

(New Media International)

for 2021 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								
	HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (I)	1	1	1	1																		
	HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (II)	1	1			1	1																
	CLOUD TECHNOLOGY AND BUSINESS APPLICATION	2	2	2	2	(2)	(2)												1 st or 2 nd semester				
	COMPUTATIONAL THINKING AND COMPUTER PROGRAMMING	2	2	(2)	(2)	2	2												1 st or 2 nd semester				
	WORLD CIVILIZATION HISTORY	2	2	2	2	(2)	(2)	(2)	(2)	(2)	(2)												
	LOGICAL SPECULATION	2	2	(2)	(2)	2	2	(2)	(2)	(2)	(2)												
	Society, law, and Politics	2	2	2	2	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)								
	Nature and Aesthetics	2	2	(2)	(2)	2	2	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)								
	Science and Popular Scientific Education	2	2	(2)	(2)	(2)	(2)	2	2	(2)	(2)	(2)	(2)	(2)	(2)								
	Advance courses and courses on studying Trans-district issues	2	2									2	2	(2)	(2)								
	PHYSICAL EDUCATION	0	8	0	2	0	2	0	2	0	2								Sophomore : Students rank their preference for sports.				
	CONTEMPORARY CHINESE LITERATURE I	2	2	2	2	(2)	(2)												1 st or 2 nd semester				
	CONTEMPORARY CHINESE LITERATURE II	2	2	(2)	(2)	2	2												1 st or 2 nd 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 st or 2 nd semester					
TOTAL	52	60	13	15	13	15	8	10	8	10	6	6	4	4									
College Cores	CULTURE - EDUCATION AND CREATIVITY	3	3											3	3								
	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				
Departmental Electives	Digital Value-Added Marketing Module	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													
		WEBPAGE PROGRAMMING	3	3							3	3											
		DYNAMIC WEBSITE CONSTRUCTION	3	3									3	3									
		MOBILE WEB APPLICATION PROGRAMMING	3	3											3	3							
		E-COMMERCE IN PRACTICE	3	3													3	3					
	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						
		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														

Curriculum of the Department of Digital Content Application and Management (New Media International)

for 2021 students

Category		Course Title	Credits and Hours																Remarks				
			Total Credits	Total Hours	Freshman			Sophomore		Junior		Senior											
					Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour							
Media and Animation Design Module	Internship	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					
	Internship	YEAR-BASED OFF-CAMPUS INTERNSHIP	30	-										15	-	15	-	(15)	-	(15)	-	Internship 4.5 M/semester	
		YEAR-BASED OVERSEAS INTERNSHIP	30	-										15	-	15	-	(15)	-	(15)	-	Internship 4.5 M/semester	
		SEMESTER-BASED OFF-CAMPUS INTERNSHIP I	15	-										15	-	(15)	-	(15)	-	(15)	-	Internship 4.5 M/semester	
		SEMESTER-BASED OFF-CAMPUS INTERNSHIP II	15	-											15	-	(15)	-	(15)	-	(15)	-	Internship 4.5 M/semester
		SEMESTER-BASED OVERSEAS INTERNSHIP I	15	-										15	-	(15)	-	(15)	-	(15)	-	Internship 4.5 M	
		SEMESTER-BASED OVERSEAS INTERNSHIP II	15	-											15	-	(15)	-	(15)	-	(15)	-	Internship 4.5 M
		SUMMER INTERNSHIP I	2	-										2	-	(2)	-	(2)	-	(2)	-	Internship 160 hrs	
		SUMMER INTERNSHIP II	4	-										4	-	(4)	-	(4)	-	(4)	-	Internship 320 hrs	
		OVERSEAS INTERNSHIP I	1	-										1	-	(1)	-	(1)	-	(1)	-	Internship 36 hrs	
		OVERSEAS INTERNSHIP II	2	-										2	-	(2)	-	(2)	-	(2)	-	Internship 72 hrs	
		OVERSEAS INTERNSHIP III	3	-										3	-	(3)	-	(3)	-	(3)	-	Internship 108 hrs	
OVERSEAS INTERNSHIP IV	4	-										4	-	(4)	-	(4)	-	(4)	-	Internship 144 hrs			
JOB SHADOWING I	1	-										1	-	(1)	-	(1)	-	(1)	-	Internship 36 hrs			
JOB SHADOWING II	2	-										2	-	(2)	-	(2)	-	(2)	-	Internship 72 hrs			
New Media International Marketing Program	Program Core	INTRODUCTION TO NEW MEDIA MARKETING	3	3				(3)	(3)												course offered by Dept. of Digital Content Application and Management		
		Basics Of Network Video Production	3	3					(3)	(3)	(3)	(3)									course offered by Dept. of Communication Arts		
		INTERNATIONAL MARKETING PLANNING	3	3					(3)	(3)	(3)	(3)									course offered by Dept. of International Business Administration		
		PROJECTS ON NEW MEDIA MARKETING	3	3													3	3			course offered by Dept. of International Business Administration		
	Program Elective	WEB DESWIGN PRACTICES	2	2						2	2											course offered by Dept. of Digital Content Application and Management	
		WEB SERVICES ANALYTICS	3	3								3	3									course offered by Dept. of Digital Content Application and Management	
		INTROUCTION TO SCREENWRITING AND DIRECTING	3	3								3	3									course offered by Dept. of Communication Arts	
		SOCIAL MEDIA MARKETING	2	2									2	2								course offered by Dept. of Digital Content Application and Management	
		Live Streaming: Planning And Production	3	3									3	3								course offered by Dept. of Communication Arts	
		INTERNATIONAL TRADE PRACTICES	3	3									3	3								course offered by Dept. of International Business Administration	
		BIG DATA MARKETING	2	2											2	2						course offered by Dept. of Digital Content Application and Management	
		ENTERPRISE RESOURCE PLANNING	3	3											3	3						course offered by Dept. of International Business Administration	
SMART RETAIL MARKETING	3	3													3	3				course offered by Dept. of Digital Content Application and Management			

Terms for Graduation: (Special Achievement-based)

※Pattern 1:

Minimum credits required for graduation: 131=university cores: 52,college cores: 3, department cores: 30, program courses: 21(The 21 program courses credits include 9 from program cores, 9 from program electives, and 3 credits from interdisciplinary projects.), and electives: 25(The 25 elective credits include minimum of 20 credits from department elective courses and maximum of 5 credits from interdisciplinary elective courses.)

※Pattern 2:

Minimum credits required for graduation: 131=university cores: 52, college cores: 3, department cores: 30, program courses: 21(The 21 program courses credits include 9 from program cores, 9 from program electives, and 3 credits from interdisciplinary projects.), and electives: 25(The 25 elective credits include credits only from department elective courses and maximum of 12 credits from Campus (Micro) Course Program.)

1. The 26 elective credits include credits only from department elective courses and maximum of 12 credits from Campus (Micro) Course Program.

2. Students who fulfilled the requirement of any Campus (Micro) Course Program after enrolling will also received a certificate of the program.

※Department electives are categorized into three modules: Digital Value-Added ,E-Learning Courseware and Game, and Media and Animation Design (Graduation requires at least 20 credits from a single module.)

※Students are required to take at least one internship course before graduation.

※Students have to pass the Language Proficiency Test standards required.

※Students are required to satisfied other graduation requirements of the school.

★For the required general education courses, must choose one course each from Society, law, and Politics group, Nature and Aesthetics group, Science and Popular Scientific Education group and Advance general education.

★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.

★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.

★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)

★Should there be any changes in the course schedule of the department, please refer to the newest version.