

# Master of Architecture Program in Industrial Design

## Faculty of Architecture, Khon Kaen University

### The Master of Architecture (Industrial Design)

[M.Arch. (Industrial Design)]

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#### Graduation Requirements

Students must complete at least 36 credit hours with a cumulative GPA of 3.5 or better.

#### Curriculum Structure

Master of Architecture Programs Plan A Type A1, Plan A Type A2 and Plan B

#### 1. Course

##### Required Courses

Plan A Type A1 students shall study 812 701 Research Methodology of Industrial Design, 812 891 Seminar in Industrial Design 1 for non-credit. Plan A Type A2 and Plan B students shall study 5 required courses for total of 15 credits as follows:

812 701	Research Methodology of Industrial Design	3(3-0-6)
812 702	Design in Context of Vernacular Culture	3(2-2-5)
812 703	Advanced Industrial Design	3(3-0-6)
812 704	History of Design	3(2-2-5)
812 891	Seminar in Industrial Design	3(3-0-6)

### Elective Courses

Plan A Type A2 students shall choose 3 courses of total 9 credits. Plan B students shall choose 5 courses of total 15 credits from the following courses or courses that will be added in the future with the approval from the program committee.

812 711	Marketing Management for Designers	3(2-2-5)
812 721	Local Wisdom and Innovative Design	3(2-2-5)
812 722	Advanced Ceramic Design	3(2-2-5)
812 723	Advanced Graphic Design	3(2-2-5)
812 724	Advanced Multimedia Design	3(2-2-5)
812 725	Advanced Textiles and Fashion Design	3(2-2-5)
812 726	Advanced Packaging Design	3(2-2-5)
812 727	Advanced Furniture Design	3(2-2-5)
812 894	Special Topics in Industrial Design	3 (3-0-6)

### Thesis

812 898	Thesis	36 Credits
812 899	Thesis	12 Credits

### Independent Study

812 897	Independent Study	6 Credits
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## 2. Example Study Plans

Year 1 Semester 1		Credits		
		Plan A Type A1	Plan A Type A2	Plan B
812898	Thesis	9	-	-
812701	Research Methodology in Industrial Design	3 (Non-credit)	3 (3-0-6)	3 (3-0-6)
812702	Design in Context of Vernacular Culture		3(2-2-5)	3(2-2-5)
812703	Advanced Industrial Design		3 (3-0-6)	3 (3-0-6)
<b>Total Registered Credits</b>		<b>12</b>	<b>9</b>	<b>9</b>
<b>Total Cumulative Credits</b>		<b>9</b>	<b>9</b>	<b>9</b>

Year 1 Semester 2		Credits		
		Plan A Type A1	Plan A Type A2	Plan B
812898	Thesis	9	-	-
812891	Seminar in Industrial design	3 (Non-credit)	3(3-0-6)	3(3-0-6)
812xxx	Elective Course	-	6	9
<b>Total Registered Credits</b>		<b>12</b>	<b>9</b>	<b>12</b>
<b>Total Cumulative Credits</b>		<b>18</b>	<b>18</b>	<b>21</b>

Year 2 Semester 1		Credits		
		Plan A Type A1	Plan A Type A2	Plan B
812898	Thesis	9	-	-
812 704	History of Design	-	3 (2-2-5)	3 (2-2-5)
812 899	Thesis	-	3	-
812xxx	Elective Course	-	3	6
<b>Total Registered Credits</b>		<b>9</b>	<b>9</b>	<b>9</b>
<b>Total Cumulative Credits</b>		<b>27</b>	<b>27</b>	<b>30</b>

Year 2 Semester 2		Credits		
		Plan A Type A1	Plan A Type A2	Plan B
812898	Thesis	9	-	-
812899	Thesis	-	9	-
812897	Independent Study	-	-	6
<b>Total Registered Credits</b>		<b>9</b>	<b>9</b>	<b>6</b>
<b>Total Cumulative Credits</b>		<b>36</b>	<b>36</b>	<b>36</b>

### 3. Course Description

#### **812 701 Research Methodology in Industrial Design 3(3-0-6)**

Concept and research methodology in industrial design, research process, research design, construction of research tools, management of quantitative and qualitative data, statistical analysis, research publication, research ethics, development of research proposal or innovation in industrial design.

