# Curriculum of the Department of Digital Content Application and Management

for 2025 students

| Category | | Course Title | total | Freshman Fall | Freshman Spring | Sophomore Fall | Sophomore Spring | Junior Fall | Junior Spring | Senior Fall | Senior Spring | Remarks |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 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) | | | |
| | | 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 | |
| | Digital Value-Added Marketing Module | NEW MEDIA MARKETING | 2 | (2) | (2) | | | | | | | |
| | | 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 | | | | | |
| | | WEB SERVICES ANALYTICS AND SEARCH ENGINE OPTIMIZATION | 2 | | | | 2 | | | | | |
| | | DYNAMIC WEBSITE CONSTRUCTION | 3 | | | | | 3 | | | | |
| | | SOCIAL MEDIA MARKETING AND AI TOOLS APPLICATIONS | 2 | | | | | 2 | | | | |
| | | INTELLIGENT MOBILE WEB APPLICATION | 3 | | | | | | 3 | | | |
| | | BIG DATA MARKETING | 2 | | | | | | 2 | | | |
| | | ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING | 2 | | | | | | 2 | | | |
| | | E-COMMERCE IN PRACTICE | 3 | | | | | | | 3 | | |
| | | PRACTICAL PROJECTS FOR SMART RETAIL | 3 | | | | | | | 3 | | |
| | | SKETCH | 2 | (2) | (2) | | | | | | | |
| | | INTRODUCTION TO DIGITAL GAME | 2 | 2 | | | | | | | | |
| | | BASIC ART AND DESIGN | 2 | (2) | (2) | | | | | | | |

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for 2025 students

| Category | | Course Title | total | Freshman Fall | Freshman Spring | Sophomore Fall | Sophomore Spring | Junior Fall | Junior Spring | Senior Fall | Senior Spring | Remarks |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Departmental Electives | Media and Animation Design Module | 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 | | | | | | |
| | | 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 | | |
| Intership | | 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 |

※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, department module electives 20 credits, 17 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.

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for 2025 students

| Category | Course Title | Credits and Hours | | | | | | | | | Remarks |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | total | Freshman | | Sophomore | | Junior | | Senior | | |
| | | | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring | |

17 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 17 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 Marketing and Media and Animation Design (Graduation requires at least 20 credits from a single module.)

※ 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.