I. Years of Study

Three-Year

II. Medium of Instruction

Chinese

III. Cultivation Goals

Oriented towards career competence and demand for jobs, the college is aimed at cultivating students' Chinese language skills, job skills and professional competence, nurturing unique characteristics such as internationalization, skill upgrading and professionalism in a science-based approach. It works to cultivate high-quality technical and skilled personnel who have following qualifications, including mastering the basic theory and professional knowledge necessary for advertising design and production, acquiring special design ability, relatively strong painting and modeling ability, and certain artistic accomplishment and aesthetic ability, being able to use professional design methods and skills, engaging independently in work fields such as packaging design, media advertising planning and graphic design. At the same time, students shall have a certain understanding about Chinese traditional culture and history of humanity.

IV. Major Courses

No.	Title of the Course	Main Content of the Course	Credit Hours and Credits	Semester
1	Basics of Design and Modeling	The course enables students to master the modeling performance including two-dimensional, three-dimensional and multi-dimensional spaces, and introduces the basic elements, shapes, colors, materials and composition methods of each space modeling, as well as the application and expression skills and methods in design.	64 credit hours 4 credits	1

2	Computer Aided Design	The course enables students to acquire basic knowledge and operation of AI, image design and drawing capabilities for areas such as the production of path graphics and related processing operations, artistic effect processing, graphics drawing process, LOGO design and production, illustration and cartoon image, and master Photoshop image synthesis technology and the production method of image creative design, so as to empower them with the basic skills of computer software application for subsequent graphics and image processing applications and design innovations.	64 credit hours 4 credits	2
3	Layout Design	The course mainly introduces the concepts and knowledge of the three layout elements, namely texts, colors and graphics, uses practical sessions on business environment to help students understand and master different types of layout methods, and trains students to skillfully apply the components of layout as well as modeling elements and principles of form to make arrangement and combination successfully in accordance with the needs of specific contents and styles.	64 credit hours 4 credits	3
4	Brand Identity Design	The course introduces the practical project production of the brand application element system, cultivates students' ability to independently complete the identity design manual, including VI production such as LOGO, color, font combination, basic application part of auxiliary graphics, packaging design and display design of the application part, and explains extended application of VI design and application of planning and marketing in later period.	64 credit hours 4 credits	3

5	Graphic Advertisement Design	The course introduces basic principles of advertising such as the concept, function, classification and design rules, as well as the characteristics and production methods of various media advertisements. It enables students to acquire the ability of advertising creativity and expression and the design ability of advertising composition, color, and copywriting, and get them familiar with various advertising features such as print advertisement, newspapers, magazines, outdoor, POP and TV so as to be able to design and produce.	64 credit hours 4 credits	4
6	Brand Planning and Marketing	Based largely on the course of brand identity design, the course enables students to gain relevant knowledge in further combination of the corporate culture communication and marketing strategy. Focusing on planning and design, it requires students to acquire a sense of awareness for design service and the ability of independent design, and to master methods of brand planning and design, marketing skills and CI capability of comprehensive application.	64 credit hours 4 credits	4
7	Short Advertising Video Design	The course introduces the basic knowledge and various expression techniques of creative short videos. It teaches students to acquire relevant knowledge from the operation of software such as Flash, Premiere and AE as well as an understanding from material acquisition, editing, synthesis to output, and trains students' technical ability of short video editing and artistic expression ability of films.	64 credit hours 4 credits	4