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

for 2023 students

		Credits and Hours																		
	Course Title	Т	. 7		Fres	hmai	n	S	oph	omoi	e		Jur	nior			Ser	nior		
C-4		Total	Tota	Fall			Spring		Fall Spring			F	all	Spi	ring	Fall Spring				D 1
Category			н	C	I	С	I	С	I	С	ł	С	I	С	I	С	ŀ	С	I	Remarks
		Credits	Total Hours	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	
								įt		į		įt		įt		įt		įt		
	FRESHMAN ENGLISH	8	8	4	4	4	4	_	_	4	4									
	SOPHOMORE ENGLISH	8	8					4	4	4	4	4	4	4	4					
	JUNIOR ENGLISH HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (I)	8	8	1	1							4	4	4	4					
	HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (I) HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (II)	1	1	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)									1 Of 2 Schlester
University	LOGICAL SPECULATION	2	2	(2)	(2)	2	2	(2)		(2)										
Cores	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)							
	Science and Popular Scientific Education	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	2	2													
	DIGITAL TEXT STORYTELLING SKILLS	2	2			2	2	2	2	(2)	(2)									1 st 2nd
	POWER OF THE WORKPLACE LITERACY TOTAL	52	2 52	15	15	15	15	8	8	(2)	(2)	6	6	4	4					1 st or 2 nd semester
College	CREATIVITY AND INNOVATION	3	3	13	13	13	13	0	0	4	4	U	U	3	3					
Cores	TOTAL	3	3											3	3					
20105	PROGRAMMING LANGUAGE	3	3	3	3									5	5					
	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													
Departmental	E-LEARNING AND INSTRUCTIONAL DESIGN	3	3					3	3											
Cores	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	_	1			
	GRADUATE PROJECT II GRADUATE PROJECT III	1	1													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	,	,	5	3					3	3	1	1	1	1	
					/.															
	WEB ANIMATION DESIGN					3	3													
		3			2	3	3	2	2											
	WEB ANIMATION DESIGN	3	3	2	2	3	3	2	2											
	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN	3 2 3	3 2	2	2	3	3			3	3									
	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION	3 2 3	3 2 3	2	2	3	3			3	3	3	3							
	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION ALENHANCED WEB PROGRAMMING	3 2 3 3 3	3 2 3 3 3			3	3			3	3	3	3	3	3					
	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION AI-ENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING	3 2 3 3 3 2	3 2 3 3 3 3 2			3	3			3	3	3	3	3 2	3 2					
	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION AI-ENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE	3 2 3 3 3 2 3	3 2 3 3 3 3 2 3							3	3	3	3			3	3			
	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION AI-ENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE SKETCH	3 2 3 3 3 2 3 2	3 2 3 3 3 2 2 3	(2)	(2)	(2)				3	3	3	3			3	3			
