

112 學年度資訊傳播學系入學新生課程規劃表

校訂必修(通識核心)

共計 26 學分

類 別		課程/學門	學分	開課年級
基本知能 (12)	外國語文學門(Q)	外文自由選	8	一、二
	語文表達	中國語文能力表達	2	一上
	學習與發展(N)	大學學習	1	一上
	社團學習與實作(K)	課外活動與團隊發展	1	一下
通識核心課程 (14)	探索永續 AI 與程式語言		1 1	一上
	人文領域 (4 選 1 學門)	文學經典學門(L)	至少	自行上網選修 每學門至多修習 2 科
		歷史與文化學門(P)	2	
		哲學與宗教學門(V)		
		藝術欣賞與創作學門(M)		
	社會領域 (4 選 1 學門)	全球視野學門(T)	至少	
		未來學學門(R)	2	
		社會分析學門(W)		
		公民社會及參與學門(S)		
	科學領域 (3 選 1 學門)	資訊教育學門(O)	至少	
		全球科技革命學門(Z)	2	
		自然科學學門(U)		
其他課程	全民國防教育軍事訓練(一) / 護理		0 / 0	~
	體育		0 / 0	4 學期
	校園與社區服務學習		0 / 0	~

系必修

共計 32 學分

科目	學分	開課年級
視覺傳播概論	2/0	一
新媒體科技概論	2/0	一
數位內容產業概論	0/2	一
媒介理論	0/2	一
行銷學	0/2	一
資訊傳播理論	2/0	二
資訊、傳播與社會	0/2	二
傳播研究方法	2/0	三
數位內容整合專題(一)	3/0	三
數位內容整合專題(二)	0/3	三
數位智慧財產權與政策	0/2	三
資訊傳播英文選讀(一)	1/0	三
資訊傳播英文選讀(二)	0/1	三
畢業專題(一)	3/0	四
畢業專題(二)	0/3	四

系選修

共計 20 學分

科目	學分	開課年級
溝通原理	3 / 0	一
傳播心理學	2 / 0	一
素描基礎	3 / 0	一
數位攝影與科技應用	2 / 0	一
社會學概論	0 / 2	一
色彩應用	0 / 3	一
傳播符號學	0 / 3	一
程式設計	0 / 3	一
電腦繪圖	0 / 2	一
網路互動程式設計	3 / 0	二
數位行銷	3 / 0	二
2D 動畫	3 / 0	二
影像敘事創作	3 / 0	二
3D 動畫	3 / 0	二
美學策略與設計	3 / 0	二
訊息設計	0 / 3	二
數位影片創意製作	0 / 3	二
創意策略與行銷企劃	0 / 2	二
說故事與腳本企劃	0 / 3	二
互動體驗行銷	0 / 3	二
網路服務設計實務	0 / 3	二
互動裝置設計	0 / 3	二
創意數位媒體實務(一)	3 / 0	三
社群媒體行銷	3 / 0	三
數位編輯與出版	3 / 0	三
創意數位媒體實務(二)	0 / 3	三
創意事業企劃	0 / 3	三
互動介面設計	0 / 3	三
使用者數據分析	0 / 3	三
資訊傳播專題講座	0 / 2	三
創意數位媒體實務(三)	2 / 0	四
當代資訊傳播問題	3 / 0	四
校外媒體實務	0 / 2	四
創意未來設計專題	0 / 2	四

- 系選修課程依當學期開課為主，以上列表僅供參考。
- 校必修：26 學分 | 系必修：32 學分 | 系選修：20 學分
- 自由選修：50 學分
- 合計 128 學分（最低畢業學分數：128）

Academic Year 112(2023) Curriculum Plan for Incoming Students,

The Department Of Informant and Communication

Compulsory University Core Curriculum (General Education Core)

Total : 26 credits

Category		Course / Discipline	Credits	Year Offered
Basic Competence (12)	Foreign Language (Q)	Foreign Language	8	First Year Second Year
	Language Expression	Ability of Expression in Spoken and Written Chinese	2	First Year First Semester
	Learning and Development (N)	Learning in University	1	First Year First Semester
	Extracurricular Activities and Teamship Development (K)	The Operation of Students' Clubs and Team Development	1	First Year, Second Semester
General Education Curriculum (14)	Exploring Sustainability AI and Programming Language		1 1	First Year, First Semester
	Humanities Field (choose 1 out of 4 disciplines)	Appreciation of Chinese Literature (L)	2	Courses to be selected online (Up to two courses from each discipline)
		History Studies (P)		
		Philosophy and Religion (V)		
		Arts Appreciation and Invention (M)		
	Social Sciences Field (choose 1 out of 4 disciplines)	Global Outlook (T)	2	
		Futures Studies (R)		
		Social Analysis (W)		
		Civil Society and Participation (S)		
	Science Field (choose 1 out of 3 disciplines)	Information Education (O)	2	
		Global Technology Revolution (Z)		
		Natural Sciences (U)		
Other Courses	All-Out Defense Education Military Training(I)-National Defense Technology		0	First Year
	Male and Female Physical Education		0	4 Semesters
	Campus and Community Service Learning		0/0	First Year

