Curriculum of the Department of Communication Arts

		Curriculum				-															for 2021 students
					1						ourse		ırs	_			1	-			
			To	To		Freshma			Soph 1st		omore 2nd		1	Jui st	nior	nd	1	Se: st	nior	nd	-
Category		Course Title	Total Credits	Total Hours				nd													Remarks
			red	Hou	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	
			its	rs	dit	Jr	dit	T	lit	JI	dit	F	lit	ЪГ	dit	F	lit	Jr	dit	T	
		FRESHMAN ENGLISH	8	8	4	4	4	4													
		SOPHOMORE ENGLISH	8	8 8					4	4	4	4	4	4	4	4					
		JUNIOR ENGLISH HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (I)	8	8	1	1							4	4	4	4					
		HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (II)	1	1	-	1	1	1													
		CLOUD TECHNOLOGY AND BUSINESS APPLICATION	2	2	2	2	(2)	(2)													1 st or 2 nd semester
		COMPUTATIONAL THINKING AND COMPUTER PROGRAMMING	2	2	(2)	(2)	2	2			(2)										1 st or 2 nd semester
		WORLD CIVILIZATION HISTORY LOGICAL SPECULATION	2	2	2 (2)	2 (2)	(2) 2	(2) 2	(2) (2)	(2) (2)	(2) (2)	(2) (2)									
	iversity	Society, law, and Politics	2	2	2	2	(2)	(2)	(2) (2)	(2) (2)	(2) (2)	(2) (2)	(2)	(2)	(2)	(2)					
C	Cores	Nature and Aesthetics	2	2	(2)	(2)	2	2	(2)	(2)	(2)	(2)			(2)						
		Science and Popular Scientific Education	2	2	(2)	(2)	(2)	(2)	2	2	(2)	(2)	(2)	(2)		(2)					
		Advance courses and courses on studying Trans-district issues	2	2	0	2	0	2					2	2	(2)	(2)					
		PHYSICAL EDUCATION CONTEMPORARY CHINESE LITERATURE I	0	4	02	2	0 (2)	2 (2)													1 st or 2 nd semester
		CONTEMPORARY CHINESE LITERATURE II	2	2	(2)	(2)	2	2													$1^{\text{st}} \text{ or } 2^{\text{nd}} \text{ semester}$
		SELECTED READINGS OF CLASSICAL CHINESE LITERATURE	2	2					2	2											
		THE APPLICATION AND ITS SKILL OF CHINESE LANGUAGE	2	2	12	1.7	12	1.5	0	0	2	2	-	1	1	4					
		Total CREATIVITY AND INNOVATION	50 3	54 3	13	15	13	15	8	8	6	6	6	6	4	4	3	3			
Colle	ge Cores	TOTAL	3	3													3	3			
		INTRODUCTION TO COMMUNICATION	2	2	2	2															
		PHOTOGRAPHY AESTHETICS AND PRACTICE	2	2	2	2															
		MAKING A SHORT FILM (I)	3	3	3	3	2	2													
		INTRODUCTION TO ARTS AESTHETICS ON VIDEO AND PHOTOGRAPHY	2	2			2	2													
		MAKING A SHORT FILM (II)	3	3			3	3													
		PLANNING WRITING	3	3					3	3											
		MAKING A SHORT FILM (III)	3	3					3	3		-									
Departm	ental Cores	NEWS REPORTING & WRITING MAKING A SHORT FILM (IV)	3	3							3	3									
Depuru	ientur cores	MOVIE AND ARTS	2	2							5	5	2	2							
		MEDIA AND CULTURE	3	3											3	3					
		PROJECT PRODUCTION (I)	1	1											1	1					
		INDUSTRY TRENDS AND WORKPLACE ETHICS PROJECT PRODUCTION (II)	1	1													1	1			
		PROFESSIONAL SKILLS PRACTICUM IN COMMUNICATION OF ARTS	1	1													1	1	1	1	
		GRADUATION PROJECT EXHIBITION AND PROMOTION	1	1															1	1	
		Total	36	36	7	7	7	7	6	6	6	6	2	2	4	4	2	2	2	2	
		BROADCASTING SKILL	3	3	3	3															
		MUSIC AND SOUND EFFECT DESIGN GUIDED READING OF SCRIPT	3	3	3	3															
		NON-LINEAR VIDEO EDITING	3	3	2	2	3	3													
		SOUND DESIGN	3	3			3	3													
		PLAINNING AND PRODUCTION OF RADIO PROGRAMS (I)	3	3					3	3											
		FILM AND TELEVISION PROGRAM PLANNING AND PRODUCTION	3	3					3	3											
		SCREENWRITING AND DIRECTING	3	3					3	3											
		PLAINNING AND PRODUCTION OF RADIO PROGRAMS (I)	3	3							3	3									
		VIRTUAL STUDIO PROGRAM PRODUCTION	3	3							3	3									
	Digital	DUBBING PRACTICE SHORT FILM PRODUCTION(I)	3	3							3	3									
	Media	COMMERCIAL PHOTOGRAPHY PRACTICE	3	3							3	3									
	production	APPRECIATION AND ANALYSIS OF CONTEMPORARY CHINESE MOVIE	3	3									3	3							
		COMMERCIAL MAKING	3	3									3	3							
		PRODUCTION OF TV NEWS AND FEATURE REPORTS (I)	3	3									3	3							
		ARTISTIC DESIGN SHORT FILM PRODUCTION(II)	3	3									3	3							
		SHORT VIDEO CREATION (I)	1	1									1	1							
		THE AESTHETICS OF DOCUMENTARY	3	3											3	3					
		THE STYLE OF DIRECTOR	3	3											3	3					
		PRODUCTION OF TV NEWS AND FEATURE REPORTS (II)	3	3											3	3					
I		APPRECIATION AND ANALYSIS OF TV DRAMA	3	5											3	5					

