

# The Curriculum Table of “The Micro-Film Program”

## Department of Radio and TV, Ming Chuan University

104 School Year Rev.

The Administration of the Program : Department of Radio and TV

| No | Type     | Course Title                      | Credit | Remark   |
|----|----------|-----------------------------------|--------|--|
| 1  | Required | Visual Communication              | 2      | Department of Radio and TV,<br>Department of Advertising and Strategic Marketing,<br>Department of Journalism,<br>Department of New Media and Communication Administration |
| 2  | Required | Television Program Production     | 2      | Department of Radio and TV   |
| 3  | Required | Script Writing                    | 2      | Department of Radio and TV   |
| 4  | Required | TV Program and Directing          | 2      | Department of Radio and TV   |
| 5  | Elective | TV Advanced Production            | 2      | Department of Radio and TV   |
| 6  | Elective | Introduction to Drama             | 2      | Department of Radio and TV   |
| 7  | Elective | 2D Animation                      | 2      | Department of Radio and TV,<br>Department of New Media and Communication Administration  |
| 8  | Elective | Digital 3D Animation Design       | 2      | Department of Radio and TV,<br>Department of New Media and Communication Administration  |
| 9  | Elective | Introduction to Film              | 2      | Department of Radio and TV   |
| 10 | Elective | Film Music                        | 2      | Department of Radio and TV   |
| 11 | Elective | Visual Media and Culture          | 2      | Department of Radio and TV   |
| 12 | Elective | Scene and Lighting                | 2      | Department of Radio and TV   |
| 13 | Elective | Commercials Film Production       | 2      | Department of Radio and TV   |
| 14 | Elective | Digital Media Production          | 2      | Department of Advertising and Strategic Marketing  |
| 15 | Elective | Communication and Narrative       | 2      | Department of Advertising and Strategic Marketing  |
| 16 | Elective | Advertising Strategy and Planning | 2      | Department of Advertising and Strategic Marketing  |
| 17 | Elective | Principles of Marketing           | 2      | Department of Advertising and  |

|    |  |                                   |   |  |
|----|--|-----------------------------------|---|--|
|    |  |                                   |   | Strategic Marketing  |
| 18 | Elective   | Video Filming Techniques          | 2 | Department of Radio and TV   |
| 19 | Elective   | Digital Production                | 2 | Department of Radio and TV,<br>Department of New Media and<br>Communication<br>Administration, Department of<br>Advertising and Strategic<br>Marketing |
| 20 | Elective   | The Art of Visual Communication I | 2 | Department of Radio and TV   |
|    | Remark : The trainee should finish at least four compulsory subjects and six elective courses, total 20 credits. |                                   |   |  |