# 视觉传达设计专业本科培养方案

### Undergraduate Program for Visual Communication Designing

#### I Educational Objectives

The programme aims to cultivate students with strong sense of responsibility, spirit of rationality, leading aesthetic judgment and systematic professional knowledge. Students shall possess corresponding skills in designing thinking, expression, communication and management, shall be able to engage in designing development, speciality development, designing education and research. They shall also have speciality knowledge and skills in print media and digital media, and ability to start their own business in order to become specialized compound application talents to answer the call of Chinese modernization and meet the needs of Chinese social and economical development.

#### **II** Cultivation Standards

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Students in this major shall apply socialist core values with self-consciousness, be masters of systematic basic core knowledge in designing and visual communication designing. Mainly they study the visual rules in print media and digital media broadcasting, study and become trained in design representation, stressing on art designing theories, designing thoughts and methods training, designing representation ability training. They will be able to perform planning, innovation, organization and implementation of certain designing projects in this field.

#### **III Core Courses**



### IV Main Internship and Practical Training



### V Hours/Credits

### **Table of Hours and Credits**

		,	Cr	edits	D (1)
Courses	Classified	Period/Weeks	Theory	Practice	Proportion of Credits
G C	G C				
P	G E				
ВС	С				
P	E				
M C	С				
P	E				
P T	С				
P	E				
	ı	С			
E P	E	С			
	C C	E C		P E C	
А	T C	P C		P I P T	
T L G	С			160.	

#### **Division of Credits of Each Term**

Divis	sion of Credits of Each				Te	rm								
сс	Term	1st	2nd	3rd	4th	5th	6th	7th	8th					
G C	G C													
P	G E													
	С													
B C P	E													
	С													
M C P	E													
	С													
P T P	E													
А														
	I C													
E P	E C													
T L G	С	160												

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## / ∨ I Teaching Schedule Form

### / Form I:General Course Platform

/Form I (A):General Compulsory Courses(General Required)

Period Classification Division of class-hour in Every Week
of Each Term

Course Code Course Names Crs. Hrs.

The. Exp. Pra.. Ueb 1st 2nd 3rd 4th 5th 6th 7th 8th

M T

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Course Code	Course Names			Peri	od Cla	assifica	ation	Div	rision			our i		ry W	eek	Notes
Course Code	Course Names	Crs.	Hrs.	The.	Ехр.	Pra	Ueb	1st	2nd	3rd	4th	5th	6th	7th	8th	Notes
W	E										4					
	P E															
	E G															

В /	Form I (B): General Elective Courses
Course Classi-fied	Crs.
G E C	

Form II. Basic Course Platform

Course	Numbers of				Peri	iod Cla	ıssifica	tion	D	ivisio V	n of Veek					у	
Classi- fied	courses	Course Names	Crs.	Hrs.	The.	Exp.	Pra	Ueb	1st	2nd	3rd	4th	5th	6th	7th	8th	Notes
		I V C D															
		History of Chinese Fine Arts															
		History of Foreign Fine Arts															
		Literary Sketch1															
		Color1															
Σ		Schema Language1															
ВС		Literary Sketch2															
		Line Drawing															
		Fine Arts of National and Folk															
		Foundation Computer															
		Psychology of Visual Art															
		Applied Writing															
в С <sub>Е</sub>	203100046618	Color2															
		Schema Language2															

Course	Numbers of	Course Names			Per	iod Cla	ssifica	tion	D	ivisio V	n of Veek					у	Notes
Classi- fied	courses	Course Names	Crs.	Hrs.	The.	Exp.	Pra	Ueb	1st	2nd	3rd	4th	5th	6th	7th	8th	Notes
		Color Composition															
		Composition															
		Perspective															
		Calligraphy															
		Decoration Painting															
		Basic of Photography															
		Application of Computer Professional Software															
		Introduction to Art															
		Introduction to Design															
		Modern and Contemporary Art															
		Appreciation of Ethnic Art															
	D	C C				R					E						

Form III: Major Courses Platform

Courses		or Courses Platform					Period		С	Divisio	on of Weel					у	
Classi- fied	Course Code	Courses Names	Crs.	Hrs.	Lec.	Exp.	Ope.	Pra.	1st	2nd	3rd	4th	5th	6th	7th	8th	Notes
		F D															
		T D															
		V G S A															
R		G ID															
С		L D															
		I D															
		W D															
		1															
		E D															
		P D															
		I W D															
		D P															
E		F I D															
		P D															
		U I D															
		U I D															

Courses	Course Code	Courses Names			(		Period licatio		C		on of Week					y		
Classi- fied	Course Code	Courses Names	Crs.	Hrs.	Lec.	Exp.	Ope.	Pra.	1st	2nd	3rd	4th	5th	6th	7th	8th	r	Notes
		D A D																
		B I D																
		B I D																
		P D																
		F M																
		B L																
		S P																
		A P I																
		I A D																
		I V C D																
		D C D																
		I V C D																

#### SOUTH CENTRAL UNIVERSITY FOR NATIONALITIES

Courses	Co	urse C	'ode	Courses	Names					Perioc		С	Divisio			s-ho			y	Notes
Classi- fied				Courses	- Numes	Crs.	Hrs.		Exp.	Ope.	Pra.	1st	2nd	3rd	4th	5th	6th	7th	8th	Notes
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				C D																
	Т	W	Р				Р	I	Ε 1	Г										
	Т	W	С				С	E	Е Т	-										
																	1			
				D	С		С			R			E							

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Form IV: Practical Teaching Platform

c	ategory	: Practical Teach	Practical Teaching Name	Crs.	Total Period	Typ Per	e of			class-		in Eve rm		Place
			ivaille		renou	Ехр.	Pra.	1st 2nd	3rd	4th 5	th 6t	h 7th	8th	
			1 Professional Visit 1		W		W	$\sqrt{}$						
			2 Professional Visit 2		W		W	√						
			1 Professional Investigation 1		W		W		<b>V</b>					
	S P		2 Professional Investigation 2		W		W			√				
ТР			Professional Investigation 3		W		W			-	<b>V</b>			
	Professional Investigation 4			W		W				٦	l			
	P D													
	P				W		W							
	Т		Outdoor Sketch		W		W		V					
	E		Professional Inspection		W		W				1	1		
Т	G P		Graduation Practice		W		W						<b>V</b>	
П	G P T		Graduation Project		W		W						$\checkmark$	
	A				W		W							
	Α		С			ı	)				W			

Form V: Innovation & Entrepreneurship Platform

Category	Crs.
l C	
E C	
A	

执笔人: 审核人: