



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: GEN 0115

Course Title: Film Appreciation

Credits: 3(3-0-6)

Program: Tourism Management, International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 3, Academic Year: 2019

Section 1 General Information

1. Code and Course Title:

Course Code: GEN 0115

Course Title (English): Film Appreciation

Course Title (Thai): *None*

2. Credits: 3(3-0-6)

3. Curriculum and Course Category:

3.1 Curriculum: Tourism Management

3.2 Course Category:

General Education

Required Course

Elective Course

Others

4. Lecturer Responsible for Course and Instructional

Course Lecturer (s):

4.1 Lecturer Responsible for Course: Miss Siripen Yiamjanya

4.2 Instructional Course Lecturer (s): Miss Siripen Yiamjanya

5. Contact/Get in Touch

Room Number: 305 Tel.: 061-7526668

E-mail: rain071_@hotmail.com; siripen.yi@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 3 Year of Study: 2019

6.2 Number of the students enrolled: 8

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

International College, Suan Sunandha Rajabhat University, Nakhon Pathom
Education Center

Teaching Schedule: (1) Thursday / Time 13.00- 16.00 / Room No. 210

(2) Friday / Time 09.00- 12.00 / Room No. 210

10. Last Date for Preparing and Revising this Course:

Date: 15

Month: June

Year: 2020

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Morals and Ethics

(1) Be able to deliver or to complete a required task at the appointed time.

(2) Be able to do the right thing according to the values, beliefs, and principles they claim to hold.

1.2 Knowledge

- (1) Be able to highlight important development timeline of motion picture, film, and cinema both in the western and the eastern world.
- (2) Be able to describe definitions of terms used in film making and analysis.
- (3) Be able to summarize the general process of film making.

1.3 Cognitive Skills

- (1) Be able to identify cinematic and literary devices used in films.
- (2) Be able to interpret and discuss meanings in films with relevant supporting details.
- (3) Be able to give example contexts in films that associate with students' interpretations.

1.4 Interpersonal Skills and Responsibility

- (1) Possess responsibilities in dealing with assigned works.
- (2) Be able to work with others as both leader and follower.
- (3) Be able to use adequate method for interpersonal communication and discussion.

1.5 Numerical Analysis, Communication, and Information Technology Skills

- (1) Be able to express in English to reflect personal interpretation on films.
- (2) Be able to do self-study and share information to the class.
- (3) Be able to use basic ICT skills and apply them to learning.

2. Objectives for Developing/ Revising Course (content/ learning process/ assessment and etc.)

According to TQF (Thailand Quality Framework: HEd.) with the standards of professional knowledge and experience for General Education Course, undergraduate students program in Tourism Management should have essence of knowledge in film studies and skill in interpreting and discussing meanings in films by using relevant literary cinematic and literary devices, and expressing their personal interpretations and reflections using spoken and written English language as well as ability to perform oral presentation in English.

Section 3 Characteristics and Operation

1. Course Outline

(English)

Knowledge, forms, history, development of moving pictures in the eastern and western world including Thailand, elements of film production including structure, origin, types and presentation forms with the purposes of the development of knowledge and the insight into moving pictures as film viewers and the evaluation of film appreciation

(Thai)

None

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self- Study (hours)
45 hours	Upon Request	0 hour	90 hours

3. Time Length per Week for Individual Academic Consulting and Guidance

3 hours / week

3.1 Self consulting at the lecturer's office: Room Number: 305

Building: International College (Nakhonpathom Education Center /SSRU)

3.2 Consulting via office telephone/mobile phone: 061- 7526668

3.3 Consulting via E-Mail: (1) siripen.yi@ssru.ac.th

(2) rain071_@hotmail.com

3.4 Consulting via Social Media (Facebook/Twitter/Line):

Facebook: Siripen Yi

3.5 Consulting via Computer Network (Internet/Web board): -

lecturer's website: http://www.elic.ssru.ac.th/siripen_yi/

Section 4 Developing Student's Learning Outcomes (Based on Curriculum Mapping in TQF2)

1. Morals and Ethics

1.1 Morality and ethics to be developed

- (1) Be able to deliver or to complete a required task at appointed time;
- (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold;
- (3) Be able to make decisions in business according to moral concepts and judgments.

1.2 Teaching strategies

- (1) The team of students will help to remind other team members to be on time.
- (2) Provide an example of integrity in classroom such as no plagiarism.
- (3) Provide a case study that explains business ethics

1.3 Evaluation strategies

- (1) Check student attendance every class (online and offline).
- (2) Students are able to apply their knowledge in practice.
- (3) Evaluate from students' responsibility on their contribution on individual and group projects.

2. Knowledge

2.1 Knowledge to be developed

- (1) Be able to explain the business and management theories and important case studies taught;
- (2) Be able to provide an analysis and provide the solution to real world problems in the case of film studies;
- (3) To be able to use knowledge of film studies integrating with other disciplines.

2.2 Teaching strategies

- (1) Use blended learning methods.
- (2) Use cooperative learning strategies.
- (3) Invite guest speakers who are experts in the field of tourism management to give special lectures.