	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION A1-ENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE SKETCH INTRODUCTION TO DIGITAL GAME	3 2 3 3 3 2 2 2	3 2 3 3 3 2 2 2	(2)	(2)	(2)	(2)			3	3	3	3			3	3			
	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION A1-ENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE SKETCH INTRODUCTION TO DIGITAL GAME BASIC ART AND DESIGN	3 2 3 3 3 2 2 2 2	3 2 3 3 3 2 2 2 2	(2)	(2)	(2)	(2)			3	3	3	3			3	3			
	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION AI-ENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE SKETCH INTRODUCTION TO DIGITAL GAME BASIC ART AND DESIGN ILLUSTRATION DESIGN	3 2 3 3 3 2 2 2 2 2 2	3 3 3 3 2 2 2 2 2	(2)	(2)	(2)	(2)			3	3	3	3			3	3			
	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION A1-ENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE SKETCH INTRODUCTION TO DIGITAL GAME BASIC ART AND DESIGN	3 2 3 3 3 2 2 2 2	3 2 3 3 3 2 2 2 2	(2)	(2)	(2)	(2)	3		3	3	3	3			3	3			
	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION AI-ENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE SKETCH INTRODUCTION TO DIGITAL GAME BASIC ART AND DESIGN ILLUSTRATION DESIGN 3D MODELING DESIGN	3 2 3 3 3 2 2 2 2 2 2 2 3 3	3 3 3 3 2 2 2 2 2 2 3	(2)	(2)	(2)	(2)		3	3	3	3	3			3	3			
Media and	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION AI-ENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE SKETCH INTRODUCTION TO DIGITAL GAME BASIC ART AND DESIGN ILLUSTRATION DESIGN 3D MODELING DESIGN DIGITAL VIDEO PRODUCTION	3 2 3 3 3 2 2 2 2 2 2 2 3 3	3 3 3 3 3 2 2 2 2 2 2 3 3	(2)	(2)	(2)	(2)	3	3	3	3	3	3			3	3			
Animation	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION AI-ENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE SKETCH INTRODUCTION TO DIGITAL GAME BASIC ART AND DESIGN ILLUSTRATION DESIGN JD MODELING DESIGN DIGITAL VIDEO PRODUCTION ILLUSTRATION BOOK DESIGN	3 2 3 3 3 2 2 2 2 2 2 2 3 3 3 2 2 2 2 2	3 2 3 3 3 2 2 2 2 2 2 3 3 2 2	(2)	(2)	(2)	(2)	3 3 2	3 3 2	3	3	3	3			3	3			
Media and Animation Design Module	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION AI-ENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE SKETCH INTRODUCTION TO DIGITAL GAME BASIC ART AND DESIGN ILLUSTRATION DESIGN 3D MODELING DESIGN DIGITAL VIDEO PRODUCTION ILLUSTRATION BOOK DESIGN DIGITAL GAME PLANNING	3 3 3 3 2 2 2 2 2 2 2 2 2 2 2 2	3 3 3 3 3 2 2 2 2 2 2 2 2 3 3 3 2 2 2 2	(2)	(2)	(2)	(2)	3 2 2	3 3 2 2	3	2	3	3			3	3			
