

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

for 2025 students

Category	Course Title		total	Credits and Hours								Remarks		
				Freshman		Sophomore		Junior		Senior				
				Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring			
University Cores	FRESHMAN ENGLISH		8	4	4									
	SOPHOMORE ENGLISH		8			4	4							
	JUNIOR ENGLISH		4					2	2					
	HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (I)		1	1										
	HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (II)		1		1									
	CLOUD TECHNOLOGY AND INTELLIGENT COMMERCE APPLICATIONS		2	2	(2)								1st or 2nd semester	
	AI THINKING AND PROGRAMMING DESIGNS		2	(2)	2								1st or 2nd semester	
	General Education Course	HUMANITIES AND ARTS		2	2	(2)	(2)	(2)	(2)	(2)				1st to 3rd grade, first or second semester
		ENVIRONMENT AND SUSTAINABILITY		2	(2)	2	(2)	(2)	(2)	(2)				1st to 3rd grade, first or second semester
		NATURE AND SCIENCE		2	2	(2)	(2)	(2)	(2)	(2)				1st to 3rd grade, first or second semester
		SOCIETY, LAW, AND POLITICS		2	(2)	2	(2)	(2)	(2)	(2)				1st to 3rd grade, first or second semester
		ADVANCE COURSES AND COURSES ON STUDYING TRANS-DISTRICT ISSUES		2					2	(2)				1st or 2nd semester
		CHOOSE ONE FROM ABOVE		2					(2)	2				1st or 2nd semester
	PHYSICAL EDUCATION I		2	2										optional physical education
	PHYSICAL EDUCATION II		2		2									optional physical education
	SELECTED READINGS OF PAST AND PRESENT WORKPLACE LITERACY EXAMPLES		2	2										
	DIGITAL TEXT STORYTELLING SKILLS		2		2									
POWER OF THE WORKPLACE LITERACY		2			2	(2)							1st or 2nd semester	
TOTAL		48	15	15	6	4	4	4						
College Cores	CREATIVITY AND INNOVATION		3						3					
	TOTAL		3						3					
Departmental Cores	PROGRAMMING LANGUAGE		3	3										
	AN INTRODUCTION TO DESIGN		3	3										
	INTRODUCTION TO 3D GRAPHICS		3	3										
	DIGITAL IMAGE PROCESSES		3		3									
	WEB DESIGN AND MANAGEMENT		3		3									
	2D GAME PROGRAMMING		3		3									
	E-LEARNING AND INSTRUCTIONAL DESIGN		3			3								
	INTRODUCTION TO PROJECT MANAGEMENT		2				2							
	PROJECT MANAGEMENT SKILL AND PRACTICE		2					2						
	THE DEVELOPMENT AND TRENDS OF NEW MEDIA TECHNOLOGIES		2						2					
	GRADUATE PROJECT I		1						1					
	GRADUATE PROJECT II		1							1				
	GRADUATE PROJECT III		1								1			
TOTAL		30	9	9	3	2	2	3	1	1				
Departmental Value-Added Courses	Digital Value-Added Marketing	COLOR THEORY&PLANNING		2	2									
		WEB ANIMATION DESIGN		3		3								
		USER INTERFACE AND BEHAVIOR DESIGN		2			2							
		MOBILE WEB DESIGN		3			3							
		AI-ENHANCED WEB PROGRAMMING		3				3						
		DYNAMIC WEBSITE CONSTRUCTION		3					3					
		INTELLIGENT MOBILE WEB APPLICATION		3						3				
		ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING		2						2				
		E-COMMERCE IN PRACTICE		3							3			
	Media and Animation	SKETCH		2	(2)	(2)								
		INTRODUCTION TO DIGITAL GAME		2	2									
		BASIC ART AND DESIGN		2	(2)	(2)								
		ILLUSTRATION DESIGN		2		2								
		3D MODELING DESIGN		3		3								
		DIGITAL VIDEO PRODUCTION		3			3							
		ILLUSTRATION BOOK DESIGN		2			2							
		DIGITAL GAME PLANNING		2			2							
		3D MODELING MAKE		3			3							

