

Course	Course Overview
Research Methods	This course helps students acquire the basic knowledge and skills on how to select research problems, conduct literature review, collect data, analyze and interpret data statistically, and make research proposals. It covers: 1) the knowledge and techniques needed to conduct scientific research; 2) a solid foundation for writing their theses. This course will also introduce basic research language, concepts, principles, as well as statistical techniques, with a focus on empirical investigation.
Proposal and Thesis Writing	This course introduces the basic knowledge and skills on how to select research problems, conduct literature review, collect data, analyze and interpret data, and write research papers.
Seminar (I)	This course has three goals: First, graduate students in the thesis planning and writing process should review related literatures; Second, based on various topics, the students are obliged to make clear interpretation of the literature; Third, each student needs to present the literature which he or she has reviewed, while another student is required to raise questions to the reporting student.
Seminar (II)	This course is to enhance graduate students' professional knowledge and skills in graphic communication. It covers: 1) advanced techniques needed for doing quantitative research in graphic communications, 2) solid foundation for writing their master theses, and 3) necessary preparation for working in printing-related industries or pursuing post-graduate programs. Students are required to possess formal research attitude, knowledge, and skills. English reading and writing skill is a must for this class; students are required to upgrade their English proficiency through reading related English literature.
Seminar (III)	This course focuses on the trends of new information media technology, and its influence on the community, industry and individuals. Students are not only required to do research through literature review on new digital environment, but would also learn about the medium, mode, material, market and means and others related to the establishment of New Paradigm of Integrated Media. Discussion topics include: development of information media, digital content industry, knowledge management, digital learning, online media, digital marketing, audience research and user behavior, among others.
Statistical Methods	Statistics is a subject of Information Science. Any research involved with data analysis will apply statistical concepts, so statistical theories keep updated. While the 21st century is the era featured with integration of all areas of disciplines, statisticians should possess the knowledge of common subjects and scientists and engineers should possess statistical concepts. This course is designed for non-statistical mathematics majors, guiding students to learn the basic statistical concepts and develop the ability to do data analysis from a broad and interdisciplinary perspective.

Special Topics in Publish Media	E-book publishing is a new publishing way for the e-generation. Electronic publication not only covers traditional book contents, but also uses digital technology to integrate the text, pictures, sound, animation, movies and interactive elements together, presented in a way of multimedia. The e-publishing is a new trend for the future, combining the advantages of information technology and the Internet. Its methods of presentation, publishing channels, means of reading, copyrights, and so on all mark a new beginning of a new age. This course will discuss digital publication market, global trends, traditional publishing and multimedia publishing, copyright topics, and related issues.
Printing Production and Operation Management	The overall print media production system includes production strategies, quality management, product design and planning, forecasting, job design and measurement, process planning, automated production technology, capacity planning, equipment maintenance, factory planning, production planning, scheduling and production operations control, resource requirements planning, just-in-time production, cost analysis and control as well as the production performance measurement, and so on.
Independent Study in Printing Technology and Management	This course introduces the graphic printing technology, management trends, changes in printing technology from the pre-press stage, press stage, and post-press stage, potential development, and management strategies.
Special Topics in Print Media	This course discusses management practice, corporate competitiveness, business strategies, decision-making process, and other management-related issues.
Color Analysis and Application	<p>Importance: Color is an applicable science affected by technologies, fashion, rules, and media. The development and application of color will be discussed and furthermore verified via experiments and researches.</p> <p>Objectives: To discuss color theories, technologies, and developments; to introduce color measurement instruments and software; to discuss and verify color phenomenon.</p> <p>Content: Color theories and color applications; color measurement and management; color preproduction technologies and techniques.</p>
Planning and Marketing	This course systematically discusses marketing theories and their applications, analyzes the important concepts, and uses examples (either domestic or international) to explain the application of the doctrines, marketing ability, project-making ability, and the ability to analyze and solve marketing problems.
Project Management	Project management is a comprehensive knowledge of management, involved with actual practices at work and daily life. This course combines the professional teaching materials of Taiwan Project Management Association and this university's "project management certification" programs, allowing students to acquire useful knowledge and skills for building their professional careers.

