

2012 Undergraduate Curriculum for Art and Design (Graphic Design) (I)

[illegible]

[illegible]

Course Number	Course Title	Assessment	Credits	Instruction Hour Allocation					Credits Distribution for Semesters																Responsible Unit
				Total Hrs	Lec	Lab	Practice	Recita- tion	1	I	2	II	3	III	4	IV	5	V	6	VI	7	VII	8		
									19 W	0 W	18 W	3 W	19 W	0 W	18 W	3 W	19 W	0 W	18 W	3 W	19 W	0 W	16 W		
0007069	Social Practices	General Assessment	2	48			48									2								Art and Design College	
1710775	Sketch Training	General Assessment	1	30			30				1													Art and Design College	
1710776	Cognitive Practice	General Assessment	1	30			30						1											Art and Design College	
1710777	Investigation on Traditional Culture	General Assessment	2	60			60						2											Art and Design College	
1710778	Design Competition	General Assessment	3	90			90									3								Art and Design College	
1710559	Practice of Creation	General Assessment	3	90			90													3				Art and Design College	
1710051	Business Investigation	General Assessment	3	90			90														3			Art and Design College	
1710779	Graduation Investigation	General Assessment	4	120			120														4			Art and Design College	
1710780	Professional Practice	General Assessment	6	180			180														6			Art and Design College	
1710781	Theme Design	General Assessment	16	480			480																16	Art and Design College	
1710554	Senior Project																								
Practical Requirements		Sub-total	42	1248			1248				1	1	3			5				3	13		16		
Discipline Electives			4	64	64											2		2							
Major Requirements			16	256	256								4		4		4		4						
Major Electives			4	64	64											2		2							
General Education Electives			16	256	256						2		2		2		4		4		2				
Electives		Sub-total	40	640	640						2		6		6		12		12		2				
Total for Theoretical Instruction			146	2400	2352		48		25		25.5	2	27		23		19		20.5		4				
Total for Practical Instruction			42	1248			1248				1	1	3			5				3	13		16		
1710557	Innovation Requirements		2	48			48									2									
Total			190	3696	2352		1344		25		26.5	3	30		23	5	21		20.5	3	17		16		

2012 Undergraduate Curriculum for Art and Design (Graphic Design) (II)

Course Number	Course Title	Assessment	Credits	Instruction Hour Allocation					Credits Distribution for Semesters														Responsible Unit	
				Total Hrs	Lec	Lab	Practice	Recita- tion	1	I	2	II	3	III	4	IV	5	V	6	VI	7	VII		8
									19 W	0 W	18 W	3 W	19 W	0 W	18 W	3 W	19 W	0 W	18 W	3 W	19 W	0 W		16 W
1710782	Introduction to Visual Transmission Design	General Assessment	2	32	32												2							Art and Design College
1710783	Introduction to Advertising	General Assessment	2	32	32													2						Art and Design College
1710784	Design Psychology	General Assessment	2	32	32												2							Art and Design College
1710785	Marketing Principle	General Assessment	2	32	32													2						Art and Design College
Discipline Electives		Sub-total	8	128	128																			
1710786	Book Design	General Assessment	4	64	64							4												Art and Design College
1710787	Visual Image Recognition	General Assessment	4	64	64									4										Art and Design College
1710788	Package Design	General Assessment	4	64	64												4							Art and Design College
1710789	Advertisement Design 2	General Assessment	4	64	64													4						Art and Design College
1710819	Interface Design	General Assessment	4	64	64									4										Art and Design College
Major Requirements		Sub-total	20	320	320																			
1710790	On-line Animation Design 1	General Assessment	2	32	32												2							Art and Design College
1710791	Web Page Design 1	General Assessment	2	32	32													2						Art and Design College
1710792	Multi-media Technology 1	General Assessment	2	32	32												2							Art and Design College
1710793	Multi-media Technology 2	General Assessment	2	32	32													2						Art and Design College
Major Electives		Sub-total	8	128	128																			

Vice-Director:

Vice-President:

Date:

Date: