

Curriculum of the Department of Communication Arts (New Media International)

for 2025 students

Category	Course Title	Credits and Hours								Remarks	
		total	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	INTRODUCTION TO COMMUNICATION	2	2								
	PHOTOGRAPHY AESTHETICS AND PRACTICE	2	2								
	MAKING A SHORT FILM (I)	3	3								
	INTRODUCTION TO ARTS	2		2							
	DIGITAL VIDEO EDITING	2		2							
	MAKING A SHORT FILM (II)	3		3							
	PLANNING WRITING	3			3						
	MAKING A SHORT FILM (III)	3			3						
	NEWS REPORTING &WRITING	3				3					
	MAKING A SHORT FILM (IV)	3				3					
	AESTHETICS ON VIDEO AND PHOTOGRAPHY	2					2				
	MEDIA AND CULTURE	3						3			
	PROJECT PRODUCTION (I)	1						1			
	INDUSTRY TRENDS AND WORKPLACE ETHICS	1							1		
	PROJECT PRODUCTION (II)	1							1		
	PROFESSIONAL SKILLS PRACTICUM IN COMMUNICATION OF ARTS	1								1	
	GRADUATION PROJECT EXHIBITION AND PROMOTION	1								1	
	TOTAL	36	7	7	6	6	2	4	2	2	
Digital Media production	BROADCASTING SKILL	3	3								
	GUIDED READING OF SCRIPT	2	2								
	MOVIE AND ARTS	2		2							
	SOUND DESIGN	3		3							
	PLAINNING AND PRODUCTION OF RADIO PROGRAMS (I)	3			3						
	FILM AND TELEVISION PROGRAM PLANNING AND PRODUCTION	3			3						
	SCRIPT WRITING	3			3						
	SCREENWRITING AND DIRECTING	3			3						
	PLAINNING AND PRODUCTION OF RADIO PROGRAMS (II)	3				3					
	VIRTUAL STUDIO PROGRAM PRODUCTION	3				3					
	DUBBING PRACTICE	3				3					
	SHORT FILM PRODUCTION (I)	3				3					
	COMMERCIAL PHOTOGRAPHY PRACTICE	3				3					
	APPRECIATION AND ANALYSIS OF CONTEMPORARY CHINESE MOVIE	3					3				
	COMMERCIAL MAKING	3					3				
	PRODUCTION OF TV NEWS AND FEATURE REPORTS (I)	3					3				
	ARTISTIC DESIGN	3					3				
	SHORT FILM PRODUCTION(II)	3					3				
	SHORT VIDEO CREATION (I)	1					1				
	THE AESTHETICS OF DOCUMENTARY	3						3			
	THE STYLE OF DIRECTOR	3						3			

