

Curriculum of the Department of Digital Content Application and Management

for 2026 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						
	THE PRACTICES OF PROJECT MANAGEMENT ON INNOVATIVE BUSINESS		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	COLOR THEORY&PLANNING	2	(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				
E-COMMERCE IN PRACTICE			3							3			
PRACTICAL PROJECTS FOR SMART RETAIL			3							3			
ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING			2								2		
Introductory			SKETCH	2	(2)	(2)							
			INTRODUCTION TO DIGITAL GAME	2	2								
		BASIC ART AND DESIGN	2	(2)	(2)								

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Departmental Electives	Intelligent Digital Media 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				
	INTEGRATED APPLICATIONS OF DIGITAL VIDEO AND AUDIO	3						3				
	MOBILE E-LEARNING DESIGN	3							3			
	ADVANCED 3D ANIMATION FILM PRODUCTION	2							2			
	THE DEVELOPMENT AND APPLICATIONS OF VIRTUAL TEACHING MATERIALS DESIGN	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

※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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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 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) ★Students who are unable to complete the off-campus internship due to special circumstances may, in accordance with the relevant regulations of the University and their department, apply to fulfill the internship requirement through alternative courses or other appropriate arrangements. ★Should there be any changes in the course schedule of the department, please refer to the newest version.											