

# Curriculum of the Department of Communication Arts

for 2024 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)	(2)				
	Science and Popular Scientific Education	2	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 I	2	2	2	2														optional physical education	
	PHYSICAL EDUCATION II	2	2			2	2												optional physical education	
	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	
Total	52	52	15	15	15	15	8	8	4	4	6	6	4	4						
College Cores	CREATIVITY AND INNOVATION	3	3													3	3			
	TOTAL	3	3													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	
	Total	36	36	7	7	7	7	6	6	6	6	2	2	4	4	2	2	2	2	
Digital Media production	BROADCASTING SKILL	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											
	SELF-MEDIA PROGRAM PLANNING AND PRODUCTION I	3	3					3	3											
	PLANNING AND PRODUCTION OF RADIO PROGRAMS (II)	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									
	INTRDUCTION TO SCREENWRITING AND DIRECTING	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							
	SELF-MEDIA PROGRAM PLANNING AND 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						

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				Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour	Credit	Hour		Credit	Hour
Elective Courses	APPRECIATION AND ANALYSIS OF TV DRAMA	3	3													3	3			
	SHORT VIDEO CREATION (II)	1	1													1	1			
	TV PRODUCTION IN ENGLISH	3	3															3	3	
	Arts Communication & Visual aesthetics	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	2	2					2	2										
		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 IN CULTURAL CREATIVE INDUSTRIES	2	2					2	2										
		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	-	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	

Total credits for graduation: 128 (university cores: 52, college cores: 3, Departmental Cores: 36, Department Electives: 37)

1. The 37 elective credits include minimum of 31 credits from department elective courses and maximum 6 credits from interdisciplinary elective courses.
  2. The elective credits include the maximum of 12 credits from Campus (Micro) Course Program.  
Students who fulfilled the requirement of any Campus (Micro) Course Program after enrolling will also received a certificate of the program.
  3. The credits earned from EMI courses except the courses from Department of CA can waive the Department Electives. The maximum credits open for waiver are 20.
- ※Please apply for the self-directed learning course in accordance with the "Implementation Guidelines for Self-Learning Courses of Wenzao Ursuline University of Languages".

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© Professional Skills Practicum In Communication Of Arts: Prior to graduation, 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.

※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.