Curriculum of the Department of Digital Content Application and Management

for 2023 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
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	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)									1st or 2nd 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	
Departmental Electives — Digital Value-Added Marketing Module	NEW MEDIA MARKETING THEORY AND APPLICATION	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 OPTIMIZATION	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 — Media and Animation Design Module	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													
	3D MODELING DESIGN	3	3			3	3													
	DIGITAL VIDEO PRODUCTION	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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		GRAPHIC DESIGN	2	2													2	2			
		INFORMATION ANALYSIS AND DEPICTION	2	2			2	2													
		WEB PAGE DESIGN PRACTICE	2	2					2	2											
		DIGITAL MUSIC PRODUCTION	3	3							3	3									
		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)	-	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)	-	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
Practice		PROFESSIONAL SKILLS PRACTICUM	1	1															1	1	80hrs

Minimum credits required for graduation: 131 (university cores: 32, college cores: 3, department cores: 50, 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.

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.

3. 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 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.