Curriculum of the Department of Digital Content Application and Management

for 2021 students

Category	Course Title	Total Credits	Total Hours	Freshman Fall Credit	Fall Hour	Spring Credit	Spring Hour	Sophomore Fall Credit	Fall Hour	Spring Credit	Spring Hour	Junior Fall Credit	Fall Hour	Spring Credit	Spring Hour	Senior Fall Credit	Fall Hour	Spring Credit	Spring Hour	Remarks
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)													1st or 2nd semester
	COMPUTATIONAL THINKING AND COMPUTER PROGRAMMING	2	2	(2)	(2)	2	2													1st or 2nd 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)													1st or 2nd semester
	CONTEMPORARY CHINESE LITERATURE II	2	2	(2)	(2)	2	2													1st or 2nd 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									1st or 2nd semester
	TOTAL	52	60	13	15	13	15	8	10	8	10	6	6	4	4					
College Cores	CREATIVITY AND INNOVATION	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	
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 APPLICATON PROGRAMMING	3	3											3	3					
	E-COMMERCE IN PRACTICE	3	3													3	3			
	INTRODUCTION TO NEW MEDIA MARKETING	3	3	(3)	(3)	(3)	(3)													
	WEB DESWIGN PRACTICES	2	2					2	2											non-DCAM students have priority on enrolling this course
	WEB SERVICES ANALYTICS	3	3							3	3									
	SOCIAL MEDIA MARKETING	2	2									2	2							
	BIG DATA MARKETING	2	2											2	2					
	SMART RETAIL MARKETING	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			

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Departmental Electives	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			
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)	-	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)	-	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

Terms for Graduation:

※Pattern 1:

Minimum credits required for graduation: 131 (university cores: 52, college cores: 3, department cores: 30, department module electives: 20, and electives: 26)

1. The 26 elective credits include minimun of 20 credits from department elective courses and maximun 6 credits from interdisciplinary elective courses.

※Pattern 2:

Minimum credits required for graduation: 131(university cores: 52, college cores: 3, department cores: 30, department module electives: 20, and electives: 26)

1. The 26 elective credits include credits only from department elective courses and maximun 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 certicicate 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 deparment 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.