

Visual Communication Design

(Grade 2024)

Course code: 130502

I. Cultivation Objectives

1. General cultivation objective

This program focuses on teaching creative thinking, design methods and practical skills, aiming to cultivate application-oriented design talents with design-driven expertise who can meet the needs of the creative industries and digital economy development. These talents possess innovative and pioneering spirits, aesthetic abilities, creative practical abilities, and sustainable development capabilities. They are capable of engaging in applied design work such as brand and visual system design based on digital media and information system design in the context of artificial intelligence.

2. Objective of value guidance

This program will cultivate qualified socialist builders and successors who are well developed in moral, intellectual, physical, social and aesthetic skills. We take the education of core values of socialism and excellent Chinese traditional culture as the leading objective in the transmission of knowledge and always cultivate students' personality qualities, team collaboration, innovation and dedication, and craftsmanship spirit in professional teaching to realize all-round ideological and political education.

3. Five years after graduation, students in this program should achieve the following objectives:

Based on industry insights and personal professional capabilities, while aligning with market demands, graduates should stay abreast of cutting-edge technological and design advancements to define niche career development directions and objectives. They must clarify the professional qualities and skills required for their chosen paths, strive to enhance practical competencies, sustainable growth capacities, and self-driven initiative. Graduates should develop logical thinking abilities to address complex design challenges through interdisciplinary integration, pursue higher professional achievements, and establish design leadership and industry influence in branding & visual design, information system design, cross-media integration, and other emerging fields.

II. Graduation requirements

Number	Graduation Requirements	Content of Graduation Indicators
1	Requirement 1: Ethics, Physical-Mental Qualities & Professional Standards	1-1 Possess humanities and social science literacy, social responsibility, and establish correct historical, national, country, and cultural perspectives. Pay attention to and understand the current social and technological developments of the times. Be able to understand and abide by professional ethics and norms in project practice, fulfill responsibilities, demonstrate responsibility and commitment, and contribute to the country and serve society. 1-2 Possess sound psychological qualities and a healthy physique, capable of fulfilling the responsibilities of a visual communication design practitioner. Have mental health, be passionate about life; work actively, study diligently. Have strong willpower, emotional stability, and a sound personality. 1-3 Students possess innovative thinking and construction abilities, the ability to inherit and innovate traditional culture, promote the craftsmanship spirit, team collaboration abilities, and sustainable development abilities.

Number	Graduation Requirements	Content of Graduation Indicators
2	Requirement 2: Professional and Technical Knowledge	<p>2-1 Master the basic theories and knowledge of visual communication design, as well as the processes, execution, and application implementation of brand and visual design, and information system interaction and experience design.</p> <p>2-2 Master the design procedures and methods of visual communication design, and understand the significance of design thinking and design core in different application scenarios of visual communication design.</p> <p>2-3 Through technical course studies, understand the impact of digital technology and media on visual communication design.</p>
3	Requirement 3: Problem Analysis	<p>3-1 Master the basic principles and methods of identifying and analyzing problems.</p> <p>3-2 Students face complex design problems with interdisciplinary crossover and integration problem-solving logical thinking abilities, concrete creative design execution abilities, narrative abilities, project communication and coordination, and other comprehensive abilities to deal with complex design problems and lead innovative projects.</p> <p>3-3 Emphasize the need for students to develop critical thinking abilities, able to identify and evaluate problems with logical and design thinking abilities to identify and evaluate multi-angled solutions to problems. Students should learn how to effectively critique and self-reflect on design proposals to improve the quality and innovativeness of the design.</p>
4	Requirement 4: Design/Solution	<p>4-1 Master the basic theories and practical operation methods of visual communication design. Possess basic modeling abilities, digital design and intelligent software operation abilities, brand design and planning expression abilities, digital marketing and advertising design abilities in the fields of visual communication brand and visual design, and information system design.</p> <p>4-2 Possess the ability to combine the latest design tools and design concepts, such as artificial intelligence (AI), to enhance the innovativeness and quality of design solutions. This includes mastering the basic principles of design technology and how to effectively apply these technologies in design projects to push the boundaries of the design field and improve user experience.</p> <p>4-3 Possess the ability to comprehensively apply the theories and methods of visual communication design, as well as proactive design innovation abilities.</p>
5	Requirement 5: Design Research	<p>5-1 Master discipline-specific knowledge centered on visual communication design, ranging from design fundamentals, theory, technology, to brand and visual design applications, and information system design applications.</p> <p>5-2 Master domestic and international trends and cutting-edge knowledge in the field of visual communication design.</p> <p>5-3 Have the ability to analyze and judge topics related to visual communication design, and propose solution strategies, methods, and implementation, possessing comprehensive abilities in theoretical academic research and design practice research.</p>
6	Requirement 6: Design and Society	<p>6-1 Understand the brand strategic planning and product characteristics of enterprises, and be able to arrange and organize project design methods or combinations.</p> <p>6-2 Understand that design is not only a tool to meet market and user needs but also an important means to promote social progress and cultural exchange. Students should learn how to solve social problems through design, promote sustainable development, and how to respect and integrate different cultural values in design practice.</p> <p>6-3 Be able to adapt to teamwork, possess team collaboration abilities and leadership abilities.</p>
7	Requirement 7: Design and Tool	<p>7-1 Be able to express visual communication design strategies, design ideas, and outcomes through written, verbal, dynamic presentations, and media or</p>

Number	Graduation Requirements	Content of Graduation Indicators
	Utilization	<p>other information methods and means.</p> <p>7-2 Systematically master grid system design, commercial photography design, illustration design, digital software technology, interaction and experience design, digital marketing design, etc., and utilize the above knowledge for full-case design of brand design and information design.</p> <p>7-3 Be able to proficiently use AIGC generative intelligent software tools for visual design and research.</p>
8	Requirement 8: Visual Communication Design and Sustainable Development	<p>8-1 Fully recognize the impact of visual communication design disciplines and majors on natural ecology, human history, the environment, and social sustainable development. Understand the possibilities triggered by new technologies and their impact on contemporary visual design styles and user experience design, paying attention to social and cultural contexts.</p> <p>8-2 Master cutting-edge innovative knowledge required in related fields and professional positions, possessing the ability to adapt to future developments.</p> <p>8-3 Possess an international perspective and have a certain industry influence within the fields of brand and visual design, and information system design.</p>
9	Requirement 9: Individual and Teamwork	<p>9-1 Be able to flexibly take on the roles of individuals, team members, or leaders in teams participating in visual communication brand and visual design, information system design, etc. Possess interdisciplinary logical thinking abilities and team organization abilities.</p> <p>9-2 Be familiar with the knowledge structure composition of related majors associated with the discipline and the basic industry situation in the research field, and be able to effectively communicate with related personnel. Possess the ability to analyze and solve complex problems, master innovative problem-solving methods, and become problem-solvers in the field of design.</p> <p>9-3 Possess a sense of teamwork and collaboration, possess strong sense of responsibility, teamwork and communication abilities, and possess interdisciplinary literacy and abilities for overall deployment and dispatch.</p>
10	Requirement 10: Lifelong Learning	<p>10-1 Possess autonomous learning abilities and awareness of lifelong learning.</p> <p>10-2 Possess the ability to continuously learn and adapt to new developments and environments in cross-disciplinary fields, with design practice focusing on being close to life.</p> <p>10-3 Continuously pay attention to comprehensive content such as brand connotation building, humanistic care, and inclusiveness.</p>

III. Schooling System

Four years.

IV. Length of Study

Flexible study period, generally four years, the minimum length of flexibility is not less than three years, the longest not more than six years.

V. Graduation Requirements and Degree Award

Students must complete the minimum number of credits required for each category of study in accordance with the requirements of the Instructive Cultivation Plan, and complete all the content required for the Extracurricular Class, with a total of 158 credits, in order to graduate; those who meet the requirements for the award of a

Bachelor's degree will be awarded a Bachelor of Fine Arts.

VI. Discipline

Art, Design, Aesthetics, Communication, Psychology and Computer Science.

VII. Core Courses

Poster Design, Brand and Visual Integrated Design, Book Design, Commercial Photography, Grid System Design, Information Interaction Prototype Design, Digital Marketing Design, Interface Design, and Integrated Information System Design.

VIII. Course Structure and Course Hours (excluding Extracurricular Class)

Category	Total Credit	%	Total Course Hours	Theory Learning	Practical Training
Public Fundamental Course	39.5	25	768	678	90
General Education	10	6	160	160	0
Professional Fundamental Course	43	28	688	176	512
Professional Course	64.5	41	1232	180	1036
Total	157	100	2848	1210	1638
Theory:Practical (%)	43:57				

