

# 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

I

L S

D

II

D

D B Arts

III

B C

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

P V A F D T D G I D L D  
I D W D P D B I D B L  
D U I D F M D F I D

### IV Main Internship and Practical Training

O S P I I V C D  
D C D G P G I

V Hours/Credits

Table of Hours and Credits

Courses Classified		/	Credits		Proportion of Credits
			Theory	Practice	
G C P	G C				
	G E				
B C P	C				
	E				
M C P	C				
	E				
P T P	C				
	E				
I E P	I C				
	E C				
A	C C		E C	P E C	
	T C		P C	P I P T	
T L G C		160.			

Division of Credits of Each Term

Division of Credits of Each Term		Term							
		1st	2nd	3rd	4th	5th	6th	7th	8th
C	C								
G P	G C								
	G E								
B P	C								
	E								
M P	C								
	E								
P P	C								
	E								
A									
I E P	I C								
	E C								
T L G C		<b>160</b>							





Course Code	Course Names	Crs.	Hrs.	Period Classification				Division of class-hour in Every Week of Each Term								Notes		
				The.	Exp.	Pra..	Ueb	1st	2nd	3rd	4th	5th	6th	7th	8th			
<u>W</u>	E											4						
	P E																	
	E G																	

**B**

**/Form I (B): General Elective Courses**

Course Classi-fied	Crs.
G E C	





Course Classified	Numbers of courses	Course Names	Crs.	Hrs.	Period Classification				Division of class-hour in Every Week of Each Term								Notes		
					The.	Exp.	Pra..	Ueb	1st	2nd	3rd	4th	5th	6th	7th	8th			
		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						





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Courses Classi- fied	Course Code	Courses Names	Crs.	Hrs.	Period Classification				Division of class-hour in Every Week of Each Term								Notes		
					Lec.	Exp.	Ope.	Pra.	1st	2nd	3rd	4th	5th	6th	7th	8th			
							D C D												
T W P			P E T																
T W C			C E T																
D C C R E																			

**Notice :**

D

F

V

**Form IV: Practical Teaching Platform**

Category	Course Code	Practical Teaching Name	Crs.	Total Period	Type of Period		Division of class-hour in Every Week of Each Term								Place		
					Exp.	Pra.	1st	2nd	3rd	4th	5th	6th	7th	8th			
T P	S P	1 Professional Visit 1	1	W	W	√											
		2 Professional Visit 2	1	W	W		√										
		1 Professional Investigation 1	1	W	W			√									
		2 Professional Investigation 2	1	W	W				√								
		Professional Investigation 3	1	W	W					√							
		Professional Investigation 4	1	W	W						√						
		P D															
		P				W	W										
		T E	G P	Outdoor Sketch	1	W	W		√								
				Professional Inspection	1	W	W					√					
Graduation Practice	1			W	W									√			
Graduation Project	1			W	W										√		
A						W	W										
A		C			P								W				

**Form V: Innovation & Entrepreneurship Platform**

Category		Crs.
I	C	
E	C	
A		

执笔人:

审核人: