Grade	Course	Course Overview
1	Typography	Importance: Through the constituent principles of text and the form of expression, and learning the effectiveness of the vocabulary of modeling, the ability of expression through the shape of text is constructed. Course objectives: 1. to understand the mystery of Chinese and Western characters and their applications. 2. to cultivate the principles and expression of text arrangement. 3. to improve arrangement and composition abilities and professional attitude in students. Content: Analysis of styling and layout design, origin and composition of Chinese characters and Western words; learning design principles of word optical illusion, word literacy, word decoration, word synthesis, calligraphy, word simplification, and word interest; also learning basic color theory, composition and morphology of units, and methods of typography manifestation.
1	Chromatics	1. In the digital era, following the growth in popularity of computers and the Internet, color has become important for its applications in modern life. 2. This course introduces the principles and features of color formation, and then enters the main content of its application in the digital color and information age. 3. The course carries out an exploration of the use of color in the digital information age, the relevant software operational methods, making use of the characteristics of color, and becoming familiar with color matching.
1	Sketching	Importance: To train the students' observation and description ability. Course objectives: to train students' abilities in basic sketching and sketching concepts, cultivating their powers of visual observation and cultivating their descriptive abilities, thereby enabling them to learn the relationship between objects and space, and to utilize their logical thinking abilities (with respect to objects and space). Course content: Sketching theory concepts, methods of modeling and object construction. The relationship between light and surface and the use of lines, light and shade, and handling middle tones. Object and space processing skills, objects and conversion methods.
1	Basic Design	1. Design R&D, solutions to problems, as well as training in conceptualization and system continuity; 2. Basic design principles and their applications in the era of information; 3. Design principles on how to process images and colors for printing.
1	Narrative Theory and practicum	This course is aimed at training students to develop the abilities for interpreting issues and making creative multimedia contents. It covers: 1.Narrative theories: stories and interpretation; 2. Observation for making interpretation of stories through multimedia; 3. Observation and practice in interpreting stories with graphics and words; 4. Observation and practice in interpreting stories with audio films.
1	Digital Right Management	Successful management of intellectual property rights relies on more than an understanding of relevant laws. Strategic management of intellectual property rights is based on an understanding of IPR recognition, protection, valuation, and exploitation.
1	Introduction to Computer Graphics	1. To promote creativity in image and achieve processing so as to reach the goal of making ideal design. 2. To introduce computer graphic and visual communication design skills. 3. to strengthen students' ability for making graphic design through visual esthetics discussion.

1	Introduction to Graphic Communications	The art of graphics communication lies in the use or inclusion of words, patterns, and images. in order that the creative conception, development, production, and dissemination of various products are able to convey information, ideas and sentiment. This course provides the basic concepts and knowledge for graphics communication, in order to further expand the knowledge of various aspects and dimensions of graphics communication in the future. This course offers a concise overview of graphic communication, starting with summarizing the industry's history, discussing changing technologies from the invention of movable type in 1456 to contemporary digital tools. Other topics include (for example) industry segments, printing processes, and business practices.
1	Information Technology for Graphic Communication Arts	1. Introducing the basic concepts of information technology. 2. Analyzing the development trend of the digital age. 3. Discussing important issues about information technology industry, such as the cloud, computing, mobile network, big data, Internet of Things, intelligent life, and so on. 4. Acknowledging possible applications for information technology in the field of graphic communication arts.
1	Iconography	Training in image modeling expression skills and the ability to arrange and design is provided, cultivating image creativity and imagination, allowing students to become familiar with and use the effects of various media expressions. The integrated processing abilities of students' image and text arrangement will be improved, as well as their 2D visual design appreciation and literacy. The cultural significance and future trends of images will also be explored. Content: To learn the basic principle of icon composition, various manifestation methods, the types of forms, media properties through the creative process, and the analysis of cultural meaning in terms of the icon and future trends.
1	Photography Design	Importance: How to use photographic techniques to interpret images which are then used to convey a message on a specific theme, is an important ability in photographic design. Course objectives: To employ the various kinds of visual tension effects found in photography to interpret various concept types, issues, commercial requirements, and so on. Students are trained to master their expressive abilities in photography and their image post-production abilities. Course content: Basic portrait photography, indoor and outdoor lighting and fill lighting techniques, on-location shooting practice, pixel analysis and post-production editing in software.
1	Photography Practicum	Importance: To train students the basic ability to use the camera and darkroom for developing films Objectives: To learn how to use the camera and darkroom for developing films through practical training. Content: To learn the basic functions, operating methods and traditional film developing skills of the traditional cameras and digital cameras; practicing the control over aperture, shutter and ISO value, the various composition methods, manifestation of texture and lighting.

