Week	Topic / Details	Learning Activities and Media	Total Hours	Instructor
	Design : Case Study" (Each Student presents the research of case study in class)	Lecture, Exercise/Assignment, Picture/Video/Audio, Internet/Website, Research Article, and Others and class activities Active Learning		
9	**"Changing the paradigm of design with AI Technology"**	Teaching methods (Power Point, Lecture, Exercise/Assignment, Picture/Video/Audio, Internet/Website, Research Article, and Others and class activities Active Learning	3	Guest Lecturer Mr.Karin Buddharuksa
10	**"Creative AI in Design Journey workshop"**	Teaching methods (Power Point, Lecture, Exercise/Assignment, Picture/Video/Audio, Internet/Website, Research Article, and Others and class activities Active Learning	3	Guest Lecturer Mr.Karin Buddharuksa
11	**"Creative AI in Design Showcase"**	Teaching methods (Power Point, Lecture, Exercise/Assignment, Picture/Video/Audio, Internet/Website, Research Article, and Others and class activities Active Learning	3	Asst. Professor Dr. Sammiti Sukbunjhong
12	**"Creativity in Design Business and Entrepreneurship"**	Teaching methods (Power Point, Lecture, Exercise/Assignment, Picture/Video/Audio, Internet/Website, Research Article, and Others and class activities Active Learning	3	Guest Lecturer Mr.Phisit Jongnarangsin
13	**"Creativity**	Teaching methods (Power Point,	3	Asst. Professor Dr. Sammiti Sukbunjhong

Week	Topic / Details	Learning Activities and Media	Total Hours	Instructor
	Experience Trip"	Lecture, Exercise/Assignment, Picture/Video/Audio, Internet/Website, Research Article, and Others and class activities Active Learning		
14	**"Seminar in Paradigms of Creativity"**	Teaching methods (Power Point, Lecture, Exercise/Assignment, Picture/Video/Audio, Internet/Website, Research Article, and Others and class activities, Seminar Active Learning	3	Asst. Professor Dr. Sammiti Sukbunjhong
15	Final and Self-reflection	Teaching methods (Power Point, Lecture, Exercise/Assignment, Picture/Video/Audio, Internet/Website, Research Article, and Others and class activities Active Learning Evaluation and Discussion	3	Asst. Professor Dr. Sammiti Sukbunjhong
Total			45	

2. Learning Outcome Evaluation Plan

Learning Outcomes	Evaluation Methods	Week of Assessment	Weight (%)
2.1, 2.3, 3.1, 3.4	Final Assignment	Week 15	20%
1.2, 2.1, 2.3, 4.1	Class attendance, participation, discussion, expression of opinions, and quizzes	Throughout the semester	40%

Learning Outcomes	Evaluation Methods	Week of Assessment	Weight (%)
3.1, 3.4, 4.1, 5.1, 5.3, 5.4	Case study analysis, research, project presentation, group work and outputs	Throughout the semester	40%

Section 5: Learning and Teaching Resources

1. Textbook and Core Documents

2. Essential References

Section 6: Course Evaluation and Improvement

1. Strategies for Evaluating Course Effectiveness by Students

Students will be invited to evaluate the course using standard feedback forms provided by the program. The informal feedback may be gathered during the semester through short surveys or discussions. These evaluations will focus on the clarity of course objectives, the usefulness of course materials, and how well the course supports learning and skill development. Feedback will be reviewed and considered for future course improvements.

2. Strategies for Evaluating Teaching

Teaching performance will be assessed through peer observation and input from other instructors involved in the program. Student evaluations will also be used to gather feedback on teaching methods, clarity of instruction, and engagement. The effectiveness of teaching will be further reflected in the quality of student work, including written assignments and presentations. These insights will help guide ongoing adjustments in teaching approaches and curriculum planning.

3. Teaching Improvement

Teaching improvement will be supported through regular participation in teaching development workshops organized by the College of Design. Faculty peer reviews and collaborative course planning sessions will be conducted each semester to reflect on teaching strategies. Instructors are also encouraged to engage in classroom-based research and reflective teaching practices to refine delivery and student engagement.

4. Verification of Student Learning Achievement Standards

■ Interviewing students

■ Observing student behavior

■ Conducting a comprehensive knowledge test

■ Reporting on learning achievement data in each area

■ Surveys / Questionnaires

5. Review and Planning for Course Improvement

Data collected from student evaluations and peer reviews will be analyzed at the end of each semester. This includes feedback from surveys, informal check-ins, and assessment outcomes. The results will inform revisions to course content, teaching strategies, and assignment design. Findings will be discussed during program meetings and integrated into future teaching plans to improve course effectiveness and student learning experiences.