

## Curriculum of the Department of Digital Content Application and Management, Wenzao Ursuline University of Languages

FOR 2016 STUDENTS

Category		Course Title	Credits and Hours																Remarks		
			Total Credits	Total Hours	Freshman				Sophomore				Junior				Senior				
					Fall		Spring		Fall		Spring		Fall		Spring		Fall			Spring	
					Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour		Credit	Hour
University Cores	FRESHMAN ENGLISH	8	8	4	4	4	4														
	SOPHOMORE ENGLISH	8	8					4	4	4	4										
	JUNIOR ENGLISH	8	8									4	4	4	4						
	INTRODUCTION TO COMPUTER	2	2	2	2	(2)	(2)													1 <sup>st</sup> or 2 <sup>nd</sup> semester	
	COMPUTER-BASED MULTIMEDIA APPLICATIONS	2	2	(2)	(2)	2	2													1 <sup>st</sup> or 2 <sup>nd</sup> semester	
	DISTRIBUTION GENERAL EDUCATION : SOCIAL SCIENCES	2	2	2	2	(2)	(2)	(2)	(2)	(2)	(2)										
	DISTRIBUTION GENERAL EDUCATION : HUMANITIES AND ARTS	2	2	(2)	(2)	2	2	(2)	(2)	(2)	(2)										
	DISTRIBUTION GENERAL EDUCATION : SCIENCES subgroups A	2	2	(2)	(2)	(2)	(2)	2	2	(2)	(2)										
	DISTRIBUTION GENERAL EDUCATION : SCIENCES subgroups B	2	2	(2)	(2)	(2)	(2)	(2)	(2)	2	2										
	ELECTIVES GENERAL EDUCATION	2	2	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	2	2	(2)	(2)					1 <sup>st</sup> or 2 <sup>nd</sup> semester	
	HUMAN DEVELOPMENT-INTRODUCTION TO UNIVERSITY STUDIES (I)	1	1	1	1																
	HUMAN DEVELOPMENT-INTRODUCTION TO UNIVERSITY STUDIES (II)	1	1			1	1														
	HUMAN DEVELOPMENT (II)	2	2					2	2	(2)	(2)									1 <sup>st</sup> or 2 <sup>nd</sup> semester	
	PHYSICAL EDUCATION	0	8	0	2	0	2	0	2	0	2									Sophomore : Students rank their preference for sports.	
	SELECTED READINGS OF COMTEMPORARY	2	2	2	2	(2)	(2)													1 <sup>st</sup> or 2 <sup>nd</sup> semester	
	ELEMENTARY CHINESE ART	2	2	(2)	(2)	2	2													1 <sup>st</sup> or 2 <sup>nd</sup> semester	
	SELECTED READINGS OF CLASSICAL CHINESE LITERATURE	4	4					2	2	2	2										
	THE APPLICATION AND ITS SKILL OF CHINESE LANGUAGE	2	2					(2)	(2)	2	2									1 <sup>st</sup> or 2 <sup>nd</sup> semester	
TOTAL	52	60	11	13	11	13	10	14	10	12	6	6	4	4							
College Cores	CULTURE - EDUCATION AND CREATIVITY	3	3											3	3					College of Cultural and Educational Innovation	
	TOTAL	3	3											3	3						
Departmental Cores	PROGRAMMING LANGUAGE	3	3	3	3																
	AN INTRODUCTION TO DESIGN	3	3	3	3																
	INTRODUCTION TO 3D GRAPHICS	3	3	3	3																
	DIGITAL IMAGE PROCESSES	3	3			3	3														
	WEB DESIGN AND MANAGEMENT	3	3			3	3														
	2D GAME PROGRAMMING	3	3			3	3														
	INTRODUCTION TO E-LEARNING	2	2					2	2												
	INTRODUCTION TO PROJECT MANAGEMENT	2	2							2	2										
	PROJECT MANAGEMENT SKILL AND PRACTICE	2	2									2	2								
	GRADUATE PROJECT I	1	1											1	1						
	SELECTED READINGS IN TECHNOLOGY ENGLISH	2	2											2	2						
	GRADUATE PROJECT II	1	1													1	1				
	GRADUATE PROJECT III	1	1															1	1		
	PROFESSIONAL SKILLS PRACTICUM	1	1															1	1		
	TOTAL	30	30	9	9	9	9	2	2	2	2	2	2	3	3	1	1	2	2		
Digital Value-Added Marketing Module	DIGITAL MARKETING MANAGEMENT	2	2	2	2																
	COLOR THEORY&PLANNING	2	2	2	2																
	MULTIMEDIA ON-LINE MARKETING	2	2			2	2														
	WEB ANIMATION DESIGN	3	3			3	3														
	USER INTERFACE AND BEHAVIOR DESIGN	2	2					2	2												
	MOBILE WEB DESIGN	3	3					3	3												
	WEB SERVICES ANALYTICS	3	3							3	3										
	WEBPAGE PROGRAMMING	2	2							2	2										
	INTERNET SOCIAL MARKETING CASE STUDY	3	3									3	3								
	DYNAMIC WEBSITE CONSTRUCTION	3	3									3	3								
	MARKETING AND COMMERCIAL DATA ANALYSIS	3	3											3	3						
	MOBILE WEB APPLICATON PROGRAMMING	3	3											3	3						
	E-COMMERCE IN PRACTICE	3	3													3	3				

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					Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour		Credit	Hour				
Departmental Electives	E-Learning Courseware and Game Module	INFORMATION ANALYSIS AND DEPICTION	2	2	2	2																			
		INTRODUCTION TO DIGITAL GAME	2	2	2	2																			
		DIGITAL VIDEO PRODUCTION	3	3			3	3																	
		DIGITAL GAME PLANNING	2	2					2	2															
		DIGITAL MUSIC PRODUCTION	3	3					3	3															
		3D GAME DESIGN	3	3							3	3													
		E-LEARNING AND INSTRUCTIONAL DESIGN	2	2							2	2													
		ELEARNING COURSE DEVELOPMENT	2	2									2	2											
		VIRTUAL REALITY	3	3									3	3											
		E-BOOK PRODUCTION	3	3												3	3								
		AUGMENTED REALITY	3	3												3	3								
		MOBILE E-LEARNING DESIGN	3	3														3	3						
		INTEGRATED APPLICATIONS OF DIGITAL VIDEO AND AUDIO	3	3														3	3						
	Media and Animation Design Module	BASIC ART AND DESIGN	2	2	2	2																			
		SKETCH	2	2	2	2																			
		3D MODELING DESIGN	3	3			3	3																	
		ILLUSTRATION DESIGN	2	2			2	2																	
		3D MODELING MAKE	3	3					3	3															
		ILLUSTRATION BOOK DESIGN	2	2					2	2															
		3D LIGHTING MATERIALS AND DESIGN	3	3							3	3													
		ILLUSTRATION DESIGN	2	2							2	2													
		DYNAMIC STORYBOARD AND SCRIPTING	2	2									2	2											
		3D CHARACTER SETUP	3	3									3	3											
		WINDOWS PROGRAMMING DESIGN	2	2											2	2									
		3D ANIMATION FILM PRODUCTION	3	3												3	3								
		GRAPHIC DESIGN	2	2														2	2						
		ADVANCED 3D ANIMATION FILM PRODUCTION	3	3														3	3						
	INTERSHIP	DIGITAL DIVIDE CONCERN AND SERVICE-LEARNING	1	1									1	1	1	1									
		INTERNSHIP	4	4														4	4						Internship 320hr
		OVERSEAS INTERNSHIP	4	4														4	4						Internship 160hr
		SEMESTER-BASED OFF-CAMPUS INTERNSHIP I	14	14														14	14						Internship 4.5months
		SEMESTER-BASED OFF-CAMPUS INTERNSHIP II	14	14																14	14				Internship 4.5months

※Minimum total credits required for graduation: 131 (university cores: 52, college cores: 3, department cores: 30, department module electives: 25, department electives: 21)

※Department electives are categorized into three modules: Digital Value-Added ,E-Learning Courseware and Game, and Media and Animation Design (Graduation requires at least 25 credits from a single module.)

- 1、For the required general education courses, Four-year College students of Day Division must choose one course each from Humanities & Arts group and Social Sciences group, and two from the Science group, for a total of 8 credits. Elective general education courses can be chosen in the 3rd year.
- 2、The Science group courses for students who enrolled in the 2016 academic year and after are divided into two subgroups—A and B. Students must choose one 2-credit course from each subgroup.
- 3、The exact list of general education course to be offered is subject to the arrangement of the General Education Center's course catalog of the academic year. Prior to graduation, please check whether you have fulfilled the course requirement for each group.
- 4、These elective courses listed are for reference only, please refer to the latest list on each department website every year to make sure the courses are available.
- 5、The elective courses offered by each department are department electives for students in that department. While for students from different departments, those courses only count as general elective courses. (Different in credit)
- 6、Should there be any changes in the course schedule of the department, please refer to the newest version.