

# Department of Graphic Arts and Communications

## Contact Information

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## Introduction

Established in 1996, the Department of Graphic Arts and Communications at National Taiwan Normal University is a pioneer in cultivating professionals in printing technology and visual communication technology among universities in Taiwan. The department focuses on nurturing experts in fields such as graphic and multimedia content production, printing technology, information technology, and integrated marketing planning, as well as training teachers for the design and arts sectors in vocational schools. Emphasizing cross-disciplinary integration of content creation and communication technology, we offer a diverse curriculum that includes graphic design, video production, printing technology, information technology, and marketing strategies, combining theoretical knowledge with practical experience to create an environment where students and faculty can grow and thrive in the rapidly changing media landscape.

### Key Features of the Department:

- Cross-Disciplinary Integration of Technology and Creative Arts
- Balanced Focus on Theory and Practical Application
- Pathways for Advanced Studies and Career Opportunities
- Global Perspective and International Insight
- Multiple Admission Pathways for Diverse Learners



## Instructional Objectives

Our department is staffed by a diverse group of professionals dedicated to cultivating both skilled professionals and educators, guiding students to master the core competencies of communication technology in the digital era. The educational objectives include:

- Developing students' abilities to apply creative concepts and technical tools in graphic design and multimedia content creation.
- Equipping students with skills to effectively convey visual messages in the printing, publishing, and communication technology industries.
- Encouraging students to use design thinking for critical analysis and innovative problem-solving.
- Enhancing students' media literacy and communication skills in a global context.
- Strengthening students' cross-disciplinary teamwork experience and improving creative processes and project outcomes.

## Feature of the Curriculum

In response to technological advancements, our department focuses on diverse teaching and research areas that integrate creative design principles with cutting-edge digital technologies. The main teaching and research areas include:

1. Interactive Media and User Experience (UX) Design
2. Branding and Marketing Communication
3. Visual Storytelling for Film and Animation
4. Printing and Digital Publishing Technology
5. Data Visualization and Information Graphics Design
6. Visual Effects for Film Production
7. Augmented Reality (AR) and Virtual Reality (VR) Content and Technology
8. Visual Color Engineering
9. Artificial Intelligence Generated Content (AIGC)
10. Project-Based Learning and Industry Collaboration

\*Our department also offers professional internship courses.

\*\*The department is part of the teacher education program.

## Degree Requirements

### Undergraduate Program

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

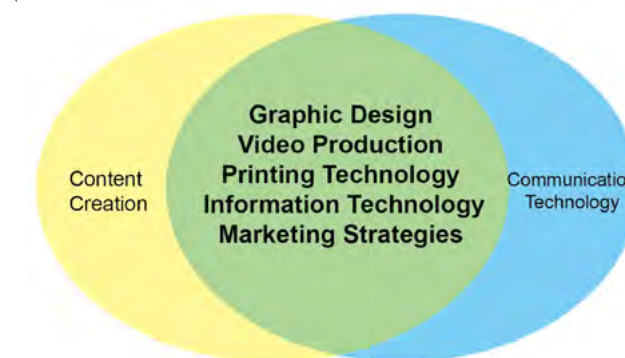
### Master's Program

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 Engineering.

### Continuing Education Master's Program

At least 29 credits must be completed for graduation and the awarding of the Master of 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.