1	Photography	Importance: Basic photography theory and concept Objectives: Learning the definition and the nature of photography, the history of photography, the basic principles of the camera, film aesthetics, the evolution of manifestation, and development of cultural dimension. Content: Introduction of photography school and doctrine, the history of photography, camera structure principle, the operation mode, light features, light metering method, the connection of shutter and aperture, framing and composition methods, the analysis of work, the connection between photography and the humanity, etc.
2	Package Printing Design	Packaging is a major sector of the printing market, primarily for displaying and protecting the packaged goods. It is important to understand packaging design, with reference of related knowledge about its market, trends, visual effects, and so on.
2	Introduction to Presswork	The printing process includes the interrelated operational procedures of pre-press, printing, and post-press, and there are a myriad of printing plate types, materials and technologies, and all parts of the process are interrelated. For these reasons, the goal of this course is to provide students with an in-depth understanding of the printing principles and product features of different printing press types (letterpress, gravure).
2	Prepress Operation Practicum	The course deals with the relevant theories and practical operational skills of pre-press operations; course content includes an overview of the production processes of printing and publishing, desktop publishing systems and procedures, pre-press systems and procedures, a foundation in digital imaging, a foundation in color principles and color management, digital file pre-checks, and digital asset management.
2	Chromatic Scheme	Course objectives: One, to explain the principles and theories of color schemes and color matching. Two. to explore the semantics of color, and the effects of color psychology. Three, to learn the implementation methods and procedures of color schemes. Four, color schemes and their use in marketing and business strategies... and other suchlike overall planning concepts. Course content: The relevance of color scheme color use conventions, color semantics, and color psychology. Color scheme execution methods and procedures.

2	Color Management	Importance: Color management is one of the most important factors in the quality of digital printing and publishing production processes. To meet with the circulation of electronic documents on the Internet and the demands of remote proofing, color control is an indispensable skill of graphic communication and publishing professionals. The adjustment of color in images, the capturing of digital collection imagery, cross-processing and cross-media color rendering are also focal points of this course. Objectives: To teach students how to faithfully present colors from digital publishing with various media and how to properly produce digital image color through different methods, for example, digital photography, high-end scanning operation, etc.; furthermore, color measuring, quality stability test, reproduction of the color tone and color management software operation are also included. Content: digital printing & publishing process, the introduction & importance of color, color density measurement, color management of digital imaging, color reproduction & color quality, introduction and operation of color management software, and the deployment & configuration methods of the color profiles.
2	Principles of Marketing	To incorporate marketing theories into practical application, and analyze the theoretical base of marketing management.
2	Book Design and Publishing	Book publishing has a long history. What differentiates it from magazines and newspapers is that books are periodically finite publications. This includes reference-type books and time-limited integrated-type publication. In addition to book publishing's thousands of years of publishing with paper, due to the development of digital content, e-books are also considered in the publishing world to be a development of future demand. This course covers both books in their paper form and the digital form of books. This required course offers students a dynamic overview of who does what and why in book publishing, providing broad professional knowledge of book acquisitions, editing, design and production, sales, marketing, advertising, corporate management, and the financial and legal professional areas of the industry.
2	Commercial Photography	Objects: Students learn to shoot professional images for commercial purposes, and the operational skills of 120 film medium format cameras and digital camera backs. The background knockout and situational shooting methods of diet, clothing, merchandise and other such themes are explored. Content: light metering, flash functions and operating instructions for connecting cameras, concept of light and dark contrast in three-dimensional objects, skills and key points for shooting glass, metal and other such materials, background knockout on various kinds of goods, skills and key points of situational photography. Post-production editing, and output skills.
2	Basic computer Programming	1. Understanding the basic concepts of computer language. 2. Logical thinking about computer programs. 3. Learning the basic language of Java program and concept of articles. 4. Having bases of computer program language for pursuing careers in the future.

