

<b>Course name:</b>	Master of Fine Arts Program in Design
<b>Offered Degree:</b>	MFA in Design
<b>Faculty:</b>	College of Design, Rangsit University
<b>Total credits:</b>	36 credits

### **Description of the MFA Program**

The practice of design just about two decades ago was predominantly a craft-based, cultural-product centric profession, focussed on creating beautiful products. Today, the global landscape of design, business and technology has changed considerably, in addition to creating desirable products, designers are increasingly being called upon to solve complex problems facing our society.

The Master of Fine Art program in Design aims to step up to these challenges by training students from diverse backgrounds in what is called “design thinking”, which is a way of framing and understanding the given situation and invent new possibilities and solutions for the future.

Students get trained in a unique multidisciplinary hands-on approach to help them hone their creativity, and learn to practice skills that help them succeed in many roles in a range of diverse fields including product and communication design, design research & business strategy for businesses, studio management and innovation.

### **Who can apply**

We are open to students from all backgrounds. The essential qualities we look for in a successful applicant are curiosity about the world, the objects and social structures we have created around us. We look for students who have an openness to learn new things and a passion for design.

If you want to do something for the society, you belong here !

### **Facilities available at College of Art, Rangsit University**

**Galleries:** The faculty of Art & Design has 3 galleries that proudly showcase the work of the students and alumni. Each exhibition is promoted through the social media platforms, emails broadcasts and blogs.

Visit: <http://pattanagallery.blogspot.com>

**Workshops:** The faculty of art and design has a fully equipped wood, metal and ceramic workshop with highly trained technicians to help you train as well as realise your ideas into a final prototype. High performance 3D Printers and laser cutters are also available for you to learn and explore digital crafting techniques.

### **Programme:**

#### **Master of Fine arts Program in Design**

<b>Name of Curriculum:</b>	Master of Fine Arts Program in Design
<b>Name of Degree:</b>	Master of Fine Arts
<b>(Abbr.):</b>	M.F.A. (Design)

## **Objectives**

1. To build a foundation of design thinking that allows the student to think in a very divergent but structured manner.
2. To emphasise on a research oriented and context sensitive approach to designing.
3. To have a multidisciplinary approach to learning and thinking regardless of formal qualifications
4. To minimise the limitation of linear thinking in a single discipline of design.

## **Eligibility of applicants**

1. Pass the examination and a portfolio review by the department committee.
2. Have obtained a GPA of no less than 2.5 (two point five) in any discipline
3. Pass the English entrance exam as per the university's criteria.

## **Structure of the Program**

The MFA program emphasises mastery of the profession including narrative abilities, presentation skills, strategic thinking, problem solving and the ability to develop innovative concepts. Through knowledgeable and practicing faculty, we enable our students to become responsible leaders in their field.

The graduate student's final Thesis Project must integrate the design process, concept and content with technical prowess to make an original contribution. The thesis is critically reviewed and approved by the final graduate review committee and then professionally exhibited to the industry and public.

## Semester wise distribution of courses

	Code	Course Name	Credits	Comments
<b>Year 1</b> (Semester 1) <b>7 Credits</b>	DGN 510	Workshop Skills	1	Foundation courses that align students capabilities and skills to prepare them for the next semester. This is also a critical semester that allow students to adjust to our unique way of teaching, which emphasises thinking while making.
	DGN 621	Paradigms of Creativity	3	
	DGN 626	2 Dimensional Design	3	
<b>Year 1</b> (Semester 2) <b>12 Credits</b>	DGN 627	3 Dimensional Design	3	Building on the foundation courses of the previous semester, students begin to get the fundamentals of design and are exposed to a more structured way of arriving at design solutions. They are exposed to methods, process & vocabulary fundamental to any design activity.
	DGN 640	Environment, Technology & Design	3	
	DGN 671	Design Semiotics *	3	
	DGN 693	Design Research	3	
<b>Year 2</b> (Semester 3) <b>9 Credits</b>	DGN 662	Design, Business and Communication	3	Case studies, IP Law, & business models for design.
	DGN 681	Writing & Presentation Skills *	3	Fundamentals of creative writing, writing for communication and academic writing
	DGN 699	Pre- thesis	3	Exploring various topics to build a thesis.
<b>Year 2</b> (Semester 4) <b>9 Credits</b>	DGN 699	Thesis	9	The final stage which tests knowledge gained earlier.
<b>Mandatory</b>	ENL 500	English for Graduate Studies	1	Must be completed in any semester before graduation. <b>OR</b> Evidence of English proficiency must be provided; Eg.: TOEFL / IELTS etc.
	* Elective courses			