Curriculum of the Department of Communication Arts

																					for 2021 student
											ourse		ırs								
		To	н	Freshman				Sophomo						nior		Senior				-	
Category		Course Title	otal	otal	1	1st 2r		nd	1st		2nd		1	st	21	nd	1	st	2	nd	Remarks
	8)		Total Credits	Total Hours	Ç	Н	Ω	H	Ω	Н	Ω	Н	Ω	H	Ω	H	Ω	Н	Ω	H	
			dits	urs	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	
			·.					<u> </u>	<u> </u>	<u> </u>			-	<u> </u>	1	1		<u> </u>		<u> </u>	
		SHORT VIDEO CREATION (II)	1	1	<u> </u>				<u> </u>	<u> </u>			<u> </u>		1	1	3	3	<u> </u>	<u> </u>	
		TV PRODUCTION IN ENGLISH WESTERN ART	2	2	2	2												3			
		PSYCHOLOGY OF VISION	2	2	- 2	2	2	2													
		CREATIVITY IN VISUAL ART (I)		3			3	3													
		TAIWANESE ART	2	2			2	2													
		ARTS GUIDING	2	2					2	2											
		MUSICAL COMMUNICATION AND MASS MEDIA	2	2					2	2											
		CONTEMPORARY ART	2	2	<u> </u>			<u> </u>	2	2				 	<u> </u>		 	<u> </u>	<u> </u>	<u> </u>	
		DIGITAL GRAPHIC DESIGN	3	3	<u> </u>			<u> </u>	3	3			<u> </u>								
Elective Courses		CREATIVITY IN VISUAL ART (II) CUSTOM DESIGN AND STYLING		3	<u> </u>				3	3	3	3	<u> </u>		<u> </u>		<u> </u>	+	<u> </u>	─	
		COMMUNICATION AND MARKETING OF ARTS		3	-				-	-	3	3		-						-	
	Arts Communication	PERFORMING ARTS	3	3							3	3									
	& Visual	COMPUTER GRAPHICS	3	3							3	3									
	aesthetics	DIGITAL VISUAL EFFECTS PRODUCTION	3	3							3	3									
		VIDEO ART	2	2									2	2							
		CREATIVITY TOPIC (I)	2	2									2	2							
		VISUAL COMMUNICATION DESIGN (I)	3	3									3	3							
		COMPUTER ANIMATION PRODUCTION ARTIST DOCUMENTARY MAKING	3	3	<u> </u>				<u> </u>	<u> </u>			3	3	2	2	<u> </u>	<u> </u>	<u> </u>	<u> </u>	
		CREATIVITY TOPIC (II)	2	2	-				-	-				-	2	2				-	
		VISUAL COMMUNICATION DESIGN (II)		3	<u> </u>										3	3					
		ART MARKET PROJECT	2	2											-	-	2	2			
		POST-PRODUCTION AND VISUAL PACKAGING	3	3													3	3			
		EVENT AND FILM MAKING	3	3															3	3	
		FUNDAMENTAL PRINCIPLES OF MARKETING	-	2					2	2											
		INTEGRATED MARKETING PLANNING IN CULTURAL CREATIVE INDUSTRIES	3	3	<u> </u>			<u> </u>	3	3				 	<u> </u>		 	<u> </u>	<u> </u>	<u> </u>	
		MEDIA ETHICS AND COMMUNICATION LAW PRESIDED OVER THE STUDIO TRAINING	2	2	<u> </u>				2	2	3	3	<u> </u>		<u> </u>						
		PUBLIC RELATIONS THEORIES	-	2	-				-	-	2	2		-						-	
		PLANNING AND PRODUCTION OF ADVERTISING (I)	3	3							3	3									
		CROSS-CULTURAL AND OVERSEAS STUDIES IN COMMUNICATION ARTS	1	1							1	1									
		MARKETING AND DISTRIBUTION OF FILM AND TV PROGRAM	2	2									2	2							