Special Topics in Design Media	This course is focused on training in creative thinking for design. Through case study on specific topics, students are trained to discover problems and figure out solutions, establish thinking logic for implementing a whole design project, improve the capabilities of observation and exploration, as well as strengthen creativity. Through case study and actual practice, students are guided to have independent thinking and professional expression capability.
General Design Research	This course introduces the concept of "Universal Design," using examples to illustrate its application in daily life products, signs, and special spaces such as stations, shopping malls, etc. Students will learn to address existing problems in our living environment and apply the concept of "Universal Design" to solve problems and design creative products for use in daily life.
Creative Development of Design Research	This course introduces the methods of creativity development. The KJ method is used for categorizing design problems; Lateral Thinking is used for developing creative ideas, and further applied to the design of print ads, Internet, and other media of visual communication. This course also analyzes the impact of design concept on creative development. Students will apply the concept of "Universal Design" to logo design, personal product design, station design, etc. Through observation and comparison, students will discover hidden problems and make creative design as solution.
Media Planning	This course helps students understand the scope, classification, characteristics, and development of the mass media industry. They have to practice proposing projects and analyze characteristics of the mass media.
Management	This basic course of business management is based on the systematic thinking and principles of management and ecology, centered at the strategic management theories. It integrates quality management, knowledge management, integrated marketing communications, and suchlike to analyze the core competence that an enterprise needs to develop through competitive leadership and organization adjustment. This course emphasizes using systematic thinking to make strategic management and induce managers to have a broad view.
Independent Study in Graphic Communication Technology	The objective of this course is to help graduate students complete their thesis which used to be considered a major obstacle for students to overcome before graduation. This course, which requires a certain level of the abilities of analysis, language, and research skills, helps students make the outlines and set viewpoints for their research papers, enabling students to complete their papers by the deadline.
Independent Study in Graphic Communication Industry	The course is to discuss the Graphic Communication and printing reproduction as well as the publishing technology trends. From various materials to printing process, it examines several methods of printing and reproduction ways as well as their practical application in the industry.

<p>Independent Study in Graphic Communication Management</p>	<p>This course is designed with two goals: First, to provide guidance and assistance to the graduate students who have problems with their thesis on graphic communication management; Second, to induce students to express their difficulties in thesis-writing and help them solve their problems.</p>
<p>Technology Trends in Graphic Communications</p>	<p>This course is to explore the technology trends of Graphic Communication reproduction and publishing. It will analyze all kinds of materials used for printing, the whole processing procedures of printing, its applications to the industries, and directions of future development.</p>
<p>Special Topics on Digital Content</p>	<p>This course arranges in-depth discussion on theories about digital contents, as well as their applications, integration, current status of development, and other related issues. It covers digital games, computer animation, e-learning, audio and video applications, mobile content, Internet services, digital content software, digital publishing, and digital art and so on.</p>
<p>Digital Archives Project Management</p>	<p>This course will focus on the theory, technology, value-added applications, and management of the digital archives in order to help students understand the concepts and theories of digital archives, master the processes and related technologies of digital archives, implement the digital archives project and management, and learn about the development of digital archives around the world and related issues. Meanwhile, they are required to make practical application of the digital archives to cope with the social and economic development.</p>
<p>Special Topics in Digital Media</p>	<p>This course discusses the topics ranging from mass media, information technology, digital content, to the development of digital media and its application.</p>
<p>Special Topics in Photography Media</p>	<p>Photography, besides the functions of recording, is a tool to express conceptual thinking. This course introduces the works of famous photographers by analyzing their shooting techniques, changes in lighting effect, and effects of semantic communication. Students will also plan, design, and practice shooting for assigned topics.</p>