

# Curriculum of the Department of Digital Content Application and Management

for 2021 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 <sup>st</sup> or 2 <sup>nd</sup> semester |      |
|                                                   | COMPUTATIONAL THINKING AND COMPUTER PROGRAMMING               | 2                                                                     | 2                 | (2)         | (2)      | 2    | 2      |      |           |      |        |      |        |      |        |      |        |      |         | 1 <sup>st</sup> or 2 <sup>nd</sup> 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)    | (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)    |      |           |      |        |      |        |      |        |      |        |      |         | 1 <sup>st</sup> or 2 <sup>nd</sup> semester |      |
|                                                   | CONTEMPORARY CHINESE LITERATURE II                            | 2                                                                     | 2                 | (2)         | (2)      | 2    | 2      |      |           |      |        |      |        |      |        |      |        |      |         | 1 <sup>st</sup> or 2 <sup>nd</sup> 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                                      | 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 APPLICATION PROGRAMMING                                    | 3                 | 3           |          |      |        |      |           |      |        |      |        |      | 3      | 3    |        |      |         |                                             |      |
|                                                   |                                                               | ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING                          | 2                 | 2           |          |      |        |      |           |      |        |      |        |      | 2      | 2    |        |      |         |                                             |      |
|                                                   |                                                               | E-COMMERCE IN PRACTICE                                                | 3                 | 3           |          |      |        |      |           |      |        |      |        |      |        |      | 3      | 3    |         |                                             |      |
|                                                   |                                                               | INTRODUCTION TO NEW MEDIAL MARKETING                                  | 3                 | 3           | (3)      | (3)  | (3)    | (3)  |           |      |        |      |        |      |        |      |        |      |         | 1 <sup>st</sup> or 2 <sup>nd</sup> semester |      |
|                                                   |                                                               | WEB PAGE DESIGN PRACTICE                                              | 2                 | 2           |          |      |        |      | 2         | 2    |        |      |        |      |        |      |        |      |         |                                             |      |
|                                                   |                                                               | WEB SERVICES ANALYTICS                                                | 3                 | 3           |          |      |        |      |           |      | 3      | 3    |        |      |        |      |        |      |         |                                             |      |
|                                                   |                                                               | SOCIAL MARKETING                                                      | 2                 | 2           |          |      |        |      |           |      |        |      | 2      | 2    |        |      |        |      |         |                                             |      |
|                                                   |                                                               | BIG DATA MARKETING                                                    | 2                 | 2           |          |      |        |      |           |      |        |      |        |      | 2      | 2    |        |      |         |                                             |      |
|                                                   |                                                               | PRACTICAL PROJECTS FOR SMART RETAIL                                   | 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    |        |      |        |      |        |      |         |                                             |      |
|                                                   |                                                               | 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    |         |                                             |      |

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for 2021 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                      |
| Electives                     | Media and Animation Design Module       | 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    |        |      |        |      |        |      |        |      |                |                           |                           |
|                               |                                         | 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 |                           |                           |

Minimum credits required for graduation: 129(university cores: 50, college cores: 3, department cores: 30, department module electives: 20, and electives: 26)

1. The 26 elective credits include minimum of 20 credits from department elective courses and maximum 6 credits from interdisciplinary elective courses.

2. 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.

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.)

※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.