	Cultural	COMMUNICATION THEORY AND APPLICATION	2	2									2	2							
	Creative	PLANNING AND PRODUCTION OF ADVERTISING (II)	3	3	<u> </u>				<u> </u>	<u> </u>			3	3					<u> </u>		
	Planning & Marketing	GLOBALIZATION: AN INTERDISCIPLINARY PERPECTIVE	2	2	<u> </u>					<u> </u>			2	2		2	<u> </u>	<u> </u>	<u> </u>	<u> </u>	
	maniemig	CASE STUDY OF MARKETING AND DISTRIBUTION OF FILM AND TV	2	2	<u> </u>				<u> </u>	<u> </u>					2	2	<u> </u>	<u> </u>	<u> </u>	<u> </u>	
		INTERNATIONAL NEWS REPORTING	2	2	-				-						2	2		-	-	-	
		MANAGEMENT IN CULTURAL AND CREATIVE INDUSTRIES(I)	2	2											2	2	2	2			
		SELECTIVE STUDIES OF THE QUESTIONS OF CONTEMPORARY MASS COMMUNICATION	2	2													2	2			
		INTERNET MARKETING APPLICATION AND CASE STUDY	2	2													2	2			
		MANAGEMENT IN CULTURAL AND CREATIVE INDUSTRIES(II)	2	2															2	2	
		INTERNET MULTIMEDIA NEWS REPORTING	2	2															2	2	
		MEDIA ANALYSIS AND CRITICISM	2	2	<u> </u>												0		2	2	Internalia 4.5 d
		SEMESTER-BASED OFF-CAMPUS INTERNSHIP I SEMESTER-BASED OFF-CAMPUS INTERNSHIP II	9 9	-													9	-	9		Internship 4.5months Internship 4.5months
		SEMESTER-BASED OVERSEAS INTERNSHIP I		-													9	-	,		Internship 4.5months
Inte	ernship	SEMESTER-BASED OVERSEAS INTERNSHIP II	-	-													Ĺ		9	-	Internship 4.5months
		SUMMER INTERNSHIP I	2	-													2	-			Internship 160hrs
		SUMMER INTERNSHIP II	4	-													4	-			Internship 320hrs
		INTRODUCTION TO NEW MEDIAL MARKETING	-	3	(3)	(3)	(3)	(3)													1 st or 2 nd semester
	Program	FOUNDATION OF THE INTERNET AUDIOVISUAL CREATIVITY	3	3							(3)										course offered by Dept. of Communication Ar
	Core	INTERNATIONAL MARKETING PLANNING	3	3					(3)	(3)	(3)	(3)					2	2			course offered by Dept. of International Business Administratio
		MARKETING PROJECTS USING NEW MEDIA MUSIC AND SOUND EFFECT DESIGN	3	3	3	3											3	3			Interdisciplinary cours
		GUIDED READING OF SCRIPT	2	2	2	2															course offered by Dept. of Communication Ar course offered by Dept. of Communication Ar
z		3D MODELING DESIGN	3	3	-	-	3	3													course offered by Dept. of Communication Ar
ew		WEB PAGE DESIGN PRACTICE	2	2					2	2											course offered by Dept. of Digital Content Application and Managermen
		SCRIPT WRITING	3	3					3	3											course offered by Dept. of Communication Art
Мe						4												1	1		
New Media Int		SCREENWRITING AND DIRECTING web services analytics and search engine optimization	3	3					3	3	3	3									course offered by Dept. of Communication Art

