

Teaching Program for Undergraduates of Environment Design Specialty

((Display Design))

1. Training Goal: The students of this specialty are expected to be developed in laying solid foundation of meeting the needs of adapting themselves to economic and social development. They should have strong practical ability and creativity with international vision and entrepreneurial potentials, know about the regional **economy** and culture of South of the Five Ridges. With modern teaching methods, the students will **master** the basic methods & skills of exhibition planning, space planning, visual **communication** design and interior & exterior exhibition space design by using the rules of art design. They will be trained to have good integrated design consciousness of displaying space with strong creative thinking and practical application abilities. They should become applied and specialized talents of “having creation, being able to create and being good at starting business” focusing on environment science and communication application who should know well about materials and **construction** process, and be competent for all kinds of business display, exhibition, culture exhibition design, construction, and supervision.

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 45 credits, optional courses for 12 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”. Oversea 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 Display 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	1	2	2	2	0	9
Discipline-Based Courses	compulsory	27	10	6	9	2	0	0	0	0	27
Specialized Courses	compulsory	45	1	3	7	8	18	7	0	1	45
	Limit	12	0	0	0	0	0	9	3	0	12
Comprehensive Application Courses	compulsory	12	0	1	0	1	0	0	6	4	12
Total		155	24.5	23	21	21	25	24.5	11	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	Principles of Marxist Theories	3.0	15	45	30	0	15	3								★
			140464	Ideological & Moral Cultivation and Basic Laws	4.0	16	64	48	0	16		4							★
			140222	Outline of Modern History of China	2.0	16	32	32	0				2						★
			140473	An Introduction to the theoretical system of Mao Zedong thought and socialism with Chinese Characteristics I	3.0	16	48	32	0	16				3					

				Planning														
			130462	Sports Option II	2.0	16	32	32	0		2							☆
			130472	Sports Option III	2.0	16	32	32	0					2				☆
			130482	Sports Option IV	2.0	16	32	32	0						2			☆
			400002	Entrepreneurial Basis	2.0	16	32	32	0						2			☆
			400025	Employment Guidance	0.5	8	8	8	0						1			☆
			小 计		50		771	686	22	63	14	12	4	9	5	6		
	Limit	Public Courses	990032	Public Courses (1)	1.0	16	16	16	0	0		1						☆
990062			Public Courses (2)	1.0	16	16	16	0	0			1						☆
990072			Public Courses (3)	1.0	16	16	16	0	0				1					☆
000001			Humanities	2.0	16	32	32	0	0					2				☆
000002			Natural science	2.0	16	32	32	0	0						2			☆
000003			Methodology	2.0	16	32	32	0	0							2		☆
			小 计		9		114	114				1	1	1	2	2	2	
Discipline-Base	Compulsory	Discipline-Base	170395	Design Sketch	5.0	5	75	20	55	0	15							★

General Courses		General Courses	170492	An Introduction to Art	2.0	15	30	30	0	0	2							★		
			173643	Surveying & Mapping	3.0	5	45	15	30	0	9									★
			124054	Color Design	4.0	6	64	24	40	0		11								★
			172982	An Introduction to Design	2.0	8	32	32	0		4									★
			124393	Human Factors Engineering	3.0	4	48	18	30	0			12							★
			172543	Hand Drawn Performance	3.0	4	48	18	30	0			12							★
			172563	Modeling Training	3.0	4	48	18	30	0			12							★
			012012	Human Factors Engineering	2.0	16	32	32	0					2						★
小计					27		422	207	215		26	15	36	2						
Specialized Courses	Compulsory	Specialized Courses	170501	An Introduction to Specialty	1.0	5	15	15	0	0	3							☆		
			170483	Computer-Aided Design I	3.0	4	48	18	30	0		12							☆	
			172424	Basics of Visual Communication Design	4.0	4	64	24	40	0			16						☆	

			小 计	45		713	283	430		3	12	10	32	51	28		4			
Limits			170493	Computer Aided Design II	3.0	16	48	18	30	0						3		☆		
			172443	Exhibition Lighting Design	3.0	4	48	18	30	0							12		☆	
			173153	Brand Display Design	3.0	4	48	18	30	0							12		☆	
			173233	Exhibition Designing	3.0	4	48	18	30	0							12		☆	
			172503	Cultural Display Space Design	3.0	4	48	18	30	0							12		☆	
			173223	Project Display Design II	3.0	16	48	18	30	0							3		☆	
			小 计	12		192	72	120									36	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	Graduation Internship	4.0	10	0	0	0										0	

	小 计	12		80			80										
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Note:

★: Examination

☆: Investigation