2	Color Reproduction Theory	This course presents the concepts required for an understanding of the relationships between mean-level input and output in various color imaging systems. Analog, digital, and hybrid color imaging systems will be covered. Special emphasis will be given to mean-level reproduction in photography, printing, and television.
2	Media and Communication Theories	This course explores how the human communication gene uses symbols, language and physical movements to produce cognitive, attitude and behavioral changes in audiences. The process of communication has many different elements and mechanisms. The use of knowledge theory covers psychology, sociology and other suchlike strata. This course finally uses the 'A story of I' assignment, in the hope of enabling students to effectively convey ideas on the content they are most familiar with through communication technology and skills.
2	Film Creative Application and Production	Nowadays, the new media is the mainstream. The short films not only express new creative ideas and contents, but also are applied in basic reading models through various platforms of new media.. Through inspiration and discussion, this class helps students build up the abilities of talking story and exploring creativity, from play screen, filming, editing , sound bubbling to uploading. Through the whole procedure of execution, students will have the abilities of independently making films and express their creativity.
2	Advanced Commercial Photography	Importance: To learning the basic skills for using Large 4 * 5 camera and the abilities for proposing special projects of photography. Objectives: To learn the basic 4 * 5 camera operating skills, to be capable of planning the photography projects to present personal style. Content: Basic operating skills of using 4 * 5 camera, flexible lens correction theory and application, photography of deep panoramic field, project proposals of commodity photography, model photography and photographic processing arrangement.
2	Introduction to Economics	The course contents covers introduction of economics, introduction of individual markets, balance of markets, introduction of international trade theories, consumer selection theory and application, basic financial theories, theories about factory's production and costs, market structure, introduction of macro economic index , economic growth, long term operation of macro economy, short term economic fluctuations, and theories of international currency.
2	Database Development and Programming	This course aims to help students recognize data base management system, to make data base format, and to make statistics report formats. Besides, it combines with Office software to build exchange data format of different software.
2	E-book creation and publishing	E-book has become the main stream for digital readers. This course is aimed to provide an opportunity for students to get familiar with e-book creation and to publish various forms of e-books. Meanwhile, technologies and market issues about digital publishing will be also discussed.

2	Computer Assembly	1. This course introduces the specialized software of higher efficiency and accuracy in document processing. 2. It gives training in knowledge and skills for using this software. 3. It strengthens students' ability for compiling books, newspapers, magazines, ebooks, and the ability to print out these publications.
2	English in Graphic Communications	English is currently one of the essential skills of human resources in various industries, and the professional English of graphic communication is a key requirement for printed media industry professionals to enhance their personal competitiveness. Course design includes the latest European and American graphics-related technological and information issues, an introduction to European and American culture, customs and public sentiment, English-language mail and letter writing and how to apply to the graduate institutes in English-speaking countries, to help you take your graphics communication English vocabulary and English reading and writing skills to the next level.
2	History of Graphic Communications	This course introduces the development history of paper, printing, print substrates, and printing industry. The objectives are to cultivate students' competencies in communication, planning, and execution capability, while providing an overall introduction of the printing and graphic communication industry.
2	Management Information System	This course is to help students understand the information system management from the viewpoints of a manager. It's targeted at the students whose major is not the information technology, and will train them to manage the information system as a professional manager.
2	Introduction to Management	This course is to combine management theories and practice, analyze the basics of theories from the viewpoints of a manager. It will introduce the viewpoints and creative thinking of a manager, and use several stories for case study, in order to let students absorb the spirits of a successful manager through the process of learning. data gathering, and discussion.
2	Web Planning and Design	1. The course teaches students the knowledge about website planning and maintenance, as well as web page design and application. 2. The course introduces the overall concepts about website establishment and applications of the software for webpage design. 3. It helps students get familiar with website planning and maintenance.
2	Advertising Design	This course introduces the printed AD, advanced AD design, elements of composition, creation and presentation means, and media management, etc. Objectives: To master the basics of AD design, creative visual presentation, and classified AD design knowledge; to master skills and knowledge about AD design, analysis, and production; to enhance AD positioning, creativity, and production capability, and other related qualifications. Content: Basic knowledge of AD design, elements of composition, design procedures, creativity and presentation skills, print AD trends, advertising design categories, media purchasing modes, AD positioning and strategy, AD case analysis, AD design implementation.