Curriculum of the Department of Communication Arts

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										С	ourse	e Hoi	urs								for 2021 students
		Course Title				Fres	hmai	1	Sophomo			nore Jui			nior		Senior				
C			Total	Total	1st		2nd		1st		2nd		1st		2nd		1st		2nd		
C:	ategory		l Credits	al Hours	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Remarks
er-j	Program Elective	INTRDUCTION TO SCREENWRITING AND DIRECTING	3	3							3	3									course offered by Dept. of Communication Arts
er-national Marketing		SHORT FILM PRODUCTION(I)	3	3							3	3									course offered by Dept. of Communication Arts
ona		SHORT FILM PRODUCTION(II)	3	3									3	3							course offered by Dept. of Communication Arts
al N		SOCIAL MARKETING	2	2									2	2							course offered by Dept. of Digital Content Application and Managerment
ſar		LIVE STREAMING: PLANNING AND PRODUCTION	3	3									3	3							course offered by Dept. of Communication Arts
ket		MARKETING AND DISTRIBUTION OF FILM AND TV PROGRAM	2	2									2	2							course offered by Dept. of Communication Arts
		INTERNATIONAL TRADE PRACTICES	3	3									3	3							course offered by Dept. of International Business Administration
Program		BIG DATA MARKETING	2	2											2	2					course offered by Dept. of Digital Content Application and Managerment
ngc		WINDOWS PROGRAMMING DESIGN	2	2											2	2					course offered by Dept. of Digital Content Application and Managerment
am		INTEGRATED APPLICATIONS OF DIGITAL VIDEO AND AUDIO	3	3											3	3					course offered by Dept. of Digital Content Application and Managerment
		ENTERPRISE RESOURCE PLANNING	3	3											3	3					course offered by Dept. of International Business Administration
		INTERNET MARKETING	2	2											2	2					course offered by Dept. of Communication Arts
		POST-PRODUCTION AND VISUAL PACKAGING	3	3													3	3			course offered by Dept. of Communication Arts
		PRACTICAL PROJECTS FOR SMART RETAIL	3	3													3	3			coarse offered by Dept. of Digital Content Application and Managerment
		E-COMMERCE IN PRACTICE	3	3													3	3			course offered by Dept. of Digital Content Application and Managerment
		INTERNET MULTIMEDIA NEWS REPORTING	2	2															2	2	course offered by Dept. of Communication Arts

Graduation requirements of the new media international marketing class:

% 128 credits for graduation = 53 university/college required credits + 36 department required credits + 18 department elective credits (maximum 6 credits from interdisciplinary elective courses) + 21 credits from the credit program of the new media international marketing class.

The credits earned from EMI courses except the courses from the department of DCAM can waive the department electives. The maximum credits open for waiver are 20.

* 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 & %Students have to pass the Language Proficiency Test standards required.

*Students are required to satisfied other graduation requirements of the school.

★For the required general education courses, must choose one course each from Society, law, and Politics group, Nature and Aesthetics group, Science and Popular Scientific Education group and Advance general education.

★ 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. Prior to graduation, please check whether you have fulfilled the course requirement for each group.

★ 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)

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