

Instructive Cultivation Plan for the Program of Visual Communication Design

(Grade 2019)

Program code: 130502

1. Orientation

1. Professional positioning

The visual communication design program is oriented by the new needs of urban consumers and corporate brands, takes the visual design of products as the direction, and the teaching mode of "industry-university linkage work system" as the center, to cultivate students' ability to use visual design methods to communicate and exchange product information, master the application of professional knowledge and design methods, and become an outstanding visual communication designer with sustainable development capabilities.

2. Cultivation Objective

1. General Objective

This program focuses on the teaching of creative thinking, design methods and practical abilities, and aims to cultivate application-oriented design talents who meet the development needs of creative industries, have an international professional vision, innovative and pioneering spirit, aesthetic ability, creative ability and practical ability, and be able to engage in visual art design, brand image design and information interaction design etc.

2. Cultivation Value

This program cultivates qualified socialist builders and successors who have comprehensive development of moral, intellectual, physical, artistic and labor. In the knowledge transfer, the core values of socialism and the education of Chinese excellent traditional culture are regarded as the leading goals. This program will cultivate students' personality quality in professional teaching and realize all-round ideological and political education.

3. Requirement for Graduation

1. Ideological, political and moral education requirements

With the core values of socialism as the soul and main line, and professional skills and knowledge as the carrier, the program will deeply explore the ideological and political education resources contained in the professional courses of visual communication design. At the same time, this program will highlight the cultivation of aesthetic awareness, the spread of environmental protection concepts, the inheritance of traditional culture, the construction of innovative thinking, the professionalism of designers, and the patriotic sentiments contained in the professional courses.

2. Knowledge requirements

The program of visual communication design combines visual art and technology to convey information, requires related professional linkage and interdisciplinary integration, will comprehensively teach students the international cutting-edge visual communication design professional knowledge and ability, and focuses on introducing design expression, brand design and other courses, so as to enable students to obtain knowledge of design theory, creative methods, two-dimensional symbol design, graphic arts, image and information interpretation, multi-dimensional modeling, and visual symbol design and communication, etc.

3. Ability requirements

Students will obtain basic modeling ability, computer-aided design ability, creative ability, design expression ability, design and execution ability, media and brand design ability, and the ability to design and communicate various images and graphic information, and will obtain the knowledge required for being engaged in visual art design services and management works.

Knowledge and understanding ability:

- Have the cutting-edge innovation knowledge and future development capabilities required in related fields and professional positions.
- Understand the company's brand strategic planning and product features, and be able to arrange project design methods or combinations.
- Understand the possibilities triggered by new technologies and their influence on contemporary visual design styles, and pay attention to the social and cultural context.

Professional practical skills:

- Proficiency in relevant digital technology, can deal with all steps by using professional vocabulary, technology, analysis and creative methods.
- Independently use various expression methods to show their design ideas and creativity, and can choose suitable design solutions to solve problems.
- Realize the production and display of design results.

Comprehensive ability:

- Be able to face and analyze complex problems, master creative problem solving methods, and can become a problem solver in the field of design.
- Understand the profiles of different programs and be able to communicate with relevant people, and can use appropriate methods for project communication and exchange.
- Be able to observe industry development trends and emerging technologies, have sensitivity, and be able to identify, discuss and make appropriate choices.

4. Service orientation

This program will mainly serve local consumer product production and marketing companies, professional design agencies, the Internet industry, media and communication units, etc. The employment direction of students will be mainly distributed in the following industries:

Enterprise or professional design agency: graphic designer, advertising designer, product photographer, brand designer, interaction designer

Media communication units: art editors, illustrators, etc.

Internet industry: web designers, new media visual designers, etc.

Marketing and exhibition: business planning consultant, display design, visual design consultant

Others: art teachers, film and television animation, entrepreneurs, etc.

4. Schooling System

Four-year undergraduate education

5. Length of Study

Generally four years. The length of schooling can be flexible from no less than three years to no longer than six years.

6. Requirements for Graduation and Degree Conferring

Students of this program must complete the minimum credits required for each category of courses and complete all the content specified in extracurricular class according to the requirements of the instructional training plan, and the total credits must reach 151 credits for graduation; those who meet the requirements for bachelor's degree can be conferred bachelor degree in arts.