2.3 Evaluation strategies

- (1) Test, midterm examination, and final examination
- (2) Individual and group project reports
- (3) Class presentations

3. Cognitive skills

3.1 Cognitive skills to be developed

- (1) Be able to gather and summarize information, and report;
- (2) Be able to do self-study and share information to the class;
- (3) The ability to solve problems from case studies.

3.2 Teaching strategies

- (1) Group presentations
- (2) Blended learning methods
- (3) Problem-based learning

3.3 Evaluation strategies

- (1) Quizzes
- (2) Midterm and final examination
- (3) Assignments

4. Interpersonal skills and responsibility

4.1 Interpersonal skills and responsibility to be developed

- (1) Be able to communicate with foreigners in English and another language;
- (2) Be able to use English to solve business and management problem.
- (3) Be able to initiate some new ideas in film analysis and appreciation and be both leader and follower.

4.2 Teaching strategies

- (1) Allow students with work in unfamiliar situation with new team member.
- (2) Practice business and management manner and how to deal with customer.
- (3) Use advance business English to communicate in class and with lecturers.

4.3 Evaluation strategies

- (1) How students participate in teamwork
- (2) How students use advance business English in their presentation

5. Numerical analysis, communication, and information technology skills

5.1 Numerical analysis, communication, and information technology skills to be developed

- O (1) Be able to use basic ICT skills and apply them in learning;
- (2) Be able to use statistics and mathematics to solve business and management problems;
- O (3) Be able to use ICT in the workplace and apply numerical analysis in communication.

5.2 Teaching strategies

- (1) Use case studies that allow students to implement their knowledge of statistics and mathematics to solve problem.
- (2) Use activities such as encouraging students to show their work in an exhibition.
- (3) Students will form a team and do the group projects that require two-way communication and develop their social skills.

5.3 Evaluation strategies

- (1) Evaluate the correct application of statistics and mathematics to solve problems.
- (2) Evaluate their ability to present their work in at an exhibition.
- (3) Evaluate their ability to use software computer doing their work.

6. Other Domains

None

Remark: Symbol ● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

The above symbols were shown in ‘Curriculum Mapping’ of TQF 2. (Program Specification)

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Unit 1: The History of Motion Picture, Film and Cinema	3	<ul style="list-style-type: none"> • Course introduction • Direct instruction • Class activity 	Aj. Siripen Yiamjanya
	Unit 2: Development of Motion Pictures in the Eastern World	3	<ul style="list-style-type: none"> • Direct instruction • Class activity 	Aj. Siripen Yiamjanya
2	Unit 3: Types and Genres of Films	3	<ul style="list-style-type: none"> • Direct instruction • Extra reading 	Aj. Siripen Yiamjanya
	Presentation on film genres	3	<ul style="list-style-type: none"> • Individual presentation on film genres 	Aj. Siripen Yiamjanya
3	Watch <i>Pleasantville</i> to see cinematographic technique	3	<ul style="list-style-type: none"> • Class activity 	Aj. Siripen Yiamjanya
	Unit 4: Film Form or System and Cinematic Devices)	3	<ul style="list-style-type: none"> • Direct instruction • Class activity 	Aj. Siripen Yiamjanya
4	Watch <i>American Beauty</i>, with a paper to complete	3	<ul style="list-style-type: none"> • Class activity • Watching <i>American Beauty</i> and writing to complete questions about cinematic devices (the mise-en-scene) 	Aj. Siripen Yiamjanya
	Midterm Test			
5	Individual Presentation on Cinematic Devices	3	<ul style="list-style-type: none"> • Students' presentation on 2 selected cinematic devices 	Aj. Siripen Yiamjanya
	Unit 5: Film Language (Cinematic and Literary Devices) (make up on 31 July Google Meet)	3	<ul style="list-style-type: none"> • Direct instruction via Google Meet • Class activity • Ask students to watch 2 films at home (<i>Greed</i> and <i>The Mist</i> for discussion about film literary devices) 	Aj. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
6	Unit 6: The Film-Making Process (make up on 3 August via Google Meet)	3	<ul style="list-style-type: none"> • Direct instruction via Google Meet • Class activity on Padlet platform (Active Learning) 	Aj. Siripen Yiamjanya
	Unit 7: Film Analysis and Critics and Appreciation Watch <i>The Pianist</i> and discuss	3	<ul style="list-style-type: none"> • Direct instruction • Watching a film • Class activity • Theme discussion (Beauty/ aesthetic of music and individual survival from the hard time) 	Aj. Siripen Yiamjanya
7	Watch <i>Mad Max: Fury Road</i> and discuss	3	<ul style="list-style-type: none"> • Direct instruction • Watching a film • Class activity • Theme discussion (Dystopian world, post-apocalypse and surrealism, satire of post- industrial world) 	Aj. Siripen Yiamjanya
	Watch <i>The Legend of 1900</i> and discuss	3	<ul style="list-style-type: none"> • Direct instruction • Class activity • Theme discussion (Existentialism , human psychology- anxiety vs. authenticity, questions of life or life perspective, sublime aesthetics) 	Aj. Siripen Yiamjanya
8	<p>.....Final Examination.....</p> <p>.....Deadline Week for Final Assignment.....</p>			