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Digital Electives	Digital Design Module	ILLUSTRATION DESIGN	2				2						
		3D GAME DESIGN	3				3						
		3D LIGHTING MATERIALS AND DESIGN	3				3						
		ELEARNING COURSE DEVELOPMENT	2					2					
		DYNAMIC STORYBOARD AND SCRIPTING	2					2					
		3D CHARACTER SETUP	3					3					
		3D ANIMATION FILM PRODUCTION	2						2				
		GRAPHIC DESIGN	2							2			
	INFORMATION ANALYSIS AND DEPICTION	2		2									
	WEB PAGE DESIGN PRACTICE	2			2								
	DIGITAL MUSIC PRODUCTION	3				3							
	E-BOOK PRODUCTION	3				3							
	VIRTUAL REALITY	3					3						
	AUGMENTED REALITY	2						2					
	WINDOWS PROGRAMMING DESIGN	2						2					
	THE DEVELOPMENT AND APPLICATIONS OF VIRTUAL TEACHING MATERIALS DESIGN	2						2					
	INTEGRATED APPLICATIONS OF DIGITAL VIDEO AND AUDIO	3						3					
	MOBILE E-LEARNING DESIGN	3							3				
	ADVANCED 3D ANIMATION FILM PRODUCTION	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		
Practical	PROFESSIONAL SKILLS PRACTICUM		1							1	80hrs		
New Media Inter-national Marketing Program	Program Core	NEW MEDIA MARKETING	2	(2)	(2)							1st or 2nd semester	
		SELF-MEDIA PROGRAM PLANNING AND PRODUCTION I	3			(3)	(3)					course offered by Dept. of Communication Arts	
		INTERNATIONAL MARKETING PLANNING	3			(3)	(3)					course offered by Dept. of International Business Administration	
		MARKETING PROJECTS USING NEW MEDIA	3							3		Interdisciplinary course	
	Program Elective	GUIDED READING OF SCRIPT	2	2									course offered by Dept. of Communication Arts
		WEB PAGE DESIGN PRACTICE	2			2							course offered by Dept. of Digital Content Application and Management
		SCRIPT WRITING	3			3							course offered by Dept. of Communication Arts
		SCREENWRITING AND DIRECTING	3			3							course offered by Dept. of Communication Arts
		WEB SERVICES ANALYTICS AND SEARCH ENGINE OPTIMIZATION	2				2						course offered by Dept. of Digital Content Application and Management
		INTRDUCTION TO SCREENWRITING AND DIRECTING	3				3						course offered by Dept. of Communication Arts
		SHORT FILM PRODUCTION(I)	3				3						course offered by Dept. of Communication Arts
		SHORT FILM PRODUCTION(II)	3					3					course offered by Dept. of Communication Arts
		SOCIAL MEDIA MARKETING AND AI TOOLS APPLICATIONS	2					2					course offered by Dept. of Digital Content Application and Management
		SELF-MEDIA PROGRAM PLANNING AND PRODUCTION II	3					3					course offered by Dept. of Communication Arts
		MARKETING AND DISTRIBUTION OF FILM AND TV PROGRAM	2					2					course offered by Dept. of Communication Arts
		INTERNATIONAL TRADE PRACTICES	3					3					course offered by Dept. of International Business Administration
		BIG DATA MARKETING	2						2				course offered by Dept. of Digital Content Application and Management
		ENTERPRISE RESOURCE PLANNING	3						3				course offered by Dept. of International Business Administration
		INTERNET MARKETING	2						2				course offered by Dept. of Communication Arts

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		POST-PRODUCTION AND VISUAL PACKAGING	3							3		course offered by Dept. of Communication Arts
		PRACTICAL PROJECTS FOR SMART RETAIL	3							3		course offered by Dept. of Digital Content Application and Management
		INTERNET MULTIMEDIA NEWS REPORTING	2								2	course offered by Dept. of Communication Arts

※The total graduation requirement is 128 credits, including 48 credits of university core required courses, 3 credits of college core required courses, 30 credits of department required courses, 15 credits of program courses (including 8 from program cores, 4 from program electives, and 3 credits from interdisciplinary projects), 22 credits of department electives, and 10 credits of general electives (including 4 credits of EMI courses).

Definition and Regulations of General Elective Courses:

General elective courses refer to elective courses offered by various colleges, departments, and centers of the university. During the course of study, students must complete at least 10 credits of general elective courses, including a minimum of 4 credits from EMI (English as a Medium of Instruction) courses.

22 credits department electives

The details are as follows:

In accordance with the "Guidelines for Establishing and Pursuing Concentrations," students who apply within the designated timeframe and successfully complete all required credits for a (micro) credit program will be awarded a (Micro) Credit Program Certificate. Courses taken as part of the (Micro) Credit Program may be counted toward a maximum of 12 credits in the department-designated electives. Students may also take EMI courses offered by other departments within the university or by other domestic or foreign higher education institutions recognized by the Ministry of Education. These courses may be counted toward a maximum of 20 credits in the department-designated electives.

※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.

※Department elective courses from the Digital Value-Added Marketing Module and the Media and Animation Design Module are eligible to be counted as program electives.

※ Students are required to complete at least one internship or practical skills course, with a minimum accumulated total of 80 hours in any one of the courses.

※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 general education courses, must choose one course each from HUMANITIES AND ARTS, ENVIRONMENT AND SUSTAINABILITY, NATURE AND SCIENCE, SOCIETY, LAW, AND POLITICS and ADVANCE COURSES AND COURSES ON STUDYING TRANS-DISTRICT ISSUES and an additional course from any one of the groups, totaling 12 credits. Please make sure all required courses are completed before graduation.

★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.

★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)

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