

Curriculum map of Full 2023 & 2024 Spring	Year 1		Year 2		Year 3		Year 4		
	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	
University Core 33	1. Required: Tzu Chi Humanities (2), Chinese Reading and Writing (2), English (2), Programming and Design (2) 2. Electives: A total of 20 credits of General Education including College GE 4 credits 3.Others: Foreign Language (2), Physical Activity & Health (2), Elective Physical Education (1)								
Core Course Fundamental 9	Color Theory (3)	Concept & Developement (3) Photography & Imaging (3)							
Core Course Digital Media 9		Digital Marketing (3) Introduction to digital media (3)	Digital Advertising (3)				College Electives12:Students are required to complete at least 12 credits from college elective courses.		
Core Course Technology 9	Introduction to interactive programming (3)	Mobile application development (3)	Interactive design with multiplayer (3)				Free Electives 18:GE courses, minor and double major courses can not be free electives and will be included in the graduation credits within the 18-credit limit of the required number of credits.		
Core Course Practical 4						Capstone I(2)	Capstone II(2)		
Elective 34/114			Visual Narrative (2) Motion Design (3)	Visual Communication (2) Animation Effects (3)	Website and mobile app visual design (2)	User Experience Design (2)			
		Introduction to Artificial Intelligence (3)	Advanced Photography and Post-Processing (3)	Virtual Reality application development (3) AI-Driven Short Video & Live Streaming Practices(2)	Augmented Reality application development (3)		1. Students who have completed only 5 years of high school must acquire an additional 12 credits before graduation. DMT only accepts courses from the College of Human Communication or the College of Management. 2.University Core 33 + College Electives 12 + Required 31 + Elective 34 + Free Electives 18 =128 credits		
			Fundamentals of Visual Communication(4)(Col)	Visual Comm. Applications Project(3)(Col)	Short Video Production(3)(Col)	Health Reporting Skills(3)(Col)			
		Intercultural and Digital Communication(3) Popular Culture and Media Literacy(2) Selected Literary Works(2)	Media Culture and Communication Application(2)	Improving the soft power of media workers through TED Talks(2) Creative Storytelling (2)	Script Writing (3) Self-media Management(3)	Design Thinking (2)	Screenplay Writing (3)		
		Intro to Management(3) Marketing Studies(3)	Info Management(3)	Consumer Behaviors (3) Service Industry Management(3)	Green Marketing(3) Media Influence (2)	Social Marketing (3) Industrial Case Studies (3)	Customer Relationship Management(3)	Business Ethics & Social Responsibility(3)	Management of Innovation & Entrepreneurship(3)
						Practicum Training I (2)		Practicum Training II (2) Practicum Training III (2)	On-Campus Internship(4) Off-Campus Internship (6)

## 國際數位媒體科技學士學位學程

113學年入學 課程地圖	一年級		二年級		三年級		四年級	
	上學期	下學期	上學期	下學期	上學期	下學期	上學期	下學期
校核心必修33	1. 通識教育學分：必修8學分：中文閱讀與書寫(2學分)、基礎英文(2學分)、慈濟人文(2學分)、程式設計(2學分)以及 通識教育選修(16學分)、院通識(4學分) 2. 體育學分：運動與健康必修(2學分)、選修(1學分) 3. 外語學分：選修(2學分)							
必修-基礎 9	色彩學(3)	設計概論(3) 攝影學(3)						
必修-數位媒體 9		數位行銷(3) 數位媒體概論(3)	數位廣告(3)					
必修-科技 9	互動程式設計(3)	行動裝置應用設計(3)	多人連線互動設計(3)					
必修-實務 4						畢業製作(一)(2)	畢業製(二)(2)	
選修 34/114 學分			視覺敘事(2) 動態設計(3)	視覺傳達(2) 動畫特效(3)	網站與手機APP視覺創作(2)	使用者體驗設計(2)		
		人工智慧概論(3)	進階攝影與後製(3)	虛擬實境應用設計(3) AI驅動的短影音與直播實作(2)	擴增實境應用設計(3)			
			視覺傳播基礎(4)(院)	視覺傳播應用專題(3)(院)	短影音製作(3)(院)	健康報導技能(3)(院)		
	跨文化數位傳播(3) 流行文化與媒體素養(2) 文學作品選讀(2)	媒體文化與傳播應用(2)	創意敘事(2) 從Ted Talks提升媒體人的軟實力(2)	腳本寫作(3) 自媒體經營與管理(3)	設計思考(2)	編劇寫作(3)		
	行銷學(3) 管理學(3)	資訊管理(3)	消費者行為(3) 服務業管理(3)	綠色行銷(3) 媒介影響力(3)	社會行銷(3) 產業個案選讀(3)	顧客關係管理(3)	企業責任與倫理(3)	創新與創業管理(3)
					見習(一)(2)		見習(二)(2) 見習(三)(2)	校內實習(4) 校外實習(6)
院選修 12	學生須選修12學分的院選修課程							
自由選修18	通識課程、輔系及雙主修課程不得為自由選修課程，並於規定之學分數18學分限制下，列入畢業學分。							
附註	1. 中五生入學之學生在畢業前須加修12學分，故畢業總學分為128+12=140學分。本學程認列人文傳播學院與管理學院開設之課程。 2. 校核心必修33學分 + 院選修12學分 + 必修課共31學分 + 專業選修34學分 + 跨域選修 18 學分 = 128學分							