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Morals and Ethics</p> <p>(1) Be able to deliver or to complete a required task at the appointed time.</p> <p>(2) Be able to do the right thing according to the values, beliefs, and principles they claim to hold.</p>	<p>(1) Check student attendance every class.</p> <p>(2) Students are able to apply their knowledge in practice.</p> <p>(3) Evaluate from students' responsibility on their contribution on individual and group projects.</p>	Throughout the semester	10%
2	<p>Knowledge</p> <p>(1) Be able to highlight important development timeline of motion picture, film, and cinema both in the western and the eastern world.</p> <p>(2) Be able to describe definitions of terms used in film making and analysis.</p> <p>(3) Be able to summarize the general process of film making.</p>	<p>(1) Test, midterm examination, and final examination</p> <p>(2) Individual and group project reports</p> <p>(3) Class presentations</p>	Throughout the semester	<p>40% for assignments and small tests</p> <p>20% for midterm examination</p> <p>30% for final examination</p>
3	<p>Cognitive Skills</p> <p>(1) Be able to identify cinematic and literary devices used in films.</p> <p>(2) Be able to interpret and discuss meanings in films with relevant supporting details.</p> <p>(3) Be able to give example contexts in films that associate with students' interpretations.</p>	<p>(1) Quizzes</p> <p>(2) Midterm and final examination</p> <p>(3) Assignments</p>	Throughout the semester	(Referred to number 2)

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
4	<p>Interpersonal Skills and Responsibilities</p> <p>(1) Possess responsibilities in dealing with assigned works.</p> <p>(2) Be able to work with others as both leader and follower.</p> <p>(3) Be able to use adequate method for interpersonal communication and discussion.</p>	<p>(1) Evaluate from how students participate in teamwork.</p> <p>(2) Evaluate from how students use advance business English in their presentations.</p>	Throughout the semester	(Referred to number 2)
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Be able to express in English to reflect personal interpretation on films.</p> <p>(2) Be able to do self-study and share information to the class.</p> <p>(3) Be able to use basic ICT skills and apply them to learning.</p>	<p>(1) Evaluate the correct application of statistics and mathematics to solve problems.</p> <p>(2) Evaluate their ability to present their work in at an exhibition.</p> <p>(3) Evaluate their ability to use computer doing their work.</p>	Throughout the semester	(Referred to number 2)

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

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Online Sources:

<https://www.archives.gov>

<http://www.nationalarchives.gov.uk/education/focuson/film/film-archive>

<http://www.fapot.org/en/home.php>

<https://amianet.org/>

<https://www.asifa-hollywood.org/>

<https://www.thailandfilmoffice.org/>

<https://www.afi.com/>

<https://www.loc.gov/programs/national-film-preservation-board/film-registry/>
<https://www.filmpreservation.org/>
<https://asiasociety.org/arts/film>
<https://www.loc.gov/rr/mopic/>
<https://netpacasia.org/homepage>
<https://www.asiancinevision.org/>
<https://en.unesco.org/creativity/news/mobilizing-film-professionals-regional-cooperation-asia>
<https://www.asianfilmarchive.org/>
<https://www.fiafnet.org/>
<https://unesdoc.unesco.org/ark:/48223/pf0000114029.page=153>
<https://www.asiapacificscreenawards.com/>
<http://www.fiapf.org/>
<https://www.bic.moe.go.th/images/stories/pdf/UNESCOCREATIVECITIESPROGRAMME.pdf>

2. Important Documents for Extra Study

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3. Suggestion Information (Printing Materials/Website/CD/Others)

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Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of question:

- (1) Content objectives were made clear to the students.
- (2) The content was organized around the objectives.
- (3) The content was sufficiently integrated.
- (4) The content was sufficiently integrated with the rest of the first year curriculum.
- (5) The instructional materials were used effectively.
- (6) The learning methods appropriately assess the students' understanding of the content.
- (7) Overall, students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observes the class and discuss the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.

- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulates interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair dealing with students.
- (9) The lecturer makes students feel comfortable about asking questions.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer uses technology to enhance learning in the classroom.

2.2 The director/ head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching/ learning process based on the results from the students' survey questions, the lecturer team's observation, and classroom research.

4. Feedback for Achievement Standards

International College Administrator Committee monitors the assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

- (1) Revise and develop course structure and process every three years.
- (2) Assign different lecturers teach this course to enhance students' performance.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

● Major Responsibility ○ Minor Responsibility

Course	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication, and Information Technology Skills		
	1	2	3	1	2	3	1	2	3	1	2		1	2	3
Course Category: <i>General Education</i>															
GEN 0115 Film Appreciation	●	●	○	○	●	●	●	○	○	○	○	●	○	●	○