

Teaching Program for Visual Communication Design Majors 2014

1. Training Goal:

2. **School Year:** 4 years full-time

3. **Degree Awarded:** Bachelor of Arts

4. **Credit Requirements:** The students should obtain 155 credits (off-class credits not included), including liberal compulsory courses for 50 credits, liberal optional courses for 9 credits, the foundational courses for 27 credits, compulsory courses for 44 credits, optional courses for 13 credits and synthetically applied courses for 12 credits. In the meantime, students should obtain 10 credits from off-class programs, and take the course “Health Education for Undergraduates”.

5. Requirements for Students from Hong Kong, Macao and Taiwan

According to the Education Department of Guangdong Province, the students from Hong Kong, Macao and Taiwan need not take courses from the sections of “Education of National Defense” and “Theory of Ideology and Politics”. The students should strictly follow the teaching program, taking courses of the other sections.

6. Requirements for Overseas Students

According to Ministry of Education and Education Department of Guangdong Province, overseas students need not take courses from the section “Education of National Defense”. Overseas students of economic disciplines should take courses of political theory, while the students of other disciplines could apply to be excused from it. The overseas students who receive education with record of formal schooling should take courses “Chinese” and “A Survey of China”. Other courses should be taken strictly **according to** the teaching program.

7. Schedule of major teaching plan

Table 1: The Reference Table of Visual Communication Design Majors to Earn Credits

Course Type	Course Nature	Due Credit	Due Credits for Each Term								Total
			1	2	3	4	5	6	7	8	
Public Courses	compulsory	50	13.5	12	4	9	5	6.5	0	0	50
	Limit	9	0	1	1	2	2	2	1	0	9
Discipline-Based Courses	compulsory	27	7	9	6	5	0	0	0	0	27
Specialized Courses	compulsory	44	3	3	9	5	11	9	3	1	44
	Limit	13	0	0	2	2	6	3	0	0	13
Comprehensive Application Courses	compulsory	12	0	1	0	1	0	0	6	4	12
Total		155	23.5	26	22	24	24	20.5	10	5	155

Course Category	Course Nature	Course Type	Course Identifier	Course Name	Credit	Weeks for Studying	Total Credit	Allocation of Hours			Allocation of Each Term by Weeks								Way of Assessment	
								Lecturing	Experiment	Practice	1	2	3	4	5	6	7	8		
											15	16	16	16	16	16	16	15		
	Web Design and Production Fundamentals	EOND	140471	Military Theory (military training included)	1.0	15	15	15	0	0	1								☆	
		TOIAP	140193	Fundamental Principles of Marxism	3.0	15	45	30	0	15	3									★
			140464	Moral Integrity and Fundamentals of Law	4.0	16	64	48	0	16		4								★
			140222	An Outline of Chinese Modern History	2.0	16	32	32	0	0				2						★
			140473	Introduction to Mao Zedong Thoughts and Socialist Theoretical System With Chinese Characteristics I	3.0	16	48	32	0	16				3						★
			140483	Introduction to Mao Zedong Thoughts and	3.0	16	48	32	0	16					3					★

			Socialist Theoretical System With Chinese Characteristics II															
		140242	Situation ad Policy	2.0	16	16	16	0	0						1			☆
		119612	Basis of Computer Application	2.0	15	30	8	22	0	2								★
		121542	College Chinese	2.0	16	32	32	0	0		2							★
		121552	Applied Writing	2.0	16	32	32	0	0				2					★
		090704	College English I C	4.0	15	60	60	0	0	4								★
		090714	College English II C	4.0	16	64	64	0	0		4							★
		090724	College English IIIC	4.0	16	64	64	0	0			4						★
		180412	Academic English	2.0	16	32	32	0	0				2					★
	Educat ion of Health	130452	PE I	2.0	15	30	30	0	0	2								☆
		340031	Education of Psychological Health for College Students	1.0	15	15	15	0	0	1								☆
		400015	Career Development and Planning for College Students	0.5	8	8	8	0	0	1								☆
		130452	PE I	2.0	15	30	30	0	0	2								☆

			172982	An Introduction to Design	2.0	8	32	32	0			4						★	
			124833	Basic of visual communication design	3.0	4	48	48	0				12					★	
			172563	Modeling Training	3.0	4	48	48	0				12					★	
			012012	Marketing	2.0	16	32	32	0					2				★	
			171383	Basic Photography	3.0	4	48	48	0					12				★	
			小计		27		425	385	40		17	27	24	14					
Specialized Courses	Compulsory	Specialized Courses	170501	Professional Introduction	1.0	5	15	15	0	0	3							☆	
			171002	Advertising	2.0	15	30	30	0	0	2								★
			172803	Software technology & Application	3.0	4	48	18	30	0			12						☆
			170673	Graphic Design	3.0	4	48	18	30	0				12					☆
			172813	Typeface Design	3.0	4	48	18	30	0				12					☆
			172893	Interactive Software Technology & Application	3.0	4	48	18	30	0				12					

			171363	Layout Design	3.0	4	48	18	30	0				12				☆
			173102	Creative Copywriting	2.0	4	32	32	0					8				☆
			171333	Advertising Planning	3.0	4	48	48	0					12				☆
			171343	Advertising Photography	3.0	4	48	48	0					12				☆
			171353	Advertising Video Recording & Editing	3.0	4	48	18	30	0				12				☆
			173112	Creative Media	2.0	4	32	18	14	0				8				☆
			124253	Television Advertising	3.0	4	48	18	30	0					12			☆
			171123	Graphic Advertisement Design	3.0	4	48	48	0						12			☆
			173123	Brand Image Design	3.0	4	48	18	30	0					12			☆
			173133	Brand Advertising Practice	3.0	4	48	18	30	0						12		☆
			173661	Project Display Design	1.0	4	16	16	0								4	☆
			小 计		44		701	417	284		5	12	36	20	44	36	12	4

	Limits		171172	Prepress Design	2.0	4	32	18	14	0			8					☆	
			172242	Commercial Illustration	2.0	4	32	18	14	0			8						☆
			172022	Character Design	2.0	4	32	18	14	0				8					☆
			173142	Decoration & Design	2.0	4	32	18	14	0				8					☆
			171293	Web Advertising Design	3.0	4	48	18	30	0					12				☆
			173683	Brand Packaging Design	3.0	4	48	48	0						12				☆
			171303	Interactive Advertising Design	3.0	4	48	18	30	0						12			☆
小 计					13		208	120	88			2	2	24	12				
Comprehensive Application Courses	Compulsory	Applications	170661	Outdoor Sketching	1.0	2	40	0	0	40		20						☆	
			172921	Social Survey	1.0	3	0	0	0				0					☆	
			170825	Graduation Design	5.0	10	0	0	0							0		☆	
			172511	Professional Investigation	1.0	2	40	0	0	40						20		☆	
			170334	Professional Internship	4.0	10	0	0	0								0	☆	
小 计					12		80			80									

Note:

★: Examination

☆: Investigation