1.Years of Study

Three years

2.Language of Instruction

Chinese (HSK Level 4)

3.Cultivation Objectives

This programme is oriented to vocational ability and job requirements, and aims to cultivate students' "Chinese language proficiency + job competence + vocational literacy", scientifically oriented to create the professional characteristics of "internationalisation, skillfulness and professionalism", and to cultivate students who have mastered the theoretical foundation of advertising art and design, and who are engaged in advertising design and production, advertising design, advertising planning, exhibition design and other visual communication related industries. It aims to cultivate high-quality technical and skilled talents who have mastered the theoretical foundation of advertising art and design and are engaged in advertising design and production, brand planning and design, modern creative design and operation planning in the visual communication related industries such as advertising art and design, advertising planning and exhibition design, etc., as well as understanding the traditional Chinese culture and humanistic history.

4.Employment Positions

Main Positions:

    (1) Advertising designer.

    (2) Brand planning designer.

    (3) Exhibition designer.

Secondary positions:

    (1) Advertising business marketing.

    (2) Photographer.

5. Co-operative enterprises

(1) Wuxi Jinyin Liangpin Paper Co., LTD

(2) Wuxi Xiaomu Media Technology Co., LTD

(3) Wuxi Mai Design and Construction Consulting Co., LTD

(4) Wuxi Zhiyu Packaging and Design Co., LTD

6. Main courses

Serial number	Course name and module code	The main content of the course (Limit to 80 characters)	Hours and hours Credits	Nature of the course	Term

1	Typography design	It mainly introduces the concept knowledge of the three major layout elements of text, color and graphics, and uses commercial practical exercise sketches to enable students to understand and master different types of layout arrangement, exercise students to skillfully use the constituent elements of the layout, and according to the needs of specific content and style, use the modeling elements and form principles to successfully combine and arrange.	64 class hours 4 credits	Compulsory	3
2	Brand image design	Outline the practical project production of the brand application element system, and cultivate students' ability to independently complete the image design manual, including LOGO, color, font combination, auxiliary graphic basic application part and application part of the packaging design, display design and other VI visual identity production; Extend the application of VI design with the planning and marketing application of the later stage.	64 class hours 4 credits	Compulsory	4
3	Print advertising design	Introduce the concept, function, classification, design principles and other basic principles of advertising The characteristics and production methods of each media advertisement; Cultivate students' ability to advertise creativity and performance, have the design ability of advertising composition, color and copywriting, and be familiar with the characteristics of various advertisements such as print, newspaper, magazine, outdoor, POP, television and other types of advertising and design and production.	64 class hours 4 credits	Compulsory	4
4	Brand planning and marketing	Mainly on the basis of the brand image design course, further combined with corporate culture communication and marketing strategies for knowledge improvement, the course focuses on planning and design, requiring students to have a sense of design service and independent design ability, master brand planning and design methods, marketing skills and comprehensive application of CI ability.	64 class hours 4 credits	Compulsory	5
5	Advertising clip design	Summarize the basic knowledge and various expression methods of short film creativity, and teach students to grasp flash, Premiere, AE and other software operations, as well as the relevant knowledge from material acquisition, editing, synthesis to output; To train students in the editing skills of short films and the artistic expression skills of films.	64 class hours 4 credits	Compulsory	5