2	Advertising Photography	Importance: Using professional photography equipment to produce high-quality images to meet the AD requirement. Goal: To learn the shooting that meets the needs of ads professional image, the operation methods of 120 camera and digital IMACON operation skill; meeting the needs of ads design for photography in terms of food, clothing, merchandise and other subjects. Content: Light meter, the function of flash and camera connection instructions, the contrast concept of the lighting on three-dimensional objects, photographic skills in terms of glass, metal, various materials, food, clothing, characters, merchandise and other kinds of commodities, and the light design & shooting skills according to the ads theme.
2	Image Processing	Importance: To learn the imaging and output processing skills with graphics software Adobe PHOTOSHOP. Objectives: 1. Familiar with Adobe Photoshop's interface and tool application 2. Familiar with the interaction between graphic software and other related graphic software. 3. Image processing application in graphic design, packaging design, store design, outdoor advertising design, and web design. 4. To understand the differences between the video content and print effect. Content: Familiar with the Adobe Photoshop interface and tools application skill, Light room digital darkroom tools for the operation & application skill, the ability of image processing, color repair, and output control.
2	Digital Sound and Image Editing	1. Establishing the ability for planning and producing videos, and experiencing the fun of producing videos 2. Learning video editing skills 3. Using creativity and wisdom to make best use of the limited digital equipments to enrich the contents of video works.
2	Digital Image Creation	Importance: Use Photoshop image software to make image synthesis and art creation. Objectives: To learn Photoshop image software for making image synthesis, combine one's own personal digital images, producing art works creatively to be used for ads and other digital media such as publishing & Internet. Content: Image synthesis, processing skill training, application of graphic layer & layer mask, distortion, filter & other special effects processing, the application of color correction, channel & the curve, the case of Image synthesis, and the enhancement of the visual aesthetic.

2	Digital Picture Book and Illustration	"Digital Picture Books and Illustration" aims to cultivate cultural and digital skills, and a digital publishing expertise that integrates cultural and creative elements with design. It is hoped that the course will cultivate professional personnel with storytelling as their foundation who are well-versed in both creative design and digital illustration skills, and in the use of Internet communication. In the future, they will be able to serve in the publishing industry or in the digital content industry. The course emphasizes a practical teaching approach. In this course, we use software such as Illustrator, Photoshop, Painter, and so on for the actual unit creation, and free online software and platforms to publish works, learning storytelling techniques that draw on the events of our own daily lives for story background material and brilliance, leading you to swiftly enter the professional field of digital illustration and drawing publishing.
3	Introduction to Publishing	Because of the development of digital production, paper media and digital media are now utilized interactively, becoming an integrated type of publishing product. Hence, students are allowed to become familiar with the operation of publishing practices, and for selected works and organizational reproduction of different publication types and different media publications, there is recognition of the processes involved in public mass communication, and guidance of production of students' interest in the knowledge of publishing business operations; this is one of the important courses in graphic arts. This course will guide students to learn the important fundamentals of the publishing industry (books, magazines, A/V, newspapers and digital publishing) such as business strategy, editorial and copyediting principles, design practices, and publishing law and copyright.
3	Package Printing and Management	Packaging is one of the major sector of the printing market. For the printing industry, it's the primary knowledge regarding how to select a proper printing method which is both eco-friendly and meets the global market demand. This course introduces the key concepts of management for the printing industry.
3	Structural Packaging Design	Packaging is not merely for aesthetic purpose, but also for good protection of the goods. This course introduces the development of the packaging market as well as packaging materials and structure design of the packaging boxes. It also gives training in application of the ESKO or AritosCAD software for packaging design.
3	Offset Lithography Practicum	Lithographic printing is one of most-widely applied printing method, especially for commercial printing and publishing. This course introduces the theories, techniques, and trends of offset printing, as well as its operational processes, quality control skills, and related marketing strategies.
3	Production Management	The main objective of this course is to introduce the fundamental concepts of production planning and quality control for the business of Graphic Communication, as well as their applications and management strategies. It covers: product design and development, forecasting, business opportunity planning, production scheduling, overall scheduling, inventory management, project management, etc.

