

(New Media International)

for 2023 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	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)									1 st or 2 nd 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		
Media and Animation Design Module	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								
	AI-ENHANCED WEB PROGRAMMING	3	3											3	3						
	ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING	2	2											2	2						
	E-COMMERCE IN PRACTICE	3	3													3	3				
	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	2	2											2	2						
	GRAPHIC DESIGN	3	3													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										

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					Fall	Spring		Fall	Spring		Fall	Spring		Fall	Spring	Fall	Spring				
				Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour				
	E-BOOK PRODUCTION	3	3							3	3										
	VIRTUAL REALITY	3	3									3	3								
	AUGMENTED REALITY	2	2											2	2						
	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	2	2													2	2				
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	
New Media International Marketing Program	Program Core	NEW MEDIA MARKETING THEORY AND APPLICATION	3	3	(3)	(3)	(3)	(3)												1 st or 2 nd semester	
		BASICS OF NETWORK VIDEO PRODUCTION	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
		PROJECTS ON NEW MEDIA MARKETING	3	3													3	3			Interdisciplinary 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
		INTRODUCTION 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: 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 minimum of 19 credits from department elective courses and maximum 6 credits from interdisciplinary elective courses.
2. Students who fulfilled the requirement of any Campus (Micro) Course Program after enrolling will also received a certificate of the program.

※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.

※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.

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				Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour		Credit	Hour
★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.																				