

# Bachelor Program in Digital Media and Technology

Curriculum map of Full 2022 & 2023 Spring	Year 1		Year 2		Year 3		Year 4	
	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
University Core 33	Required: Education for Life (2), Tzu Chi Humanities and Service Learning (2) Chinese Reading & Writing (2), English (2), Web Visual Design and Programming (2) Electives: A total of 18 credits of General Education Others: Foreign Language (2), Physical Activity & Health (2), Elective Physical Education (1)							
Required Media 11			Digital Narrative (3)	The Construction of Media & Digital Content (2)	Intercultural and Digital Communication(3)	Advanced Practice in Digital Content Creation (3)		
Required Technology 15	Introduction to interactive programming (3)	Mobile application development (3)	Interactive design with multiplayer (3)	Virtual Reality application development (3)	Augmented Reality application development (3)			
Required Practical 4						CapstoneI(2)	Capstone II(2)	
Elective 47/121	Color Theory (3) Introduction to Digital Media (3)	Concept & Development (3) Media Design and Utilization (2) Photography & Imaging (3)	Motion Design (3) Advanced Photography and Post-Processing (3) Creative Storytelling (2)	Animation Effects (3) Digital Video Production(4) AI-Driven Short Video and Live Streaming Practices(2)	Practice in Digital Content Creation (3) Visual creation for website and mobile app(2)	User Experience Design (2)		
	Popular Culture and Media Literacy (2)	Digital Advertising (3) English Public Speaking (2)	Writing and Storyboard (3) Visual Narrative(2) Greek Mythology (2)	Visual Communication(2) Readings in Drama (2)	Journalism & English News (2)	Screenplay Writing (3) Film Studies: Art & Literature (2)	TED Talks Seminar(2)	Magazine Writing & Editing in English(2)
	Marketing Studies(3) Information Management(3) Green Marketing(3)	Consumer Behavior (3) Service Industry Management(3) Business Ethics and Social Responsibility(3)	Management (3)	Service Management (3) New Media Marketing (3)	Entrepreneurial Management (3)	Customer Relationship Management (3)	Social Marketing (3) Industrial Case Studies (3)	Management of Innovation and Entrepreneurship (3)
Free Electives 18	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. GE courses are basically not included.							
remarks	1. Students who have completed only five years of high school must acquire an additional 12 credits before graduation (128 + 12 = 140). DMT exclusively accepts courses from the College of Human Communication and the College of Management.							

# 國際數位媒體科技學士學位學程

111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10學分，包括：中文閱讀與書寫(2學分)、「基礎英文」課程(2學分)、生命教育(2學分)、慈濟人文暨服務教育(2學分)、網頁視覺程式設計(2學分) 通識教育選修(18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-數位媒體 11			數位敘事(3)	媒體與數位內容(2)	跨文化數位傳播(3)	數位內容製作進階實務(3)		
必修-科技 15	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)	虛擬實境應用設計(3)	擴增實境應用設計(3)			
必修-實務 4						畢業製作 I (2)	畢業製作 II (2)	
選修 47/121 學分	色彩學(3) 數位媒體概論(3)	設計概論(3) 媒體設計與運用(2) 攝影學(3)	動態設計(3) 進階攝影與後製(3) 創意敘事(2)	動畫特效(3) 數位影音製作(4) AI驅動的短影音與直播實作(2)	數位內容製作實務(3) 網站與手機APP視覺創作(2)	使用者體驗設計(2)		
	流行文化與媒體素養(2)	數位廣告(3) 英語公眾演說(2)	視覺敘事(2) 腳本寫作(3) 希臘神話(2)	視覺傳達(2) 戲劇選讀(2)	新聞學與新聞英文(2)	編劇寫作(3) 電影賞析:藝術與文學(2)	TED Talks專題討論(2)	英文雜誌寫作與編務實務(2)
	行銷學(3) 資訊管理(3) 綠色行銷(3)	消費者行為(3) 服務業管理(3) 企業責任與倫理(3)	管理學(3)	服務管理(3) 新媒體行銷(3)	創業管理(3)	顧客關係管理(3)	社會行銷(3) 產業個案選讀(3)	創新與創業管理(3)
自由選修18	輔系及雙主修課程不得為自由選修課程，通識課程基本上不列入。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。這12學分本學程只認列人文傳播學院或是管理學院的課程。 2. 校核心必修33 + 必修課共30學分 + 專業選修47學分 + 跨域選修18 = 共128學分							