

Curriculum map of Fall 2023 & Spring 2024	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 Digital Media 18	Introduction to Digital Media (3) Color Theory (3)	Concept & Development (3) Photography & Imaging (3)	Digital Advertising (3)	Intercultural and Digital Communication(3)				
Required Technology 9	Introduction to interactive programming (3)	Mobile application development (3)	Interactive design with multiplayer (3)					
Required Practical 4						Capstone I(2)	Capstone II(2)	
Professional Elective 46/129	The Theory and Creation of the Children's Picture Book(2)		Motion Design (3) Advanced Photography and Post-Processing (3) Creative Narrative (2) Visual Narrative(2)	Animation Effects (3) Virtual Reality application development (3) AI-Driven Short Video and Live Streaming Practices(2)	Visual Creation for Websites and Mobile Apps (2) Augmented Reality application development (3)	User Experience Design (2)		
	Integrated Application of Generative AI Tools(2)		Digital Narrative (3)	Digital Video Production(4)	Film Production Practice (2)			
	English Public Speaking (2) Intercultural and Digital Communication(3) Popular Culture and Media Literacy(2) Selected Literary Works(2)	Intercultural Communication and Digital Societies(3)	Greek Mythology (2) Improving the soft power of media workers through TED Talks(2) Digital Media Planning(3)	Visual Communication(2) Writing and Storyboard (3) Readings in Drama (2)	Film Studies: Art & Literature(2) Design Thinking (2)	Screenplay Writing (3)	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 or the College of Management. 2. 2. University Core 33 + Required 31 + Professional Elective 46 + Free Electives18 =128 credits	
	Introduction to Management (3)	Marketing Studies (3) Info Marketing(3)	Consumer Behavior (3) Service Industry Management(3)	Green Marketing (3) New Media Marketing (3) Media Influence (2) Consumer Psychology Practices (3)	Social Marketing(3) Industrial Case Studies (3)	Customer Relationship Management (3)	Business Ethics and Social Responsibility(3)	Management of Innovation & Entrepreneurship (3)
							Practicum Training II (2)	On-Campus Internship(4)

國際數位媒體科技學士學位學程

112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18	數位媒體概論(3) 色彩學(3)	設計概論(3) 攝影學(3)	數位廣告(3)	跨文化數位傳播(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 I (2)	畢業製作 II (2)	
專業選修 46/129 學分	兒童繪本理論與創作 (2)		動態設計(3) 進階攝影與後製(3) 創意敘事(2) 視覺敘事(2)	動畫特效(3) 虛擬實境應用設計(3) AI驅動的短影音與直播實作(2)	網站與手機APP視覺創作(2) 擴增實境應用設計(3)	使用者體驗設計(2)		
	生成式 AI 工具整合 應用(2)		數位敘事(3)	數位影音製作(4)	影音製作實務 (2)			
	英語口語訓練 (2) 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)	跨文化溝通與數位社會 (3)	希臘神話(2) 從Ted Talks提升媒體 人的軟實力(2) 數位媒體企劃(3)	視覺傳達(2) 戲劇選讀(2) 腳本寫作(3)	電影賞析:談藝術與文 學(2) 設計思考 (2)	編劇寫作(3)		
	管理學(3)	資訊管理(3) 行銷學 (3)	消費者行為(3) 服務業管理(3)	新媒體行銷 (3) 綠色行銷(3) 媒介影響力(3) 消費心理學實務(3)	產業個案選讀(3) 社會行銷 (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)
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