

Curriculum of the Department of Digital Content Application and Management

for 2022 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)	(2)				
	Nature and Aesthetics	2	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)	(2)				
	Advance courses and courses on studying Trans-district issues	2	2									2	2	(2)	(2)					
	PHYSICAL EDUCATION	4	4	2	2	2	2													
	SELECTED READINGS OF PAST AND PRESENT WORKPLACE LITERACY EXAMPLES	2	2	2	2															
DIGITAL TEXT STORYTELLING SKILLS	2	2			2	2														
POWER OF THE WORKPLACE LITERACY	2	2					2	2	(2)	(2)								1 st or 2 nd semester		
TOTAL	52	52	15	15	15	15	8	8	4	4	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							
	THE DEVELOPMENT AND TRENDS OF NEW MEDIA TECHNOLOGIES	1	1											2	2					
	GRADUATE PROJECT I	2	2											1	1					
	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		
Digital Value-Added Marketing Module	INTRODUCTION TO NEW MEDIAL MARKETING	3	3	(3)	(3)	(3)	(3)													
	COLOR THEORY&PLANNING	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									
	WEB SERVICES ANALYTICS AND SEARCH ENGINE OPTMIZATION	3	3							3	3									
	DYNAMIC WEBSITE CONSTRUCTION	3	3									3	3							
	SOCIAL MARKETING	2	2									2	2							
	MOBILE WEB APPLICATON PROGRAMMING	3	3											3	3					
	BIG DATA MARKETING	2	2											2	2					
	ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING	2	2											2	2					
	E-COMMERCE IN PRACTICE	3	3													3	3			
	PRACTICAL PROJECTS FOR SMART RETAIL	3	3													3	3			
	Departmental Electives	SKETCH	2	2	(2)	(2)	(2)	(2)												
INTRODUCTION TO DIGITAL GAME		2	2	2	2															
BASIC ART AND DESIGN		2	2	(2)	(2)	(2)	(2)													
ILLUSTRATION DESIGN		2	2			2	2													
DIGITAL VIDEO PRODUCTION		3	3			3	3													
3D MODELING DESIGN		3	3			3	3													
ILLUSTRATION BOOK DESIGN		2	2					2	2											
DIGITAL GAME PLANNING		2	2					2	2											
3D MODELING MAKE		3	3					3	3											
ILLUSTRATION DESIGN		2	2							2	2									
3D GAME DESIGN		3	3							3	3									
3D LIGHTING MATERIALS AND DESIGN		3	3							3	3									
ELEARNING COURSE DEVELOPMENT		2	2									2	2							
DYNAMIC STORYBOARD AND SCRIPTING		2	2									2	2							
3D CHARACTER SETUP		3	3									3	3							
3D ANIMATION FILM PRODUCTION	3	3											3	3						

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				Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour		Credit	Hour	
	GRAPHIC DESIGN	2	2													2	2				
	DESIGN AND APPLICATION FOR DIGITAL CONTENT	2	2	2	2																
	INFORMATION ANALYSIS AND DEPICTION	2	2			2	2														
	DIGITAL MUSIC PRODUCTION	3	3							3	3										
	WEB PAGE DESIGN PRACTICE	2	2					2	2												
	E-BOOK PRODUCTION	3	3							3	3										
	VIRTUAL REALITY	3	3									3	3								
	AUGMENTED REALITY	3	3											3	3						
	WINDOWS PROGRAMMING DESIGN	2	2											2	2						
	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				
	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-BASED OFF-CAMPUS INTERNSHIP II	9	-											9	-	(9)	-	(9)	-	Internship 4.5 M	
	SEMESTER-BASED OVERSEAS INTERNSHIP I	9	-											9	-	(9)	-	(9)	-	Internship 4.5 M	
	SEMESTER-BASED OVERSEAS INTERNSHIP II	9	-											9	-	(9)	-	(9)	-	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	
Practice	PROFESSIONAL SKILLS PRACTICUM	1	1															1	1	80hrs	

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

- The 26 elective credits include minimum of 20 credits from department elective courses and maximum 6 credits from interdisciplinary elective courses.
- The elective credits include the maximum 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 certificate of the program.
- The credits earned from EMI courses except the courses from 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.)

※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 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.