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					Freshman		Sophomore		Junior		Senior		
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Department Electives		PRODUCTION OF TV NEWS AND FEATURE REPORTS (II)	3						3				
		APPRECIATION AND ANALYSIS OF TV DRAMA	3						3				
		SHORT VIDEO CREATION (II)	1						1				
		TV PRODUCTION IN ENGLISH	3							3			
		WESTERN ART	2	2									
		PSYCHOLOGY OF VISION	2		2								
		CREATIVITY IN VISUAL ART (I)	2		2								
		TAIWANESE ART	2		2								
		ARTS GUIDING	2			2							
		MUSICAL COMMUNICATION AND MASS MEDIA	2			2							
		CONTEMPORARY ART	2			2							
		DIGITAL GRAPHIC DESIGN	2			2							
		CREATIVITY IN VISUAL ART (II)	2			2							
		CUSTOM DESIGN AND STYLING	3				3						
		COMMUNICATION AND MARKETING OF ARTS	2				2						
		PERFORMING ARTS	3				3						
		COMPUTER GRAPHICS	3				3						
		DIGITAL VISUAL EFFECTS PRODUCTION	3				3						
		VIDEO ART	2					2					
		CREATIVITY TOPIC (I)	2					2					
		VISUAL COMMUNICATION DESIGN (I)	3					3					
		COMPUTER ANIMATION PRODUCTION	3					3					
		ARTIST DOCUMENTARY MAKING	2						2				
		CREATIVITY TOPIC (II)	2						2				
		VISUAL COMMUNICATION DESIGN (II)	3						3				
		ART MARKET PROJECT	2							2			
		POST-PRODUCTION AND VISUAL PACKAGING	3							3			
		EVENT AND FILM MAKING	3								3		
		FUNDAMENTAL PRINCIPLES OF MARKETING	2			2							
		INTEGRATED MARKETING IN CULTURAL CREATIVE INDUSTRIES	2			2							
		MEDIA ETHICS AND COMMUNICATION LAW	2			2							
		PRESIDED OVER THE STUDIO TRAINING	3				3						
		PUBLIC RELATIONS THEORIES	2				2						
		PLANNING AND PRODUCTION OF ADVERTISING (I)	3				3						
		CROSS-CULTURAL AND OVERSEAS STUDIES IN COMMUNICATION ARTS	1				1						
		MARKETING AND DISTRIBUTION OF FILM AND TV PROGRAM	2					2					
		COMMUNICATION THEORY AND APPLICATION	2					2					
		PLANNING AND PRODUCTION OF ADVERTISING (II)	3					3					
		GLOBALIZATION: AN INTERDISCIPLINARY PERSPECTIVE	2					2					
		CASE STUDY OF MARKETING AND DISTRIBUTION OF FILM AND TV	2						2				
		INTERNET MARKETING	2						2				
		INTERNATIONAL NEWS REPORTING	2						2				
		MANAGEMENT IN CULTURAL AND CREATIVE INDUSTRIES (I)	2							2			
		SELECTIVE STUDIES OF THE QUESTIONS OF CONTEMPORARY MASS COMMUNICATION	2							2			
		INTERNET MARKETING APPLICATION AND CASE STUDY	2							2			
		MANAGEMENT IN CULTURAL AND CREATIVE INDUSTRIES (II)	2								2		
		INTERNET MULTIMEDIA NEWS REPORTING	2								2		
		MEDIA ANALYSIS AND CRITICISM	2								2		
Internship		SEMESTER-BASED OFF-CAMPUS INTERNSHIP I	9							9		Internship 4.5months	
		SEMESTER-BASED OFF-CAMPUS INTERNSHIP II	9								9	Internship 4.5months	
		SEMESTER-BASED OVERSEAS INTERNSHIP I	9								9	Internship 4.5months	
		SEMESTER-BASED OVERSEAS INTERNSHIP II	9								9	Internship 4.5months	
		SUMMER INTERNSHIP I	2							2		Internship 160hrs	
		SUMMER INTERNSHIP II	4								4	Internship 320hrs	
New	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		Offered Independently by Each Department	
		MUSIC AND SOUND EFFECT DESIGN	3	3								course offered by Dept. of Communication Arts	
		GUIDED READING OF SCRIPT	2	2								course offered by Dept. of Communication Arts	

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Media Inter-national Marketing Program	Program Elective	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
		INTRODUCTION 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
		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		

Graduation requirements of the new media international marketing class:

※ The total graduation requirement is 128 credits, including 51 credits of university core required courses, 36 credits of department required courses, 16 credits of department electives, 15 credits of program courses, 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.

※ The credits earned from EMI courses can waive the Department Electives.

※ Practical skill training: Prior to graduation, technically talented students must accumulate at least 80 hours earned from training or off-campus contests deemed beneficial by the department to the refinement of professional skills at camps, workshops, and industry-academia cooperation opportunities approved by the department.

※ Please apply for the self-directed learning course in accordance with the "Implementation Guidelines for Self-Learning Courses of Wenzao Ursuline University of Languages".

※ Students have to pass the Language Proficiency Test standards required.

※ 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.