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

Category	Course Title	Total Credits	Total Hours	Freshman Fall Credit	Freshman Fall Hour	Freshman Spring Credit	Freshman Spring Hour	Sophomore Fall Credit	Sophomore Fall Hour	Sophomore Spring Credit	Sophomore Spring Hour	Junior Fall Credit	Junior Fall Hour	Junior Spring Credit	Junior Spring Hour	Senior Fall Credit	Senior Fall Hour	Senior Spring Credit	Senior 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	4	0	2	0	2													
	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	2	2					2	2											
	THE APPLICATION AND ITS SKILL OF CHINESE LANGUAGE	2	2							2	2									
	TOTAL	50	54	13	15	13	15	8	8	6	6	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													
	E-LEARNING AND INSTRUCTIONAL DESIGN	3	3					3	3											
	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	
	TOTAL	30	30	9	9	9	9	3	3	2	2	2	2	3	3	1	1	1	1	
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 APPLICATON PROGRAMMING	3	3											3	3					
	ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING	2	2											2	2					
	E-COMMERCE IN PRACTICE	3	3													3	3			
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									
	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					
	THE DEVELOPMENT AND APPLICATIONS OF VIRTUAL TEACHING MATERIALS DESIGN	2	2											2	2					
	INTEGRATED APPLICATIONS OF DIGITAL VIDEO AND AUDIO	3	3											3	3					
	MOBILE E-LEARNING DESIGN	3	3													3	3			
Departmental Electives	BASIC ART AND DESIGN	2	2	2	2															
	SKETCH	2	2	(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	Total Credits	Total Hours	Freshman Fall Credit	Freshman Fall Hour	Freshman Spring Credit	Freshman Spring Hour	Sophomore Fall Credit	Sophomore Fall Hour	Sophomore Spring Credit	Sophomore Spring Hour	Junior Fall Credit	Junior Fall Hour	Junior Spring Credit	Junior Spring Hour	Senior Fall Credit	Senior Fall Hour	Senior Spring Credit	Senior Spring Hour	Remarks
	Media and Animation Design Module	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	18	-													9	-	9	-	Internship 4.5 M/semester
		YEAR-BASED OVERSEAS INTERNSHIP	18	-													9	-	9	-	Internship 4.5 M/semester
		SEMESTER-BASED OFF-CAMPUS INTERNSHIP I	9	-											9	-	(9)	-	(9)	-	Internship 4.5 M/semester
		SEMESTER-BASED OFF-CAMPUS INTERNSHIP II	9	-													9	-	(9)	-	Internship 4.5 M/semester
		SEMESTER-BASED OVERSEAS INTERNSHIP I	9	-											9	-	(9)	-	(9)	-	Internship 4.5 M
		SEMESTER-BASED OVERSEAS INTERNSHIP II	9	-													9	-	(9)	-	Internship 4.5 M
		SUMMER INTERNSHIP I	2	-											2	-	(2)	-	(2)	-	Internship 160 hrs
		SUMMER INTERNSHIP II	4	-											4	-	(4)	-	(4)	-	Internship 320 hrs
		OVERSEAS INTERNSHIP I	1	-											1	-	(1)	-	(1)	-	Internship 36 hrs
		OVERSEAS INTERNSHIP II	2	-											2	-	(2)	-	(2)	-	Internship 72 hrs
		OVERSEAS INTERNSHIP III	3	-											3	-	(3)	-	(3)	-	Internship 108 hrs
		OVERSEAS INTERNSHIP IV	4	-											4	-	(4)	-	(4)	-	Internship 144 hrs
		JOB SHADOWING I	1	-											1	-	(1)	-	(1)	-	Internship 36 hrs
		JOB SHADOWING II	2	-											2	-	(2)	-	(2)	-	Internship 72 hrs
		PROFESSIONAL SKILLS PRACTICUM	1	1															1	1	at least 80hrs
New Media International Marketing Program	Program Core	INTRODUCTION TO NEW MEDIAL MARKETING	3	3	(3)	(3)	(3)	(3)													1st or 2nd semester
		FOUNDATION OF THE INTERNET AUDIOVISUAL CREATIVITY	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
		MARKETING PROJECTS USING NEW MEDIA	3	3													3	3			Interdisciplinary course
	Program Elective	MUSIC AND SOUND EFFECT DESIGN	3	3	3	3															course offered by Dept. of Communication Arts
		GUIDED READING OF SCRIPT	2	2	2	2															course offered by Dept. of Communication Arts
		3D MODELING DESIGN	3	3			3	3													course offered by Dept. of Digital Content Application and Management
		WEB PAGE DESIGN PRACTICE	2	2					2	2											course offered by Dept. of Digital Content Application and Management
		SCRIPT WRITING	3	3					3	3											course offered by Dept. of Communication Arts
		SCREENWRITING AND DIRECTING	3	3					3	3											course offered by Dept. of Communication Arts
		WEB SERVICES ANALYTICS AND SEARCH ENGINE OPTIMIZATION	3	3							3	3									course offered by Dept. of Digital Content Application and Management
		INTRDUCTION TO SCREENWRITING AND DIRECTING	3	3							3	3									course offered by Dept. of Communication Arts
		SHORT FILM PRODUCTION(I)	3	3							3	3									course offered by Dept. of Communication Arts
		SHORT FILM PRODUCTION(II)	3	3									3	3							course offered by Dept. of Communication Arts
		SOCIAL 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
		MARKETING AND DISTRIBUTION OF FILM AND TV PROGRAM	2	2									2	2							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
		WINDOWS PROGRAMMING DESIGN	2	2											2	2					course offered by Dept. of Digital Content Application and Management
		INTEGRATED APPLICATIONS OF DIGITAL VIDEO AND AUDIO	3	3											3	3					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
		INTERNET MARKETING	2	2											2	2					course offered by Dept. of Communication Arts
		POST-PRODUCTION AND VISUAL PACKAGING	3	3													3	3			course offered by Dept. of Communication Arts
		PRACTICAL PROJECTS FOR SMART RETAIL	3	3													3	3			course offered by Dept. of Digital Content Application and Management
		E-COMMERCE IN PRACTICE	3	3													3	3			course offered by Dept. of Digital Content Application and Management
		INTERNET MULTIMEDIA NEWS REPORTING	2	2															2	2	course offered by Dept. of Communication Arts

Minimum credits required for graduation: 129=university cores: 50, 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

1. The 25 elective credits include minimun of 19 credits from department elective courses, maximun 6 credits from interdisciplinary elective courses.

2. The elective credits include the maximun of 12 credits from Campus (Micro) Course Program.

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

3.The credits earned from EMI courses except the courses from the department of DCAM can waive the department electives. The maximum credits open for waiver are 20.

※Please apply for the self-directed learning course in accordance with the "Implementation Guidelines for Self-Learning Courses of Wenzao Ursuline University of Languages".

※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.)

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

Category	Course Title	Total Credits	Total Hours	Credits and Hours																Remarks
				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	

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

※Students are required to obtain one foundational certification and two professional certifications before graduation.

※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)

★The department electives from the Digital Value-Added Marketing Module and the Media Animation Design Module can be recognized as department electives for the New Media Inter-national Marketing Program.

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