Animation Design	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION AI-ENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE SKETCH INTRODUCTION TO DIGITAL GAME BASIC ART AND DESIGN ILLUSTRATION DESIGN 3D MODELING DESIGN DIGITAL VIDEO PRODUCTION ILLUSTRATION BOOK DESIGN DIGITAL GAME PLANNING 3D MODELING MAKE	3 3 3 3 2 2 2 2 2 2 2 2 2 2 3 3 3 3 2 2 2 2 3 3 3 2 2 3 3 3 2 3 3 3 2 2 3 3 2 3 3 2 3	3 3 3 3 2 2 2 2 2 2 2 2 3 3 2 2 2 2 3 2 2 3 3 2 2 3 3 2 2 3 3 2 3 3 2 2 3 3 2 3 3 2 3 3 2 3	(2)	(2)	(2)	(2)	3 2 2	3 3 2 2		2 3	3	3			3	3			
Animation Design	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION AI-ENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE SKETCH INTRODUCTION TO DIGITAL GAME BASIC ART AND DESIGN ILLUSTRATION DESIGN 3D MODELING DESIGN DIGITAL VIDEO PRODUCTION ILLUSTRATION BOOK DESIGN DIGITAL GAME PLANNING 3D MODELING MAKE ILLUSTRATION DESIGN 3D MODELING MAKE ILLUSTRATION DESIGN 3D GAME DESIGN 3D GAME DESIGN 3D GAME DESIGN	3 3 3 3 2 2 2 2 2 2 2 2 2 2 3 3 2 2 3	3 3 3 3 3 2 2 2 2 2 2 2 3 3 2 2 2 3 3 3 3 3 2 2 3 3 3 2 2 3	(2)	(2)	(2)	(2)	3 2 2	3 3 2 2	2	2					3	3			
Animation Design	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION AI-ENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE SKETCH INTRODUCTION TO DIGITAL GAME BASIC ART AND DESIGN ILLUSTRATION DESIGN 3D MODELING DESIGN DIGITAL VIDEO PRODUCTION ILLUSTRATION BOOK DESIGN DIGITAL GAME PLANNING 3D MODELING MAKE ILLUSTRATION DESIGN 3D MODELING MAKE ILLUSTRATION DESIGN 3D GAME DESIGN 3D GAME DESIGN 3D LIGHTING MATERIALS AND DESIGN BIGHTING MATERIALS AND DESIGN SIGHTING MATERIALS AND DESIGN	3 3 3 3 2 2 2 2 2 2 2 3 3 2 2 2 2 3 3 2 2 2 3 3 3 3 3 3 2 2 3 3 3 2 2 3 3 2 2 3 3 2 3 3 2 2 3 3 3 2 2 3	3 3 3 3 3 2 2 2 2 2 2 2 3 3 3 2 2 2 2 2	(2)	(2)	(2)	(2)	3 2 2	3 3 2 2	2 3	2 3	2	2			3	3			
Animation Design	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION AI-ENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE SKETCH INTRODUCTION TO DIGITAL GAME BASIC ART AND DESIGN ILLUSTRATION DESIGN 3D MODELING DESIGN DIGITAL VIDEO PRODUCTION ILLUSTRATION BOOK DESIGN DIGITAL GAME PLANNING 3D MODELING MAKE ILLUSTRATION DESIGN 3D MODELING MAKE ILLUSTRATION DESIGN 3D GAME DESIGN 3D GAME DESIGN 3D LIGHTING MATERIALS AND DESIGN ELEARNING COURSE DEVELOPMENT DYNAMIC STORYBOARD AND SCRIPTING	3 2 3 3 3 2 2 2 2 2 2 3 3 2 2 2 2 3 3 2 2 2 2 2 3 3 2 2 2 3 3 2	3 3 3 3 2 2 2 2 2 2 2 3 3 2 2 2 2 3 3 2 2 2 2 2 3 3 2	(2)	(2)	(2)	(2)	3 2 2	3 3 2 2	2 3	2 3	2 2 2	2 2			3	3			