Department Required Courses Total :

32 credits

Course Credits Year Offered	Credits	Year Offered
INTRODUCTION TO VISUAL COMMUNICATION	2/0	First Year
INTROUCCION TO NEW MEDIA TECHNOLOGIES	2/0	First Year
INTRODUCTION TO DIGITAL CONTENT INDUSTRIES	0/2	First Year
MEDIA THEORY	0/2	First Year
MARKETING	0/2	First Year
INFORMATION AND COMMUNICATION THEORIES	2/0	Second Year
INFORMATION,COMMUNICATION AND SOCIETY	0/2	Second Year
RESEARCH METHODS OF MASS COMMUNICATION	2/0	Third Year
INTEGRATED PROJECT IN DIGITAL CONTENT (I)	3/0	Third Year
INTEGRATED PROJECT IN DIGITAL CONTENT (II)	0/3	Third Year
DIGITAL INTELLECTUAL PROPERTY AND POLICY	0/2	Third Year
SELECTED ENGLISH READINGS IN INFORMATION AND COMMUNICATION	1/0	Third Year
SELECTED ENGLISH READINGS IN INFORMATION & COMMUNICATION II	0/1	Third Year
GRADUATION PROJECT (I)	3/0	Fourth Year
GRADUATION PROJECT (II)	0/3	Fourth Year

Department Electives
20 credits

Course Credits Year Offered	Credits	Year Offered
INTRODUCTION TO HUMAN COMMUNICATION	3/0	First Year
COMMUNICATION PSYCHOLOGY	2/0	First Year
INTRODUCTION TO SKETCH	3/0	First Year
DIGITAL PHOTOGRAPHY AND TECHNOLOGY APPLICATIONS	2/0	First Year
INTRODUCTION TO SEMIOTICS AND COMMUNICATION	0/3	First Year
INTRODUCTION TO SOCIOLOGY	0/2	First Year
COLOR APPLICATION	0/3	First Year
PROGRAM DESIGN	0/3	First Year
COMPUTER GRAPHICS	0/2	First Year
NETWORK INTERACTIVE PROGRAMMING DESIGN	3/0	Second Year
DIGITAL MARKETING	3/0	Second Year
2D ANIMATION	3/0	Second Year
CREATION IN VISUAL NARRATIVES	3/0	Second Year
3D ANIMATION	3/0	Second Year
AESTHEIC STRATEGIS AND DESIGN	3/0	Second Year
CREATIVE STRATEGIES AND MARKETING PROPOSAL WRITING	0/2	Second Year
MESSAGE DESIGN	0/3	Second Year
DIGITAL VIDEO EDITING	0/3	Second Year
STORYTELLING AND STORYBOARDING	0/3	Second Year
INTERACTIVE MARKETING	0/3	Second Year
WEB SERVICE DESIGN AND PRACTICES	0/3	Second Year
INTERACTIVE INSTALLATION DESIGN	0/3	Second Year
PRACTICUM OF CREATIVE DIGITAL MEDIA(I)	3/0	Third Year
SOCIAL MEDIA MARKETING	3/0	Third Year
DIGITAL EDITING AND PUBLISHING	3/0	Third Year
PRACTICUM OF CREATIVE DIGITAL MEDIA(II)	0/3	Third Year
CREATIVE-ORIENTED BUSINESS PLAN	0/3	Third Year
INTERACTIVE INTERFACE DESIGN	0/3	Third Year
ANALYZING USER DATA	0/3	Third Year
SEMINAR IN INFORMATION AND COMMUNICATION	0/2	Third Year
PRACTICUM OF CREATIVE DIGITAL MEDIA(III)	2/0	Fourth Year
CURRENT ISSUES INFORMATION AND COMMUNICATION	3/0	Fourth Year
OFF-CAMPUS PRACTICUM IN MEDIA	0/2	Fourth Year
SEMINAR IN CREATIVE FUTURE DESIGN	0/2	Fourth Year

- Elective course are subject to availability each semester,the above list if for reference only.
- University Required: 26 credits
- Department Required: 32 credits
- Department Electives: 20 credits
- Free Electives: 50 credits

Total: 128 credits
(Minimum graduation credits: 128)