

# Curriculum of the Department of Communication Arts

for 2022 students

Category	Course Title	Course Hours																Remarks		
		Total Credits	Total Hours	Freshman				Sophomore				Junior				Senior				
				1st		2nd		1st		2nd		1st		2nd		1st			2nd	
				Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour		Credit	Hour
University Cores	FRESHMAN ENGLISH	8	8	4	4	4	4													
	SOPHOMORE ENGLISH	8	8					4	4	4	4									
	JUNIOR ENGLISH	8	8									4	4	4	4					
	HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (I)	1	1	1	1															
	HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (II)	1	1			1	1													
	CLOUD TECHNOLOGY AND BUSINESS APPLICATION	2	2	2	2	(2)	(2)												1 <sup>st</sup> or 2 <sup>nd</sup> semester	
	COMPUTATIONAL THINKING AND COMPUTER PROGRAMMING	2	2	(2)	(2)	2	2												1 <sup>st</sup> or 2 <sup>nd</sup> semester	
	WORLD CIVILIZATION HISTORY	2	2	2	2	(2)	(2)	(2)	(2)	(2)	(2)									
	LOGICAL SPECULATION	2	2	(2)	(2)	2	2	(2)	(2)	(2)	(2)									
	Society, law, and Politics	2	2	2	2	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)					
	Nature and Aesthetics	2	2	(2)	(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)	(2)					
	Advance courses and courses on studying Trans-district issues	2	2									2	2	(2)	(2)					
	PHYSICAL EDUCATION	4	4	2	2	2	2													
	SELECTED READINGS OF PAST AND PRESENT WORKPLACE LITERACY EXAMPLES	2	2	2	2															
	DIGITAL TEXT STORYTELLING SKILLS	2	2			2	2													
	POWER OF THE WORKPLACE LITERACY	2	2					2	2	(2)	(2)								1 <sup>st</sup> or 2 <sup>nd</sup> semester	
<b>Total</b>	<b>52</b>	<b>52</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>8</b>	<b>8</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>4</b>						
College Cores	CREATIVITY AND INNOVATION	3	3													3	3			
	<b>TOTAL</b>	<b>3</b>	<b>3</b>												3	3				
Departmental Cores	INTRODUCTION TO COMMUNICATION	2	2	2	2															
	PHOTOGRAPHY AESTHETICS AND PRACTICE	2	2	2	2															
	MAKING A SHORT FILM (I)	3	3	3	3															
	INTRODUCTION TO ARTS	2	2			2	2													
	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											
	NEWS REPORTING & WRITING	3	3							3	3									
	MAKING A SHORT FILM (IV)	3	3							3	3									
	MOVIE AND ARTS	2	2									2	2							
	MEDIA AND CULTURE	3	3											3	3					
	PROJECT PRODUCTION (I)	1	1											1	1					
	INDUSTRY TRENDS AND WORKPLACE ETHICS	1	1													1	1			
	PROJECT PRODUCTION (II)	1	1													1	1			
	PROFESSIONAL SKILLS PRACTICUM IN COMMUNICATION OF ARTS	1	1															1	1	
	GRADUATION PROJECT EXHIBITION AND PROMOTION	1	1															1	1	
<b>Total</b>	<b>36</b>	<b>36</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>		
Digital Media production	BROADCASTING SKILL	3	3	3	3															
	MUSIC AND SOUND EFFECT DESIGN	3	3	3	3															
	GUIDED READING OF SCRIPT	2	2	2	2															
	NON-LINEAR VIDEO EDITING	3	3			3	3													
	SOUND DESIGN	3	3			3	3													
	PLANNING AND PRODUCTION OF RADIO PROGRAMS (I)	3	3					3	3											
	FILM AND TELEVISION PROGRAM PLANNING AND PRODUCTION	3	3					3	3											
	SCRIPT WRITING	3	3					3	3											
	SCREENWRITING AND DIRECTING	3	3					3	3											
	PLANNING AND PRODUCTION OF RADIO PROGRAMS (II)	3	3							3	3									
	VIRTUAL STUDIO PROGRAM PRODUCTION	3	3							3	3									
	DUBBING PRACTICE	3	3							3	3									
	SHORT FILM PRODUCTION(I)	3	3							3	3									
	COMMERCIAL PHOTOGRAPHY PRACTICE	3	3							3	3									
	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	3	3									3	3							
	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						
APPRECIATION AND ANALYSIS OF TV DRAMA	3	3											3	3						
SHORT VIDEO CREATION (II)	1	1											1	1						

