

Curriculum Design of Department of Communication Arts

(100 Academic Year)

	Course Title	Course Hours																	
		Total Credits	Total Hours	Freshman				Sophomore				Junior				Senior			
				Semester 1		Semester 2		Semester 1		Semester 2		Semester 1		Semester 2		Semester 1		Semester 2	
				Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour
General Education Courses	Common English Course I	10	10	5	5	5	5												
	Common English Course II	10	10					5	5	5	5								
	Common English Course III	8	8									4	4	4	4				
	Common English Course IV	8	8												4	4	4	4	
	Information Technology	2	2	2	2														
	Cumputer-Based Multimedia Applications	2	2			2	2												
	General Course:Social Law and Politics	2	2	2	2														
	General Course: Speculative Logic	2	2			2	2												
	General Course: The Art Life	2	2					2	2										
	General Course: Natural Environmental Protection	2	2							2	2								
	General Course: Cultural History	2	2									2	2						
	Whole Person Development: University Entrance (I)	0	1	0	1														
	Whole Person Development: University Entrance (II)	0	1			0	1												
	Whole Person Development (II)	0	2					0	2										
	Service-Learning Course	1	1	1	1														
	Physical Education	0	8	0	2	0	2	0	2	0	2								
	Selected Readings of Contemporary	2	2	2	2	(2)	(2)												
	Chinese Art Appreciation	2	2	(2)	(2)	2	2												
	Selected Readings of Classical Chinese	4	4					2	2	2	2								
	The Application ofThe Application of Chinese Language	2	2									2	2	(2)	(2)				
	61	73	12	15	11	14	9	13	9	11	8	8	4	4	4	4	4		
Required Courses	Introduction to Mass Media	3	3	3	3														
	Public Speaking	3	3	3	3														
	Introduction to Art	2	2	2	2														
	Basic Photography	3	3	3	3														
	Media Production	3	3			3	3												
	Performing Arts	3	3			3	3												
	Proposal Writing	3	3			3	3												
	Script Writing	3	3					3	3										
	News Writing and Reporting	3	3					3	3										
	Non-linear Editing	3	3					3	3										
	Radio Production	3	3							3	3								
	Advertising Production	3	3							3	3								
	Communication Theory and Media Industry	2	2							2	2								
	Television Production	3	3									3	3						
	Communication Arts Practicum (1)	2	4									2	4						
	Graduation Project (1)	2	2											2	2				
	Communication Arts Practicum (2)	2	4											2	4				
	Documentary Making	3	3											3	3				
	Graduation Project (1)	2	2													2	2		
	Required Internship (Elective Internship)	2	2													2	2		
		53	57	11	11	9	9	9	9	8	8	5	7	7	9	4	4	0	

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				Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour				
Digital Media	Computer Graphics	3	3	3	3																
	Film Art	3	3	3	3																
	Training in Broadcast Techniques	3	3			3	3														
	Advanced Photography	3	3			3	3														
	Media Ethics and Communication Law	2	2					2	2												
	Music and Communication	2	2					2	2												
	Film and TV Directing	3	3							3	3										
	Animation Production	3	3							3	3										
	Computer Effects Production	3	3							3	3										
	Advanced Radio Production	3	3									3	3								
	Advanced Advertising Production	3	3									3	3								
	Web Design	3	3									3	3								
	Media English	3	3									3	3								
	Advanced TV Production	3	3											3	3						
	Experimental Filmmaking	3	3											3	3						
	English TV News Production	3	3											3	3						
	Media Analysis and Criticism	2	2													2	2				
	Advanced Documentary Making	3	3													3	3				
	Post-Production and Visual Packaging	3	3																3	3	
	Contemporary Issues in Communication	2	2																2	2	
Media Management	2	2																2	2		
	58	58	6	6	6	6	4	4	9	9	12	12	9	9	5	5	7	7			
Elective Courses	Cultural Creative Industry	Basic Art Creation	3	3	3	3															
		Visual Psychology	2	2			2	2													
		Advanced Art Creation	3	3			3	3													
		Contemporary Visual Arts	2	2			2	2													
		Making and Styling	3	3					3	3											
		Digital Graphic Design	3	3					3	3											
		Music and Sound Design	3	3					3	3											
		Creative Copywriting	3	3							3	3									
		Public Relations Practice	2	2							2	2									
		Visual Communication and Design	3	3							3	3									
	Studies in Art Creation	2	2									2	2								
	Fundamental Principles of Marketing	2	2									2	2								
	Art Appreciation and Criticism	2	2											2	2						
	Advanced Studies in Art Creation	2	2											2	2						
	Activity Planning and Integrated Marketing	2	2											2	2						
	Research Methodologies	2	2											2	2						
	Internet Marketing	2	2													2	2				
	Popular Culture	2	2													2	2				
	Practice in Exhibition Design	2	2													2	2				
	Cross-media Creation	3	3															3	3		

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					Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour
		Art Management and Marketing	2	2														2	2	
			50	50	3	3	7	7	9	9	8	8	4	4	8	8	6	6	5	5
Internship		Internship	2	2									2	2						
		Overseas Internship	2	2													2	2		
		Internship during Semester	1	1													1	1		
		Off Campus Internship during Semester	9	9													9	9		