

Faculty of Education

Degree Level: ☒ Bachelor's ☐ Master's ☐
Doctoral

Course Specification

Course Code: DTI1403 Course Title: Design and Development of Audio Visual Media

Department: Educational Technology and Computer **Faculty/College:** Faculty of Education

Section 1: General Information

1. Course Code and Title

Course Code: DTI1403

Thai Title: การออกแบบและพัฒนาสื่อโสตทัศนวัสดุ

English Title: Design and Development of Audio Visual Media in Educational Technology

2. Number of Credits

3 Credits (2-2-5)

3. Program and Course Category

3.1 Program: Bachelor of Education Program in Educational Technology and Computer (New Curriculum B.E. 2554)

3.2 Course Category: Specific Education Course

4. Course Coordinator and Instructors

4.1 Course Coordinator: Dr. Chaiwat Jewpanich

4.2 Instructors: Dr. Chaiwat Jewpanich, Dr. Sinchai Poolklai

5. Contact Information

Educational Technology and Computer Department, Faculty of Education, Suan Sunandha Rajabhat University

6. Semester / Year of Study

6.1 Semester: 1 / 2026 Year of Study: 2nd Year

6.2 Expected Number of Students: Approx. 30 Students

7. Pre-requisites (if any)

None

8. Co-requisites (if any)

None

9. Study Location

10. Date of Last Revision of Course Specification

Year 2026

Section 2: Goals and Objectives

1. Course Goals

After completing this course, students will be able to:

1. Create materials as raw content for media production.
2. Perform basic photography and image editing.
3. Produce media using computers and broadcast across various systems.
4. Design and organize modern instructional processes effectively.

2. Objectives for Developing/Revising the Course

To modernize content in line with changing digital technologies and pedagogical innovations.

Section 3: Course Description and Implementation

1. Course Description

Principles and methods of creative construction of audio visual media in educational technology such as print media, graphic design, photography, television production, production of computer media, particularly electronic media, teaching and learning management, thinking processes and their applications. Application of creative thinking to educational technology and computer education.

2. Number of Hours per Semester

Lecture (Hours)	Additional Teaching (Hours)	Practical / Field Work / Internship (Hours)	Self-Study (Hours)
30	As requested by students	0	30

3. Number of Hours per Week for Individual Academic Advising and Counseling

3.1 In-person consultation at Instructor's Office

3.2 Office / Mobile Phone: 0874935274

3.3 E-Mail consultation

3.4 Social Network consultation (Facebook/Twitter/Line)

3.5 Computer Network / Internet / Webboard consultation

Section 4: Development of Student's Learning Outcomes

1. Morals and Ethics

- 1) Love, faith, and pride in the teaching profession; possess the spirit and ideology of a teacher, and behave according to the professional code of ethics.
- 2) Have a volunteer spirit, public mind, tolerance, sacrifice, responsibility, and honesty towards assigned academic and professional tasks.
- 3) Possess democratic values and characteristics, respecting rights and honoring others.
- 4) Have moral courage, capable of diagnosing and resolving ethical problems properly.

2. Knowledge

- 1) Comprehensive knowledge of principles, concepts, theories of teacher professional content.
- 2) Comprehensive knowledge of principles, concepts, theories of the subject matter being taught.
- 3) Understand life, community, and the world based on cultural differences.
- 4) Ability to use Thai and English languages for communication according to standards.
- 5) Realize and appreciate the value of the King's Philosophy for sustainable development.

3. Cognitive Skills

- 1) Think, search, analyze facts, and evaluate information from diverse sources critically.
- 2) Be an intellectual leader, capable of initiative and creative work development.
- 3) Create and apply knowledge from research to build or co-create learning innovations.

4. Interpersonal Skills and Responsibility

- 1) Perceive and understand others' feelings, possess positive thinking, emotional, and social maturity.
- 2) Work well with others, work as a team, be a good leader and follower.
- 3) Responsible for duties, self, learners, colleagues, and the public.

5. Numerical Analysis, Communication, and Information Technology Skills

- 1) Analyze numbers for data and information, statistics, or mathematics to understand issues quickly and correctly.
- 2) Communicate with learners and groups effectively through various methods.
- 3) Use information technology and necessary software applications for learning and working.

6. Learning Management Methodology

- 1) Expertise in learning management with diverse student-centered models.
- 2) Ability to apply psychological knowledge to analyze learners individually.
- 3) Organize activities and design learning experiences from real actions and practical situations.
- 4) Create a positive atmosphere and arrange learning environments, media, and technology resources.
- 5) Apply 21st-century skills and technology to learning management.