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				1st		2nd		1st		2nd		1st		2nd		1st			2nd	
				Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour		Credit	Hour
Elective Courses	TV PRODUCTION IN ENGLISH	3	3													3	3			
	WESTERN ART	2	2	2	2															
	PSYCHOLOGY OF VISION	2	2			2	2													
	CREATIVITY IN VISUAL ART (I)	2	2			2	2													
	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					2	2											
	DIGITAL GRAPHIC DESIGN	3	3					3	3											
	CREATIVITY IN VISUAL ART (II)	2	2					2	2											
	CUSTOM DESIGN AND STYLING	3	3							3	3									
	COMMUNICATION AND MARKETING OF ARTS	2	2							2	2									
	PERFORMING ARTS	3	3							3	3									
	COMPUTER GRAPHICS	3	3							3	3									
	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	3	3									3	3							
	ARTIST DOCUMENTARY MAKING	2	2											2	2					
	CREATIVITY TOPIC (II)	2	2											2	2					
	VISUAL COMMUNICATION DESIGN (II)	3	3											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		
Cultural Creative Planning & Marketing	FUNDAMENTAL PRINCIPLES OF MARKETING	2	2					2	2											
	INTEGRATED MARKETING PLANNING IN CULTURAL CREATIVE INDUSTRIES	3	3					3	3											
	MEDIA ETHICS AND COMMUNICATION LAW	2	2					2	2											
	PRESIDED OVER THE STUDIO TRAINING	3	3							3	3									
	PUBLIC RELATIONS THEORIES	2	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							
	COMMUNICATION THEORY AND APPLICATION	2	2									2	2							
	PLANNING AND PRODUCTION OF ADVERTISING (II)	3	3									3	3							
	GLOBALIZATION: AN INTERDISCIPLINARY PERSPECTIVE	2	2									2	2							
	CASE STUDY OF MARKETING AND DISTRIBUTION OF FILM AND TV	2	2											2	2					
	INTERNET MARKETING	2	2											2	2					
	INTERNATIONAL NEWS REPORTING	2	2											2	2					
	MANAGEMENT IN CULTURAL AND CREATIVE INDUSTRIES(I)	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														2	2		
Internship	SEMESTER-BASED OFF-CAMPUS INTERNSHIP I	9	-													9	-	Internship 4.5months		
	SEMESTER-BASED OFF-CAMPUS INTERNSHIP II	9	-														9	-		
	SEMESTER-BASED OVERSEAS INTERNSHIP I	9	-													9	-	Internship 4.5months		
	SEMESTER-BASED OVERSEAS INTERNSHIP II	9	-														9	-		
	SUMMER INTERNSHIP I	2	-													2	-	Internship 160hrs		
	SUMMER INTERNSHIP II	4	-													4	-	Internship 320hrs		
New Media Inter-	INTRODUCTION TO NEW MEDIAL MARKETING	3	3	(3)	(3)	(3)	(3)											course offered by Dept. of Digital Content Application and Management		
	FOUNDATION OF THE INTERNET AUDIOVISUAL CREATIVITY	3	3					(3)	(3)	(3)	(3)							course offered by Dept. of Communication Arts		
	INTERNATIONAL MARKETING PLANNING	3	3					(3)	(3)	(3)	(3)							course offered by Dept. of International Business Administration		
	MARKETING PROJECTS USING NEW MEDIA	3	3											3	3			Interdisciplinary course		
	MUSIC AND SOUND EFFECT DESIGN	3	3	3	3													course offered by Dept. of Communication Arts		
	GUIDED READING OF SCRIPT	2	2	2	2													course offered by Dept. of Communication Arts		
	3D MODELING DESIGN	3	3			3	3											course offered by Dept. of Digital Content Application and Management		
	WEB PAGE DESIGN PRACTICE	2	2					2	2									course offered by Dept. of Digital Content Application and Management		
	SCRIPT WRITING	3	3					3	3									course offered by Dept. of Communication Arts		
	SCREENWRITING AND DIRECTING	3	3					3	3									course offered by Dept. of Communication Arts		
WEB SERVICES ANALYTICS AND SEARCH ENGINE OPTIMIZATION	3	3							3	3							course offered by Dept. of Digital Content Application and Management			
INTRDUCTION TO SCREENWRITING AND DIRECTING	3	3							3	3							course offered by Dept. of Communication Arts			

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				Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour		Credit	Hour
National Marketing Program	Program Elective	SHORT FILM PRODUCTION(I)	3	3							3	3							course offered by Dept. of Communication Arts	
		SHORT FILM PRODUCTION(II)	3	3										3	3					course offered by Dept. of Communication Arts
		SOCIAL MARKETING	2	2										2	2					course offered by Dept. of Digital Content Application and Management
		LIVE STREAMING: PLANNING AND PRODUCTION	3	3										3	3					course offered by Dept. of Communication Arts
		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
		BIG DATA MARKETING	2	2											2	2				course offered by Dept. of Digital Content Application and Management
		WINDOWS PROGRAMMING DESIGN	2	2											2	2				course offered by Dept. of Digital Content Application and Management
		INTEGRATED APPLICATIONS OF DIGITAL VIDEO AND AUDIO	3	3											3	3				course offered by Dept. of Digital Content Application and Management
		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		course offered by Dept. of Digital Content Application and Management
		E-COMMERCE IN PRACTICE	3	3													3	3		course offered by Dept. of Digital Content Application and Management
INTERNET MULTIMEDIA NEWS REPORTING	2	2															2	2	course offered by Dept. of Communication Arts	

Graduation requirements of the new media international marketing class:

- ※ 130 credits for graduation = 55 university/college required credits + 36 department required credits + 18 department elective credits (maximun 6 credits from interdisciplinary elective courses) + 21 credits from the credit program of the new media international marketing class.
- ※ 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.