7. Discipline

Art theory, Design science, Aesthetics, Communication studies, Psychology

8. Core Courses

1. Brand visual image design

Through the teaching and practice of this course, students can learn brand design thinking and expression methods, and master the special graphic modeling language of brand design, and they will understand the meaning and methods of modern brand image design, learn to use market research and other methods, and be able to independently complete the design of visual identity part of the brand image design.

2. Advertising creativity and planning

Through the teaching and practice of this course, students will be able to use modern design methods and methods to carry out advertising planning and creative design according to the different needs of society, and engage in commercial advertising design and program planning activities.

3. Packaging visual design

Through the teaching and practice of this course, students will master the knowledge of modern packaging technology, techniques, materials, etc., and be able to use the basic professional knowledge learned to independently complete the overall design of commodity packaging.

4. Book design

Through the teaching and practice of this course, students will be able to use traditional and modern design methods and means to independently complete information collection, analysis, design and book layout design, information design, and binding design according to market needs.

5. Commercial photography

Through the teaching and practice of this course, students will be able to further improve photography technology and related professional photography capabilities on the premise of mastering basic photography, understand the relationship between professional photography and design, and be trained to analyze the subject with a professional perspective and enrich the design inspiration, thus serving professional learning better.

6. Printing technology

Through the teaching and practice of this course, students will be able to learn and understand the printing process, realize the possibility of printing design performance and the process relationship and characteristics of the content, and improve their printing application ability, graphic layout

design and screen scheduling ability.

7. Illustration design

Through the teaching and design practice of this course, students will understand the basic concepts and functions of illustration, understand the historical development and various styles of illustration, master basic illustration skills, and be able to create diversified illustration forms and characteristics according to design requirements and procedures.

8. Layout design

Through teaching, students can understand the rules of layout design from a basic level, master the principles of text, graphics, and format in the layout, and master the components of the layout skeleton. At the same time, through various trainings on the combination of layout elements, students can understand various design elements, and master the changes in various composition and structure methods, as well as the law of form.

9. Graphic creativity

Through the research and study of this course, students will have a deeper and systematic understanding of the functional value of graphics and the semantic characteristics of graphics. By studying the creativity and performance methods of graphics, students can cultivate and improve their independent graphics creativity and performance ability, as well as the ability to spread semantics by graphics.

10. Interfacial design

Through the teaching of this course, students will understand the basic concepts, basic operations and design principles of user interface (UI) and user graphical interface (GUI), understand the development direction of interface design, be able to use specifications, and abide by processes, guidelines, norms what should be observed in the design process.

9. Practical Training (Related courses)

Military training, professional practice courses, practical links of all professional courses, seminars and conferences, international exchange activities, extracurricular projects, internships, practical training content selected by students, graduation design, etc.

10. Course Structure and Course Hours (excluding extracurricular class)

Category	Total Credit	%	Total Course Hours	Theory Learning	Practical Training
Public Course	34	23	672	608	64
Basic Course	47	31	752	190	562
Professional Course	59	39	1136	192	944
General Course	10	7	160	160	0
Total	150	100	2720	1150	1570
Theory : Practice(%)	42:58				

11. Teaching Schedule (1)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester
Public Course	Required	School of Marxism	b1080001	Basic principles of Marxism	Test	3	48	42	6	Autumn semester 1
	Required	School of Marxism	b1080003	Ideological and moral cultivation and legal foundation	Non-test	3	48	42	6	Autumn semester 1
	Required	School of Marxism	b1080006	Outline of Chinese Modern History	Non-test	3	48	42	6	Spring semester 1
	Required	School of Marxism	b1080004	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics I	Test	3	48	42	6	Autumn semester 2
	Required	School of Marxism	b1080007	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics II	Test	2	32	28	4	Spring semester 2
	Required	School of Marxism	----	Situation and Policy (Module 1~4)	Non-test	2	32	28	4	Autumn semester 1~Spring semester 2
	Required	College of Arts and Sciences	b1020018	College Chinese	Non-test	2	32	32		Autumn semester 1
	Required	Department of Physical Education	----	Physical Education I~VI	Non-test	3	160	160		Autumn semester 1~Autumn semester 4
	Required	Others	b1110003	Military skills	Non-test	0.5	2W			Autumn semester 1
	Required	College of Arts and Sciences	b1110002	Military theory	Non-test	0.5	32	32		Spring semester 1
	Required	Engineering Training Center	b1090001	Basic Engineering Training	Non-test	2	32		32	Autumn semester 1
	★English (Selective, 1 Module, 10 credits)	Module A	b1020003	General English III	Test	3	48	48		Autumn semester 1
			b1020004	General English IV	Test	3	48	48		Spring semester 1
			b1020005	General Academic English A	Test	2	32	32		Autumn semester 2
		Module B	---	English development	Non-test	2	32	32		Spring semester 2
			b1020002	General English II	Test	3	48	48		Autumn semester 1
			b1020003	General English III	Test	3	48	48		Spring semester 1
			b1020006	General Academic English B	Test	2	32	32		Autumn semester 2
			---	English development	Non-test	2	32	32		Spring semester 2
			b1020001	General English I	Test	4	64	64		Autumn semester 1
Module C		b1020002	General English II	Test	3	48	48		Spring semester 1	
	b1020003	General English III	Test	3	48	48		Autumn semester 2		
★German	College of Arts and Sciences	b1020040	German I	Test	3	48	48		Autumn semester 1	
	College of Arts and Sciences	b1020041	German II	Test	3	48	48		Spring semester 1	
	College of Arts and Sciences	b1020042	German III	Test	4	64	64		Autumn semester 2	
★Japanese	College of Arts and Sciences	b1020077	Japanese I	Test	3	48	48		Autumn semester 1	
	College of Arts and Sciences	b1020078	Japanese II	Test	3	48	48		Spring semester 1	
	College of Arts and Sciences	b1020079	Japanese III	Test	4	64	64		Autumn semester 2	
Sub-total (Public Course)						34	672	608	64	
General Course	Selective	Others	b0----	Social Science and Humanities Literacy (4 credits) Natural Science and Technological Innovation (4 credits) Other optional (2 credits)	Non-test	10	160	160		Autumn, Spring
Sub-total (General Course)						10	160	160	0	

(★Note: The first foreign language has a total of 10 credits, including College English, German, and Japanese. Choose the appropriate language according to your needs; among them, if you choose College English, please choose the appropriate module in module ABC)

11. Teaching Schedule (2)

Category	Type	Provided by	Course Code	Ability module	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester	
Basic Course	Required	School of Applied Art and Design	b2041098	Professional basic ability	Introduction to Design	Test	2	32	20	12	Autumn semester 1	
	Required	School of Applied Art and Design	b2041106		Design Sketch	Test	3	48	10	38	Autumn semester 1	
	Required	School of Applied Art and Design	b2041099		Design composition (A)	Test	3	48	12	36	Spring semester 1, Summer semester 1	
	Required	School of Applied Art and Design	b2041101		Design composition (B)	Test	2	32	8	24	Spring semester 1, Summer semester 1	
	Required	School of Applied Art and Design	b2041048		Traditional expression techniques	Test	3	48	12	36	Autumn semester 2	
	Required	School of Applied Art and Design	b2041116		Photography basics	Test	3	48	10	38	Spring semester 1, Summer semester 1	
	Required	School of Applied Art and Design	b2041027		Material modeling (A)	Test	2	32	8	24	Autumn semester 2	
	Sub-total							18	288	80	208	
	Required	School of Applied Art and Design	b2041011	Computer Aided Design Ability	PHOTOSHOP	Test	3	48	12	36	Spring semester 1, Summer semester 1	
	Required	School of Applied Art and Design	b2041007		ILLUSTRATOR	Test	2	32	8	24	Autumn semester 1	
	Selective, 3 credits	School of Applied Art and Design	b2041005		DREAMWEAVE	Test	3	48	10	38	Autumn semester 2	
		School of Applied Art and Design	b2041199		PREMIERE	Test	3	48	10	38	Autumn semester 2	
		School of Applied Art and Design	b2041009		INDESIGN	Test	3	48	10	38	Autumn semester 2	
	Sub-total							8	128	30	98	
	Required	School of Applied Art and Design	b2041150	Design expression ability	Font design	Test	4	64	16	48	Autumn semester 2	
	Required	School of Applied Art and Design	b2041130		Graphic creativity	Test	4	64	16	48	Autumn semester 2	
	Required	School of Applied Art and Design	b2041029		Illustration design	Test	4	64	16	48	Autumn semester 3	
	Required	School of Applied Art and Design	b2041050		Creative process	Test	3	48	12	36	Spring semester 2, Summer semester 2	
	Required	School of Applied Art and Design	b2041129		Pattern design	Test	3	48	10	38	Spring semester 1, Summer semester 1	
	Required	School of Applied Art and Design	b2041200		Information design	Test	3	48	10	38	Spring semester 2, Summer semester 2	
	Sub-total							21	336	80	256	
Sub-total (Basic Course)							47	752	190	562		

11. Teaching Schedule (3)

Category	Type	Provided by	Course Code	Ability module	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester	
Professional Course	Required	School of Applied Art and Design	b2041138	Design practice ability	Printing technology	Test	2	32	8	24	Spring semester 2, Summer semester 2	
	Required	School of Applied Art and Design	b2041016		Layout design	Test	3	48	10	38	Spring semester 2, Summer semester 2	
	Required	School of Applied Art and Design	b2041201		Packaging structure design	Test	4	64	12	52	Spring semester 2, Summer semester 2	
	Required	School of Applied Art and Design	b2041127		Book design	Test	4	64	12	52	Autumn semester 3	
	Required	School of Applied Art and Design	b2041202		Packaging visual design	Test	4	64	12	52	Spring semester 3, Summer semester 3	
	Sub-total							17	272	54	218	
	Required	School of Applied Art and Design	b2041203	Design execution ability	Advertising poster design	Test	3	48	10	38	Autumn semester 3	
	Required	School of Applied Art and Design	b2041092		Commercial photography	Test	3	48	10	38	Autumn semester 3	
	Required	School of Applied Art and Design	b2041058		Advertising creativity and planning	Test	4	64	12	52	Spring semester 3, Summer semester 3	
	Required	School of Applied Art and Design	b2041204		POP DESIGN	Test	4	64	10	54	Autumn semester 3	
	Required	School of Applied Art and Design	b2041079		Interfacial design	Test	2	32	10	22	Autumn semester 4	
	Sub-total							16	256	52	204	
	Required	School of Applied Art and Design	b2041024	Brand design ability	Logo design	Test	3	48	10	38	Spring semester 3, Summer semester 3	
	Required	School of Applied Art and Design	b2041205		Brand visual image design	Test	5	80	16	64	Spring semester 3, Summer semester 3	
	Sub-total							8	128	26	102	
	Required	School of Applied Art and Design	b2041206	Special topic design ability	Visual integrated design (A)	Test	3	48	10	38	Autumn semester 4	
	Required	School of Applied Art and Design	b2041207		Visual integrated design (B)	Test	3	48	10	38	Autumn semester 4	
	Sub-total							6	96	20	76	
	Required	School of Applied Art and Design	b2041085	Theoretical application ability	History of Graphic Design	Test	2	32	20	12	Autumn semester 1	
	Required	School of Applied Art and Design	b2041047		Communication psychology	Test	2	32	20	12	Spring semester 2, Summer semester 2	
	Sub-total							4	64	40	24	
	Required	School of Applied Art and Design	b4000041	Visual communication design professional innovation and entrepreneurship				2	32		32	Autumn semester 4
	Required	School of Applied Art and Design	b4040011	Graduation Practice and Graduation Design of Visual Communication Design (Thesis)			Non-test	6	288		288	Spring semester 4
Sub-total							8	320		320		
Sub-total (required professional courses)							59	1136	192	944		
Extracurricular Class	Required	Others	b5110001	Extracurricular Class		Non-test	1	-	-	-	Autumn, Spring, Summer	
Total							151	2720	1150	1570		

12. Schedule for Semesters(Suggested)

Autumn semester 1:

Type	Course Name	Assessment	Credit	Course Hour
Required	Basic principles of Marxism	Test	3	48
Required	Ideological and moral cultivation and legal foundation	Non-test	3	48
Required	Basic Engineering Training	Non-test	2	32
Required	First Foreign Language	Test	3	48
Required	Situation and Policy	Non-test	0.5	8
Required	College Chinese	Non-test	2	32
Required	Physical Education I	Non-test	0.5	32
Required	Military skills	Non-test	0.5	2W
Required	Introduction to Design	Test	2	32
Required	Design Sketch	Test	3	48
Required	ILLUSTRATOR	Test	2	32
Required	History of Graphic Design	Test	2	32

Spring semester 1、 Summer semester 1:

Type	Course Name	Assessment	Credit	Course Hour
Required	Outline of Chinese Modern History	Non-test	3	48
Required	First Foreign Language	Test	3	48
Required	Situation and Policy	Non-test	0.5	8
Required	Physical Education II	Non-test	0.5	32
Required	Military theory	Non-test	0.5	32
Selective	General Course	Non-test	2	32
Required	Design composition (A)	Test	3	48
Required	Design composition (B)	Test	2	32
Required	Photography basics	Test	3	48
Required	PHOTOSHOP	Test	3	48
Required	Pattern design	Test	3	48

Autumn semester 2:

Type	Course Name	Assessment	Credit	Course Hour
Required	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics I	Test	3	48
Required	First Foreign Language	Test	2	32
Required	Situation and Policy	Non-test	0.5	8
Required	Physical Education III	Non-test	0.5	32
Selective	General Course	Non-test	2	32
Required	Traditional expression techniques	Test	3	48
Required	Material modeling (A)	Test	2	32
Selective	DREAMWEAVE	Test	3	48
Selective	PREMIERE	Test	3	48
Selective	INDESIGN	Test	3	48
Required	Font design	Test	4	64
Required	Graphic creativity	Test	4	64

Spring semester 2, Summer semester 2:

Type	Course Name	Assessment	Credit	Course Hour
Required	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese	Test	2	32

	Characteristics II			
Required	First Foreign Language	Non-test	2	32
Required	Situation and Policy	Non-test	0.5	8
Required	Physical Education IV	Non-test	0.5	32
Selective	General Course	Non-test	2	32
Required	Creative process	Test	3	48
Required	Information design	Test	3	48
Required	Printing technology	Test	2	32
Required	Layout design	Test	3	48
Required	Packaging structure design	Test	4	64
Required	Communication psychology	Test	2	32

Autumn semester 3:

Type	Course Name	Assessment	Credit	Course Hour
Required	Physical Education V	Non-test	0.5	16
Selective	General Course	Non-test	2	32
Required	Illustration design	Test	4	64
Required	Book design	Test	4	64
Required	Advertising poster design	Test	3	48
Required	Commercial photography	Test	3	48
Required	POP DESIGN	Test	4	64

Spring semester 3, Summer semester 3:

Type	Course Name	Assessment	Credit	Course Hour
Selective	General Course	Non-test	2	32
Required	Packaging visual design	Test	4	64
Required	Advertising creativity and planning	Test	4	64
Required	Logo design	Test	3	48
Required	Brand visual image design	Test	5	80

Autumn semester 4:

Type	Course Name	Assessment	Credit	Course Hour
Required	Physical Education VI	Non-test	0.5	16
Required	Visual communication design professional innovation and entrepreneurship	Test	2	32
Required	Visual integrated design (A)	Test	3	48
Required	Visual integrated design (B)	Test	3	48
Required	Interfacial design	Test	2	32

Spring semester 4:

Type	Course Name	Assessment	Credit	Course Hour
Required	Graduation Practice and Graduation Design of Visual Communication Design (Thesis)	Non-test	6	288

13. Prerequisite for Course Study

No.	Course Name	Prerequisite Course	No.	Course Name	Prerequisite Course
1	Design composition (B)	Design composition (A)	7	Advertising creativity and planning	Advertising poster design
					Font design
2	Printing technology	Design composition (A)	8	Interfacial design	PHOTOSHOP
		ILLUSTRATOR			Font design
		Font design			ILLUSTRATOR
3	Book design	Illustration design	9	Logo design Brand visual image design	Layout design
		Printing technology			Font design
		Layout design			Graphic creativity
		Information design			Information design
4	Commercial photography	Photography basics			Traditional expression techniques
		PHOTOSHOP			Communication psychology
5	Packaging visual design	Traditional expression techniques	10	Visual integrated design (A) Visual integrated design (B)	Advertising poster design
		Graphic creativity			Advertising creativity and planning
		Printing technology			Packaging visual design
		Packaging structure design			Brand visual image design
		Font design			Communication psychology
6	Advertising poster design	PHOTOSHOP			
		Creative process			
		Illustration design			
		Photography basics			

14. Extracurricular Class

Through taking extracurricular classes, students are encouraged to take part in academic lectures, social practice activities, campus cultural and sports activities, innovative and entrepreneurial activities, voluntary activities, etc. to improve their social adaptability and enhance the competitiveness in the job market. Details are specified in Students' Manual.