IX. Teaching schedule (1)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester	
Public Fundamental Course	required	School of Marxism	b1080001	Basic Principles of Marxism	test	3	48	42	6	Autumn 1	
	required	School of Marxism	b1080009	Ethics and the Rule of Law	non-test	3	48	42	6	Autumn 1	
	required	School of Marxism	b1080006	Outline of Modern Chinese History	non-test	3	48	42	6	Spring 1	
	required	School of Marxism	b1080010	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics	test	3	48	42	6	Autumn 2	
	required	School of Marxism	b1080011	Introduction to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era	test	3	48	42	6	Spring 2	
	required	School of Marxism	-----	Situation and Policy (Modules 1 to 4)	non-test	2	32	28	4	Autumn 1 to	
	required	School of Marxism	b1080008	Labour Education A	non-test	0.5	16	16		Spring 1	
	required	School of Foreign Languages and	b1020018	Academic Chinese	non-test	2	32	32		Autumn 1	
	required	College of Physical Education	-----	Physical Education I to VI	non-test	3	160	160		Autumn 1 to	
	required	Others	b1110003	Military skills	non-test	0.5	2W			Autumn 1	
	required	Others	b1110002	Military theory	non-test	0.5	32	32		Spring 1	
	required	Engineering Training	b1090001	Basic Engineering Training	non-test	2	32		32	Autumn 1	
	required	Others	b1110004	Mental Health Education for University Students	non-test	2	32	16	16	Spring 1	
	required	School of Computer and Information	b1012001	Applications and Practice of Artificial Intelligence	non-test	1	16	8	8	Spring 1	
	required	School of Resources and	b1013002	Low-carbon and Ecological Civilization	non-test	1	16	16		Autumn 1	
	★ Academic English(Select 1 Module for 10 Credits)	Module A		b1020003	General English III	test	3	48	48		Autumn 1
				b1020004	General English IV	test	3	48	48		Spring 1
				b1020005	General Academic English A	test	2	32	32		Autumn 2
				---	English Knowledge Expansion	non-test	2	32	32		Spring 2
		Module B		b1020002	General English II	test	3	48	48		Autumn 1
				b1020003	General English III	test	3	48	48		Spring 1
				b1020006	General Academic English B	test	2	32	32		Autumn 2
				---	English Knowledge Expansion	non-test	2	32	32		Spring 2
Module C			b1020001	General English I	test	4	64	64		Autumn 1	
			b1020002	General English II	test	3	48	48		Spring 1	
		b1020003	General English III	test	3	48	48		Autumn 2		
★ Academic German	School of Foreign Languages and	b1020040	Academic German I	test	3	48	48		Autumn 1		
	School of Foreign Languages and	b1020041	Academic German II	test	3	48	48		Spring 1		
	School of Foreign Languages and	b1020042	Academic German III	test	4	64	64		Autumn 2		
★ Academic Japanese	School of Foreign Languages and	b1020077	Academic Japanese I	test	3	48	48		Autumn 1		
	School of Foreign Languages and	b1020078	Academic Japanese II	test	3	48	48		Spring 1		
	School of Foreign Languages and	b1020079	Academic Japanese III	test	4	64	64		Autumn 2		
Subtotal (Public Fundamental Course)						39.5	768	678	90		
General Education	selective	Art Education Center	b0-----	Aesthetic Education	non-test	2	32	32		Autumn,	
	selective	Each College	b0-----	Social Sciences and Humanistic Qualities	non-test	4	64	64		Autumn,	
				Natural Sciences and Technology Innovation	non-test	4	64	64		Autumn,	
Subtotal (General Education)						10	160	160			

(★Note: The first foreign language is 10 credits in total, including 3 languages: Academic English, Academic German and Academic Japanese, choose the appropriate

language as required; when Academic English is chosen, please choose the appropriate module in Module A, B, C)

IX. Teaching schedule (2)

Category	Type	Provided by	Course Code	Ability Module	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester	
Professional Fundamental Course	required	School of Applied Arts and Design	b2041098	Basic abilities of the profession	Introduction to Design	test	2	32	20	12	Autumn 1	
	required	School of Applied Arts and Design	b2041106		Design sketches	test	3	48	10	38	Autumn 1	
	required	School of Applied Arts and Design	b2041099		Design Composition (A)	test	3	48	12	36	Autumn 1	
	required	School of Applied Arts and Design	b2041101		Design Composition (B)	test	2	32	8	24	Autumn 1	
	required	School of Applied Arts and Design	b2041048		Traditional Expression Techniques	test	3	48	12	36	Autumn 2	
	required	School of Applied Arts and Design	b2041027		Material shape (A)	test	2	32	8	24	Autumn 2	
	subtotal							15	240	70	170	
	required	School of Applied Arts and Design	b2041338	Abilities of Computer-aided design	Fundamentals of Digital Visual Software	test	3	48	10	38	Spring 1, Summer 1	
	required	School of Applied Arts and Design	b2041304		Processing	test	2	32	8	24	Spring 1, Summer 1	
	selective 3 credits	School of Applied Arts and Design	b2041305		CINEMA 4D	test	2	32	8	24	Spring 1, Summer 1	
		School of Applied Arts and Design	b2041306		MASTER GO	test	3	48	10	38	Spring 1, Summer 1	
		School of Applied Arts and Design	b2041009	INDESIGN	test	3	48	10	38	Spring 1, Summer 1		
	subtotal							8	128	28	100	
	required	School of Applied Arts and Design	b2041150	Abilities to express design	Typography	test	4	64	16	48	Autumn 2	
	required	School of Applied Arts and Design	b2041316		Graphic creativity	test	3	48	10	38	Autumn 2	
	required	School of Applied Arts and Design	b2041029		Illustration design	test	4	64	16	48	Autumn 3	
	required	School of Applied Arts and Design	b2041050		Creative process	test	3	48	12	36	Spring 2, Summer 2	
	required	School of Applied Arts and Design	b2041129		Pattern design	test	3	48	10	38	Spring 1, Summer 1	
	required	School of Applied Arts and Design	b2041307		Information Visualization Design	test	3	48	10	38	Spring 2, Summer 2	
	Subtotal							20	320	74	246	
	Subtotal (Professional Fundamental Course)							43	688	176	512	