## Details of each course offered in the MFA Program:

### Year 1

(Semester 1: August - December) - 7 Credits

#### **Workshop Skills (DGN 501)**

A thorough training on how to use various tools and equipments available to support the design and creativity, including working with various materials like plaster, ceramics, wood, metal and plastics

#### **Paradigms of Creativity (DGN 621)**

Introduces 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.

#### **2 Dimensional Design (DGN 626)**

Examines the creative process of two-dimensional objects through hands-on making intertwining design with fabrication. Design language, cultural influences through visual communication, environmental resources, user and consumer perception, and the availability of technology provide the framework upon which work will be designed and fabricated. Individual's backgrounds, ideologies, and influences come together to shape the design process and create two-dimensional work.

### Year 1

(Semester 2: January - May) - 12 Credits

#### **3 Dimensional Design (DGN 627)**

Examines the creative process of three-dimensional objects through hands-on making, intertwining design with fabrication. Design language, cultural influences, environmental resources, user and consumer perception, and the availability of technology will provide the framework upon which objects will be designed and fabricated. Individual's backgrounds, ideologies, and influences come together to shape the design process and create three-dimensional working prototypes.

#### **Environment, Technology, & Design (DGN 640)**

Environment, technology, and design are intertwined and depend on each other for survival. The designer has a crucial responsibility towards the environment, and through technology, can position oneself as an innovative and positive force. Introduction to various design tools, techniques, and manufacturing systems with an emphasis on environmental consideration. Case studies, factory tours, and material explorations will expose students to the possibilities in design and fabrication.

#### **Design Semiotics (DGN 671)**

The semantic aspects of objects, images and environments, by analysing signifying processes, sign systems, and cultural coding of things in each culture through media images, everyday artefacts, fashion, and architecture.

#### **Design and Research (DGN 693)**

Various design disciplines provide a basis for research, during which students are encouraged to ask questions, discuss and investigate the possibilities of solutions systematically. Various methods of research will be selected and used to answer specific needs in different design projects.

## **Year 2**

(Semester 1: August - December ) - **9 Credits**

### **Design, Business and Commerce (DGN 662)**

Case studies and actual hypothetical scenarios, will provide a thorough understanding of business planning, corporate identity, marketing strategies, market and consumer research, designer compensation structures, ethics, as well as contract writing within a professional design practice. Students are encouraged to responsibly position themselves in the world and to be able to articulate their attitude and goals concerning their own future design practice.

### **Writing and Presentation Skills (DGN 681)**

Develop communication skills of writing and presenting one's work with emphasis on academic writing in the form of articles; be able to communicate one's ideas through effective presentations to an audience.

### **Pre-Thesis (DGN 699)**

A topic of interest and research proposal, complete with objectives, scope of work, research methodology will be submitted for approval by the thesis committee.

## **Year 2**

(Semester 2: January - May ) - **9 Credits**

### **Thesis (DGN 699)**

Students will work with an advisor to synthesise their research findings into an experimental body of work which will be presented to the thesis committee for final approval. Written research will be published and presented to an academic research committee in the form of an oral and/or visual presentation in order to meet the requirements of the thesis