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

for 2024 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 I	2	2	2	2															optional physical education
	PHYSICAL EDUCATION II	2	2			2	2													optional physical education
	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	
	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									
	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			
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					
	GRAPHIC DESIGN	3	3													2	2			

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	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
Program Core	NEW MEDIA MARKETING	3	3	(3)	(3)	(3)	(3)													1st or 2nd semester
	SELF-MEDIA PROGRAM PLANNING AND PRODUCTION I	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	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
	SELF-MEDIA PROGRAM PLANNING AND PRODUCTION II	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

The New Media International Marketing Program encompasses the Program Core and Program Elective categories above.

Minimum credits required for graduation: 128=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: 22

1. The 22 elective credits include minimun of 16 credits from department elective courses and maximun 6 credits from interdisciplinary elective courses.

2. 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 two modules: Digital Value-Added, and Media and Animation Design

※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.

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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 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 and 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.