Animation Design	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION ALENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE SKETCH INTRODUCTION TO DIGITAL GAME BASIC ART AND DESIGN ILLUSTRATION DESIGN 3D MODELING DESIGN DIGITAL VIDEO PRODUCTION ILLUSTRATION BOOK DESIGN DIGITAL GAME PLANNING 3D MODELING MAKE ILLUSTRATION DESIGN 3D MODELING MAKE ILLUSTRATION DESIGN 3D GAME DESIGN 3D GAME DESIGN 3D LIGHTING MATERIALS AND DESIGN ELEARNING COURSE DEVELOPMENT DYNAMIC STORYBOARD AND SCRIPTING 3D CHARACTER SETUP	3 2 3 3 3 2 2 2 2 2 2 2 2 2 3 3 2 2 2 2	3 3 3 3 3 2 2 2 2 2 2 2 3 3 2 2 2 2 2 3 3 2 2 2 3 3 2 2 3 3 2 2 3 3 3 2 2 3 3 2 2 3 3 3 3 3 2 2 3	(2)	(2)	(2)	(2)	3 2 2	3 3 2 2	2 3	2 3	2	2	2	2	3	3			
Animation Design	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION ALENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE SKETCH INTRODUCTION TO DIGITAL GAME BASIC ART AND DESIGN ILLUSTRATION DESIGN 3D MODELING DESIGN DIGITAL VIDEO PRODUCTION ILLUSTRATION BOOK DESIGN DIGITAL GAME PLANNING 3D MODELING MAKE ILLUSTRATION DESIGN 3D GAME DESIGN 3D LIGHTING MATERIALS AND DESIGN 3D LIGHTING MATERIALS AND DESIGN ELEARNING COURSE DEVELOPMENT DYNAMIC STORYBOARD AND SCRIPTING 3D CHARACTER SETUP 3D ANIMATION FILM PRODUCTION	3 2 3 3 3 2 2 2 2 2 2 2 2 2 3 3 2 2 2 2	3 3 3 3 3 2 2 2 2 2 2 2 3 3 2 2 2 2 2 2	(2)	(2)	(2)	(2)	3 2 2	3 3 2 2	2 3	2 3	2 2 2	2 2							
Animation Design Module	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION ALENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE SKETCH INTRODUCTION TO DIGITAL GAME BASIC ART AND DESIGN ILLUSTRATION DESIGN 3D MODELING DESIGN DIGITAL VIDEO PRODUCTION ILLUSTRATION BOOK DESIGN DIGITAL GAME PLANNING 3D MODELING MAKE ILLUSTRATION DESIGN 3D GAME DESIGN 3D GAME DESIGN 3D LIGHTING MATERIALS AND DESIGN BILLUSTRATION DESIGN 3D LIGHTING MATERIALS AND DESIGN CHARACTER SETUP ANIMATION FILM PRODUCTION GRAPHIC DESIGN	3 2 3 3 3 2 2 2 2 2 2 2 3 3 2 2 2 2 2 3 3 2 2 2 2 3 3 2 2 3 3 2 2 3 3 2 3 3 2 3 3 2 3 3 2 3 3 2 3 3 3 3 3 2 3	3 2 3 3 3 2 2 2 2 2 2 3 3 2 2 2 2 3 3 2 2 2 2 3 3 2 2 3 3 2 2 3 3 2 2 3 3 2 2 3 3 2 2 3 3 2 2 3 3 3 2 3 3 3 2 3 3 3 3 2 3	(2)	(2)	(2)	(2)	3 2 2	3 3 2 2	2 3	2 3	2 2 2	2 2	2	2	3	3			
Animation Design Module	WEB ANIMATION DESIGN USER INTERFACE AND BEHAVIOR DESIGN MOBILE WEB DESIGN WEBPAGE PROGRAMMING DYNAMIC WEBSITE CONSTRUCTION ALENHANCED WEB PROGRAMMING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING E-COMMERCE IN PRACTICE SKETCH INTRODUCTION TO DIGITAL GAME BASIC ART AND DESIGN ILLUSTRATION DESIGN 3D MODELING DESIGN DIGITAL VIDEO PRODUCTION ILLUSTRATION BOOK DESIGN DIGITAL GAME PLANNING 3D MODELING MAKE ILLUSTRATION DESIGN 3D GAME DESIGN 3D LIGHTING MATERIALS AND DESIGN 3D LIGHTING MATERIALS AND DESIGN ELEARNING COURSE DEVELOPMENT DYNAMIC STORYBOARD AND SCRIPTING 3D CHARACTER SETUP 3D ANIMATION FILM PRODUCTION	3 2 3 3 3 2 2 2 2 2 2 2 2 2 3 3 2 2 2 2	3 3 3 3 3 2 2 2 2 2 2 2 3 3 2 2 2 2 2 2	(2)	(2)	(2)	(2)	3 2 2	3 3 2 2	2 3	2 3	2 2 2	2 2	2	2					

