Visual Communication Design

(Grade 2023)

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 international professional perspective, innovative and pioneering spirit, aesthetic ability, creative ability and practical ability, who can engage in visual art design, brand visual image design, advertising planning and design, information interaction design, etc., to meet the development needs of creative industries.

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 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:

Graduates of this program should determine the direction and goals of their career development based on the industry, their own reality and the needs of society. They should be clear about the qualities that meet the needs of the profession and the abilities required to achieve the goals, and seek higher development and strive to have a certain influence in the industry.

II. Graduation requirements

(1) Ideological, political and moral education requirements

With the core values of socialism as the soul and main line, and the professional skills and knowledge as the carrier, this program will explore the ideological and political education resources particularly embedded in the professional courses of visual communication design. The programme emphasizes the development of aesthetic consciousnesses, the dissemination of environmental concepts, the transmission of traditional culture, the construction of innovative thinking, the professionalism of designers, patriotism and other elements of moral education contained in the professional courses. We conduct character education to create talents and integrate ideological and political education into the full process of professional teaching.

(2) Knowledge requirements

Visual Communication Design combines visual arts and technology to convey information, requiring the linkage and interdisciplinary integration of related disciplines. This program will provide students with systematic professional knowledge and competence in international cutting-edge visual communication design, with emphasis on the introduction of design expression and brand design, so that students will be equipped with knowledge of design theory, creative methods, two-dimensional symbol design, printing art, image and information interpretation, multi-dimensional modelling, design and communication of visual symbols, etc.

(3) Competence requirements

Students should have the basic modelling skills, computer-aided design skills, creative skills, design expression skills, design execution skills, media and brand design skills and the ability to design and express using various types of images and graphic information, as well as knowledge and ability required to engage in visual arts design services and management.

Knowledge and ability to understanding:

• Knowledge of cutting-edge innovations and future development skills expected in relevant fields and occupational positions.

• Understand the strategic brand planning and product characteristics of a company and be able to arrange a collation project design approach or portfolio.

•Understand the possibilities raised by new technologies and their stylistic impact on contemporary visual design, remaining attentive to social and cultural contexts.

Professional practice skills:

• Proficiency in relevant digital technologies and have the ability to respond to all step sequences with a professional vocabulary, technical, analytical and creative approach.

• Be able to independently use various means of expression to demonstrate their design ideas and creativity, and choose appropriate design solutions to solve problems.

• Be able to produce and present design results.

Comprehensive competence:

• Be able to deal with and analyse complex problems, master creative problem solving skills and be a problem solver in the field of design.

• Have knowledge of different professional profiles and be able to communicate with relevant people and use appropriate methods for project communication and exchange.

•Remain observant of industry trends and emerging technologies with the sensitivity to identify, discuss and make appropriate choices

(4) Service orientation

This program will mainly serve local manufacturing and marketing companies related to consumer goods, professional design agencies, the Internet industry and media and communications units. Students will be employed mainly in the following industries.

Corporate or professional design agencies: graphic designers, advertising designers, product photographers, brand designers, interaction designers

Media communication corporation: art editors, illustrators, etc.

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

Marketing & Events: Business Planning Consultant, Display Design, Visual Design Consultant

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

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 156 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

VII. Core Courses

Brand visual identity design; advertising creativity and planning; packaging visual design; book design; commercial photography; printing processes; illustration design; layout design; graphic creativity; interface design.

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

Category	Total Credit	%	Total Course Hours	Theory Learning	Practical Training
Public Fundamental Course	37.5	24	736	654	82
General Education	10	6	160	160	0
Professional Fundamental Course	47	31	752	190	562
Professional Course	60.5	39	1168	180	988
Total	155	100	2816	1170	1632
Theory:Practical (%)	42:58				

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	Introduxtion 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
	★ 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)						37.5	736	654	82	
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	Spring1,Summer 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	b2041116		Fundamentals of Photography	test	3	48	10	38	Spring1,Summer 1
	required	School of Applied Arts and Design	b2041027		Material shape (A)	test	2	32	8	24	Autumn 2
	subtotal						**18**	**288**	**80**	**208**	
	required	School of Applied Arts and Design	b2041011	Abilities of Computer-aided design	PHOTOSHOP	test	3	48	12	36	Autumn 1
	required	School of Applied Arts and Design	b2041007		ILLUSTRATOR	test	2	32	8	24	Spring1,Summer 1
	selective 3 credits	School of Applied Arts and Design	b2041005		DREAMWEAVE	test	3	48	10	38	Autumn 2
		School of Applied Arts and Design	b2041199		PREMIERE	test	3	48	10	38	Autumn 2
		School of Applied Arts and Design	b2041009		INDESIGN	test	3	48	10	38	Autumn 2
	subtotal						**8**	**128**	**30**	**98**	
	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	b2041130		Graphic creativity	test	4	64	16	48	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	b2041200		Information design	test	3	48	10	38	Spring 2,Summer 2
	Subtotal						**21**	**336**	**80**	**256**	
Subtotal (Professional Fundamental Course)							**47**	**752**	**190**	**562**	

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	Spring 2,Summer 2
	required	School of Applied Arts and Design	b2041016		Layout	test	3	48	10	38	Spring 2,Summer 2
	required	School of Applied Arts and Design	b2041201		Packaging structure design	test	4	64	12	52	Spring 2,Summer 2
	required	School of Applied Arts and Design	b2041127		Book Design	test	4	64	12	52	Autumn 3
	required	School of Applied Arts and Design	b2041202		Packaging Visual Design	test	4	64	12	52	Spring 3,Summer 3
	required	School of Applied Arts and Design	b2041239		Visual Arts and Creative Design	test	2	32	8	24	Spring 2,Summer 2
				subtotal			**19**	**304**	**62**	**242**	
	required	School of Applied Arts and Design	b2041240	Abilities to execute the design	Poster design	test	3	48	10	38	Autumn 3
	required	School of Applied Arts and Design	b2041092		Commercial Photography	test	3	48	10	38	Autumn 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	b2041204		POP Design	test	4	64	10	54	Autumn 3
	required	School of Applied Arts and Design	b2041241		Interface design	test	3	48	10	38	Autumn 4
				subtotal			**17**	**272**	**52**	**220**	
	required	School of Applied Arts and Design	b2041024	Brand design abilities	Logo design	test	3	48	10	38	Spring 3,Summer 3
	required	School of Applied Arts and Design	b2041205		Brand visual identity design	test	5	80	16	64	Spring 3,Summer 3
				subtotal			**8**	**128**	**26**	**102**	
	required	School of Applied Arts and Design	b2041206	Design abilities for the topic	Integrated Visual Design (A)	test	3	48	10	38	Autumn 4
	required	School of Applied Arts and Design	b2041207		Integrated Visual Design (B)	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.