

(New Media International)

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 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)							
	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)														1 st or 2 nd semester	
	CONTEMPORARY CHINESE LITERATURE II	2	2	(2)	(2)	2	2														1 st or 2 nd 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			
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					
	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													

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					Fall		Spring		Fall		Spring		Fall		Spring		Fall			Spring	
					Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour		Credit	Hour
Media and Animation Design Module	Internship	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)												1 st or 2 nd 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		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 minimum of 19 credits from department elective courses, 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. 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.)

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				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 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)

★ 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 International Marketing Program.

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