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

for 2023 students

			Credits and Hours																		
			Т	J	Freshm			man		Sophom		ore		Juni				Sei	nior		
Category		Course Title	Total	Tota	F	all	Spi	ring	Fa	all	Spi	ring	F	all	Spi	ring	Fa	all	Spi	ring	Dl
Cate	gory	Course True		Total Hours	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Remarks
		RODUCTION	3	3							3	3									
	VIRTUAL	REALITY	3	3									3	3							
		TED REALITY	2	2											2	2					
		S PROGRAMMING DESIGN	2	2											2	2					
		T AND APPLICATIONS OF VIRTUAL TEACHING MATERIALS DESIGN	2	2											2	2					
		APPLICATIONS OF DIGITAL VIDEO AND AUDIO	3	3											3	3					
		-LEARNING DESIGN	3	3													3	3			
		D 3D ANIMATION FILM PRODUCTION	2	2													2	2	_		
		ASED OFF-CAMPUS INTERNSHIP	18	-													9	-	9	-	Internship 4.5 M/semester
		ASED OVERSEAS INTERNSHIP	18	-													9	-	9	-	Internship 4.5 M/semester
		R-BASED OFF-CAMPUS INTERNSHIP I	9	-											9	-	(9)	-	(9)	-	Internship 4.5 M
		R-BASED OFF-CAMPUS INTERNSHIP II	9	-											0		9	-	(9)	-	Internship 4.5 M
		R-BASED OVERSEAS INTERNSHIP I	9	-											9	-	(9)	-	(9)	-	Internship 4.5 M
		R-BASED OVERSEAS INTERNSHIP II	9	-											_		9	-	(9)	-	Internship 4.5 M
Internship		ER INTERNSHIP I ER INTERNSHIP II	2	-											2	-	(2)	-	(2)	-	Internship 160 hrs
			4	-											4	-	(4)	-	(4)	-	Internship 320 hrs
		EAS INTERNSHIP I	1	-											1	-	(1)	-	(1)	-	Internship 36 hrs
		EAS INTERNSHIP II	2	-											2	-	(2)	-	(2)	-	Internship 72 hrs
	OVERSEAS INTERNSHIP III		3	-											3	-	(3)	-	(3)	-	Internship 108 hrs
	OVERSEAS INTERNSHIP IV JOB SHADOWING I		4	-											4	-	(4)	-	(4)	-	Internship 144 hrs
			1	-											1	-	(1)	-	(1)	-	Internship 36 hrs
		ADOWING II SIONAL SKILLS PRACTICUM	2	-											2	-	(2)	-	(2)	-	Internship 72 hrs
Practice	PROFES	NEW MEDIA MARKETING THEORY AND APPLICATION	3	2	(2)	(2)	(2)	(2)											1	1	80hrs
	D	BASICS OF NETWORK VIDEO PRODUCTION	3	3	(3)	(3)	(3)	(3)	(2)	(2)	(2)	(2)									1 st or 2 nd semester
	Progra m Core	INTERNATIONAL MARKETING PLANNING	3	3							(3)										course offered by Dept. of Communication Arts
	III Core	PROJECTS ON NEW MEDIA MARKETING	3	3					(3)	(3)	(3)	(3)					3	3			Course offered by Dept. of International Business Administration Interdisciplinary course
		MUSIC AND SOUND EFFECT DESIGN	3	3	3	3											3	5			
		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 Communication Arts
		WEB PAGE DESIGN PRACTICE	2	2			3	3	2	2											course offered by Dept. of Digital Content Application and Management course offered by Dept. of Digital Content Application and Management
		SCRIPT WRITING	3	3					3	3											course offered by Dept. of Digital Content Application and Management course offered by Dept. of Communication Arts
		SCREENWRITING AND DIRECTING	3	3					3	3											course offered by Dept. of Communication Arts
New		WEB SERVICES ANALYTICS AND SEARCH ENGINE OPTIMIZATION	3	3							3	3									course officed by Dept. of Continuum and Management
Media		INTRDUCTION TO SCREENWRITING AND DIRECTING	3	3							3	3									course offered by Dept. of Communication Arts
Inter-		SHORT FILM PRODUCTION(I)		3							3	3									course offered by Dept. of Communication Arts
national		SHORT FILM PRODUCTION(II)	3	3									3	3							course offered by Dept. of Communication Arts
Marketin	Progra	SOCIAL MARKETING	2	2									2	2							course offered by Dept. of Digital Content Application and Management
g	m	LIVE STREAMING: PLANNING AND PRODUCTION	3	3									3	3							course offered by Dept. of Communication Arts
Program			2	2									2	2							course offered by Dept. of Communication Arts
		INTERNATIONAL TRADE PRACTICES	3	3									3	3							course offered by Dest, of International Business Administration
		BIG DATA MARKETING	2	2											2	2					counce offered by Dept. of Digital Content Application and Management
		WINDOWS PROGRAMMING DESIGN	2	2											2	2					counc officed by Dept. of Digital Content Application and Management
		INTEGRATED APPLICATIONS OF DIGITAL VIDEO AND AUDIO	3	3											3	3					counc offered by Dept. of Digital Content Application and Management
		ENTERPRISE RESOURCE PLANNING	3	3											3	3					course offered by Dept. of International Basiness 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 officed by Dept. of Digital Content Application and Management
		E-COMMERCE IN PRACTICE	3	3													3	3			course officed by Dept. of Digital Content Application and Management
		INTERNET MULTIMEDIA NEWS REPORTING	2	2															2	2	course offered by Dept. of Communication Arts
Minimum	a credite r	equired for graduation: 131=unix	iorgi	tar or	orog:	52 a	01100		mag. 1	2 4	un o est			201.2	0				2		

Minimum credits required for graduation: 131=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: 25

- 1. The 25 elective credits include minimun of 19 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.
- **Melease 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.
- *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.

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

for 2023 students

	Course Title		Credits and Hours																	
		T	1	Fı	Freshn		ì	Sopho		omore		Ju		ınior		Senior				
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- ★ 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 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.