Department of Graphic Arts and Communications

Contact Information

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Introduction

The Department of Graphic Arts and Communications was established in 1996. The primary goal is to train qualified media engineers, specialists in graphic communication and printing technology, digital content creators, and educators in technical schools.

The department strives for the integration of knowledge in media technology and arts. Fields such as media communication, printing publication, information technology, and new media applications are all part of the department's R&D and teaching focus. We combine theory and practice to create a milieu within which students and faculty can work together in a rapidly changing media environment.

Departmental features:

- Balanced approach to content and management
- Balanced approach to technology and the humanities
- Balanced approach to theory and practice
- Balanced approach to diversity and professionalism
- Multiple admissions

Instructional Objectives

- Cultivate talent for planning, creation and management of film and video communication productions.
- Cultivate design, business and management talent for printing and publishing technology.
- Cultivate design, development and management talent for digital communication technology.
- Develop international media literacy and communication skills.
- Cultivate the legal literacy of the humanities and intellectual property rights for a pluralistic society.

Feature of the Curriculum

The department's faculty are very active in research. Key areas of research include:

1.New Image Display Technology.
2.Digital Content Production Core Competencies.
3.Digital Rights Management and Content Protection Mechanisms.
4.History of Printing and Technology.
5.Graphic Arts Replication and Publish Technologies.
6.Film, TV and Media Technology and Legal Essentials.
7.Digital Learning and Teaching Media Technologies.
8.Video Multimedia Processing and Animation Technologies.
9.Development of Augmented Reality (AR) Content.
10.Color Engineering.
11.Artificial Intelligence of Things (AIoT) for Printing
12.Artificial Intelligence for Design.

*The department offers professional internship courses.
*The department is part of the Teacher Education curriculum.

Degree Requirements

Undergraduate Program

Students are expected to complete 128 credits within 4 years in engineering and electronic publishing before graduation.

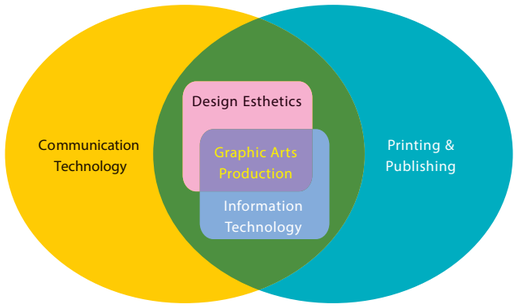
Master's Program

Students should refer to the graduate student handbook issued by the department and complete a suitable curriculum package before they may begin working on their dissertation. At least 36 credits must be completed to qualify for graduation and the awarding of a Master of Science in Applied Engineering.

In-Service Master's Program (Weekend Classes)

At least 30 credits must be completed for graduation and the awarding of the Master of Science in Applied Engineering.

Curriculum Structure



Career Prospects

Further study

Students can apply for domestic or foreign graduate schools, majoring in mass communication, art and design, information engineering, management, or education.

Career

Students can work as media practitioners, editors, PR personnel, planning specialists, animators, designers, high school teachers, or school staff.