#### **812 702 Design in Context of Vernacular Culture 3(2-2-5)**

Ethnic-inspired designs, local products, local wisdom, local arts and crafts, analysis of ethnic identity and development of cultural concept for contemporary product design.

#### **812 703 Advanced Industrial Design 3(3-0-6)**

Analysis of product design process, physical, communicative and aesthetic factors; design concepts, design inspiration, process of scientific creativity, in-depth study of design history to develop innovations and improve value of designed products.

#### **812 704 History of Design 3(2-2-5)**

History of design in eastern and western world, evolution of design theories in the world history, practicing research in history of ASEAN local design.

#### **812 711 Marketing Management for Designers 3(2-2-5)**

Principles and significance of marketing on products and designers' marketing concepts, forecasting market demand based on analysis of environment affecting product design, marketing strategy, planning and management of domestic and international marketing.

#### **812 721 Local Wisdom and Innovative Design 3(2-2-5)**

Analysis and practicum in product design, development of innovations from local wisdom.

**812 722 Advanced Ceramic Design 3(2-2-5)**

Research Methodology in Design; Creative-oriented experimental process on Ceramic Glaze Ingredients and Clay Making.

**812 723 Advanced Graphic Design 3(2-2-5)**

Graphic design communication, meaning and information, identity design, designing aspects of local wisdom and global.

**812 724 Advanced Multimedia Design 3(2-2-5)**

Research, Analysis-Synthesis and Technical Application of Systematic Design for Multimedia creation.

**812 725 Advanced Textiles and Fashion Design 3(2-2-5)**

Textile technology and fashion design; technical experiment and testing contexts related to textiles and fashion, application of Textile and Local-Global garment technical in production development.

**812 726 Advanced Packaging Design (2-2-5)**

Principles and theory of packaging design, application of theory in packaging design, utilization of local wisdom and culture in packaging design for added value, design of environment-friendly packaging.

**812 727 Advanced Furniture Design 3(2-2-5)**

Survey studies and analysis, field trips, materials and production process of furniture design, furniture design and culture, consumer behaviors, design for specific target groups, universal furniture design based on case study.

**812 891 Seminar in Industrial Design (3-0-6)**

Review literature, critic and presentation of research studies or articles related to industrial design focusing on design philosophy, concept, history, and scientific creative method.

**812 894 Special Topics in Industrial Design 3 (3-0-6)**

Special topics related to industrial design and research studies in industrial design.

**812 897 Independent Study 6 Credits**

Independent study on a specific topic in industrial design and knowledge management according to student's interest under supervision and guidance of the independent study advisor.

**812 898 Thesis 36 Credits**

Research conduction on problem relevant to industrial design and knowledge management under supervision and guidance of the thesis advisor.

**812 899 Thesis 12 Credits**

Research conduction on problem relevant to industrial design and knowledge management under supervision and guidance of the thesis advisor.

4. Programme Lecturer				
No.	Name	Citizen identity number	Academic position	Qualification
1	Mr. Thanasit Chantaree	x-xxxx-xxxx-x	Assistant Professor	Ph.D. (Products design) M.F.A. (Ceramics) B.Arch. (Products design)
2	Mr. Kham Chaturongakul	x-xxxx-xxxx-x	Lecturer	Ph.D.(Art and Cultural Research) B.F.A. (Communication Design) B.S.I.Ed (Product design)
3	Ms. Chanasda Chullasthira	x-xxxx-xxxx-x	Lecturer	Ph.D.(Products design) M.B.A.(Management) B.S.I.Ed (Architectural)
4	Mr. Nattapong Prompongsaton	x-xxxx-xxxx-x	Lecturer	Ph.D.(Art and Cultural Research) M.F.A. (Ceramics) B.F.A. (Ceramics)
5	Ms. Supaporn Attakomol	x-xxxx-xxxx-x	Lecturer	Ph.D. (Products design) M.F.A. (Ceramics) B.Tech. (Ceramic Technology)