IX. Teaching schedule (3)

Category	Type	Provided by	Category	Ability Module	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester	
Professional Course	required	School of Applied Arts and Design	b2041138	Practical abilities of design	Printing Process	test	2	32	8	24	Autumn 2	
	required	School of Applied Arts and Design	b2041308		Grid System Design	test	3	48	10	38	Spring 1, Summer 1	
	required	School of Applied Arts and Design	b2041309		Packaging Structure Design	test	3	48	10	38	Spring 2, Summer 2	
	required	School of Applied Arts and Design	b2041317		Book Design	test	3	48	10	38	Autumn 3	
	required	School of Applied Arts and Design	b2041318		Packaging Visual Design	test	3	48	10	38	Spring 2, Summer 2	
	subtotal							14	224	48	176	
	required	School of Applied Arts and Design	b2041319	Abilities to execute the design	Poster Design	test	4	64	12	52	Autumn 3	
	required	School of Applied Arts and Design	b2041092		Commercial Photography	test	3	48	10	38	Spring 1, Summer 1	
	Select for 3 Credits	School of Applied Arts and Design	b2041339		Visual Storytelling Expression	test	3	48	10	38	Autumn 3	
		School of Applied Arts and Design	b2041310		Commercial Display Design	test	3	48	10	38	Autumn 3	
	required	School of Applied Arts and Design	b2041241		Interface Design	test	3	48	10	38	Spring 3	
	required	School of Applied Arts and Design	b2041340		Smart Interactive Prototype Design	test	4	64	12	52	Autumn 3	
	required	School of Applied Arts and Design	b2041341		Smart Interactive Experience Design	test	2	32	8	24	Spring 2, Summer 2	
	subtotal							19	304	62	242	
	required	School of Applied Arts and Design	b2041313	Brand design abilities	Digital Marketing Design	test	3	48	10	38	Spring 3, Summer 3	
	required	School of Applied Arts and Design	b2041321		Brand Visual Identity Design	test	4	64	12	52	Spring 3, Summer 3	
	required	School of Applied Arts and Design	b2041058		Advertising Creativity and Planning	test	4	64	12	52	Spring 3, Summer 3	
	required	School of Applied Arts and Design	b2041202		Packaging Visual Design	test	4	64	12	52	Spring 3, Summer 3	
	subtotal							15	240	46	194	
	required	School of Applied Arts and Design	b2041314	Design abilities for the topic	Brand and Visual Integrated Design	test	3	48	10	38	Autumn 4	
	required	School of Applied Arts and Design	b2041315		Information System Integrated Design	test	3	48	10	38	Autumn 4	
	subtotal							6	96	20	76	
	required	School of Applied Arts and Design	b2041085	Abilities to apply theories	History of Graphic Design	test	2	32	20	12	Autumn 1	
	subtotal							2	32	20	12	
	required	School of Applied Arts and Design	b4000041	Program of Visual Communication Design Innovation and Entrepreneurship			2	32		32	Autumn 4	
	required	School of Applied Arts and Design	b4040014	Labour Education B		non-test	0.5	16		16	Spring 3	
required	School of Applied Arts and Design	b4040011	Visual Communication Design graduation internship and graduation design (thesis)		non-test	6	288		288	Spring 4		
Subtotal							8.5	336		336		
Subtotal (Professional Course)							60.5	1168	180	988		
Extracurricular Class	required	Others	b5110001	Extracurricular Class		non-test	1	-	-	-	Autumn, Spring, Summer	
Total							156	2816	1184	1632		

X. Credit of 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.