Note: • Main Responsibility, o Secondary Responsibility

Section 5: Lesson Plan and Assessment

1. Lesson Plan

Week	Topics / Details	Hours	Learning Activities & Instructional Media	Instructor
1	- Course orientation and agreement - Introduction to F2F and Online Learning - Measurement and Evaluation criteria - Roles of instructors and learners	4	Classroom management, Onsite Discussion, Introduction session	Course Instructor
2	- Explanation of course description and objectives - Learning principles and theories	4	Applying sufficiency economy philosophy, Science integration, Educational innovation discussion, Google MEET (Onsite)	Course Instructor
3	Learning Models	4	Classroom management, Learning facilitation, Research,	Course Instructor

Week	Topics / Details	Hours	Learning Activities & Instructional Media	Instructor
			Discussion, Test (Onsite)	
4	Classification of audio-visual equipment, print media, still images, and moving images.	4	Educational innovation, Discussion (Onsite)	Course Instructor
5	Media material production	4	Educational innovation, Lecture, Practice (Onsite)	Course Instructor
6	Media material production (Continued)	4	Lecture, Discussion on interested topics, Google MEET (Hyflex)	Course Instructor
7	Quiz	4	Testing (Online)	Course Instructor
8	Midterm Examination	4	Examination (Online)	Course Instructor
9-10	Principles of computer and electronic media	4	Sufficiency economy application,	Course Instructor

Week	Topics / Details	Hours	Learning Activities & Instructional Media	Instructor
	production; Computer and electronic media production.		Lecture, Discussion, Google MEET, FB (Hyflex)	
11	Computer and electronic media production (Continued)	4	Science integration, Educational innovation, Practice, Discussion (Onsite)	Course Instructor
12-14	Instructional system management, thinking processes and application, applying creative thinking in educational technology and computer education.	4	Classroom management, Learning facilitation, Lecture, Practice, Discussion, Google MEET, FB (Hyflex)	Course Instructor
15-16	Presentation and project delivery	4	Lecture, Practice, Presentation, Discussion (Online)	Course Instructor

Week	Topics / Details	Hours	Learning Activities & Instructional Media	Instructor
17	Final Examination	4	Examination (Online)	Course Instructor

Note: Learning is primarily Onsite. If there is an epidemic or emergency, it will switch to Online/Ondemand as appropriate.

2. Learning Assessment Plan

Activity	Evaluation Methods	Week Evaluated	Proportion
Midterm Exam	Written Examination	8	30%
Final Exam	Written/Project Examination	17	30%
Practical & Quizzes	Practical test / Quizzes	3, 7, 15-16	30%
Attendance & Participation	Class attendance and discussion participation	Throughout semester	10%

Section 6: Teaching and Learning Resources

1. Main Documents and Textbooks
2. Important Documents and Information: Instructional materials, research articles, academic articles, related academic journals.
3. Recommended Documents and Information: Research reports, internet data sources.

Section 7: Course Evaluation and Improvement

1. Course Effectiveness Evaluation by Students: Online instructor evaluation via university educational service center; Observation of student interaction during class.
2. Teaching Evaluation: Exam results, student creative work outcomes.
3. Teaching Improvement: Review and adjust teaching methods based on learning outcomes of each unit.
4. Verification of Student Achievement Standards: Verify final exam scores against learning objectives; Verify student projects against goals.
5. Review and Planning for Course Effectiveness Improvement: Course revision every 4 years or based on recommendations.

Curriculum Mapping

รายวิชา คุณลักษณะบัณฑิต	1.คุณธรรม จริยธรรม				2.ความรู้					3.ทักษะทาง ปัญญา			4.ทักษะ ความสัมพันธ์ ระหว่าง บุคคลและ ความ รับผิดชอบ			5.ทักษะการ วิเคราะห์เชิง ตัวเลข การ สื่อสารและ การใช้ เทคโนโลยี			6.วิธีวิทยาการจัดการ เรียนรู้				
	1	2	3	4	1	2	3	4	5	1	2	3	1	2	3	1	2	3	1	2	3	4	5
DTC3302 การพัฒนาโครงงานทางเทคโนโลยีการศึกษาและคอมพิวเตอร์	●	○	●	○	●	●	○	○	○	●	○	○	○	●	○	○	○	○	●	○	●	○	○
DTC3303 วิทยาการคำนวณ	○	●	○	○	●	●	○	○	○	●	○	○	○	●	○	○	○	○	○	●	○	●	○
DTC3304 การเขียนโปรแกรมและพัฒนาแอปพลิเคชันเพื่อการศึกษา	○	●	○	○	●	●	○	○	○	●	○	○	○	●	○	○	○	○	○	●	○	●	○
DTC3305 การวิจัยเทคโนโลยีดิจิทัลเพื่อการศึกษา	●	○	○	○	●	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
DTC3306 การบริหารจัดการสภาพแวดล้อมการเรียนรู้เทคโนโลยีดิจิทัลและคอมพิวเตอร์	○	○	●	○	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
DTC1401 การถ่ายภาพและวีดิทัศน์ดิจิทัลเพื่อการศึกษา	○	●	○	○	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
DTC1402 การออกแบบและผลิตกราฟิก แอนิเมชัน และสื่อดิจิทัลเพื่อการศึกษา	○	●	○	○	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
DTC1403 การออกแบบและพัฒนาสื่อโหมทัศน์วีดิทัศน์การศึกษา	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○

Shows the distribution of learning outcome responsibilities from curriculum to course as specified in TQF 2.

Report Date: June 1, 2026