3	Printing Cost Analysis and Estimation	Cost analysis and assessment is an important step for doing printing business. How to reduce cost and increase efficiency are both critical for profit-making. This course covers cost estimation methods, print workflows, print processes, communication skills, etc.
3	Printing Design	This course introduces characteristics of paper, ink, and their printability, as well as post-printing processes. It covers print design planning, implementation & cost estimation, application & manifestation of printing paper materials, special printing & creative design, visual effects & design of color printing, finishing design & application, local polishing & special ink design.
3	Printability	Improving the quality of printed products involves nothing more than the control of printing-related media. The use of different inks, types of paper, printing presses and so forth all have different effects on the printed product. Understanding printability is an important part of the printing process; hence the purpose of this course is to understand the various kinds of materials used in printing processes, and the print job suitability and detection methods of various printing plate types.
3	Binding, Finishing and Distribution Processes	Printed products can be printed using different post-processing methods, such as glazing and binding, which makes the display of finished products more diversified. Students will learn the relevant applications and knowledge of post-processing, and understand the relationships between the post-press production processes of printed products and the various processes involved (including pre-press and printing), and will also cultivate a unified printing process ability.
3	Multimedia Design and Reproduction	1. Understand the multimedia and its operation; 2. Learn how to use multimedia software and related skills; 3. Apply multimedia software to design interactive multimedia
3	Quality Management and Engineering	1. basic concepts of modern quality control; 2. significance of quality control; 3. significance of product quality; 4. evolution of quality control methods; 5. overall quality control; 6. comparison between the management methods of the U.S. and Japan
3	Internship Study	This course focuses on both theories and practices, providing summer internship through collaboration with well-reputed enterprises/factories to allow students to experience practical work and help them learn the skills and accumulate working experience through the internship.

3	Flexographic Plate making and Printing	Due to appeal of environmental protection and the development of the packaging market, flexography now has its place in the market. The teaching objectives of this course are to understand the state of flexography at home and abroad, to explore its future development trends and economic benefits, and to learn its operational principles and relevant applications. The main content of this course is an overview of flexography and printing processes, and flexographic printing's actual plate making practices.
3	Introduction to Statistics	This course designs to provide students with a working knowledge of statistics and the application of statistical techniques for social science research. This course will begin with an overview of statistics. When this course is completed, students should be able to analyze real data and draw conclusions. Tremendous skill in mathematics is NOT required. In this course, we will examine the two broad areas of statistics: descriptive and inferential. Procedures covered will include: (1) displaying and describing data distributions, (2) examining relationships within data (correlation and regression), (3) producing data (sampling), (4) probability distributions, and (5) tests of significance including z test (single sample), t test (single samples and two independent samples), one-way analysis of variance, and Chi square.
3	Creative Development Design	Importance: To learn the procedures for making creative development, extending the creation to develop plastic & graphic design; moreover, applying to print ads, internet and other graphic communication media. Objective: To learn various methods of creative development in order to develop various commodities such as print and product. Content: To learn how to develop creative ability via exercise, for example, lateral thinking, brainstorming, method of creativity correction, integration, and creative evaluation approach; meanwhile, applying these skills to the development and design in terms of print and product.
3	Screen Printing Practicum	Screen printing is rich in its range of change. Using screen printing, students are able to demonstrate a broader range of diversification in the expression of their artistic creations. The aim of this course is to provide an understanding of the relevant knowledge of screen printing and to train the practical screen printing abilities of students. Learning content includes screen printing principles and knowledge, printing practice operational skills, and awareness of screen printing-related applications, such as special inks and materials, as well as planning and publication of works at mid-semester and semester's end.

3	Image Quality and Process Evaluation	Image quality is a main concern for print production quality. This course introduces print image quality, print quality examination and measurement, quality control standards, and equipments used in measuring image quality.
3	Digital content creation and application	1. Forms and materials for making digital content creation 2. Application of PET and other materials (slides, transcription, wiping pressure printing) 3. Application of plastic-injection materials (mobile shell, leather goods) 4. Applications of ceramics and glass 5. Application of metallic materials
3	Digital Publishing	The vigorous development of content digitalization, highlights that the new vector of digital publishing future trends and development is widely favored, and for this reason digital publishing courses have become important learning content. Course objectives: 1. To understand the current state and development of the digital publishing industry. 2. To understand digital technology and digital publishing (including online and offline; finite and continuous publications. 3. To understand digital publishing business models (including e-book business models). 4. To become familiar with the marketing of digital publishing. 5. To become familiar with technical topics of digital publishing (including formats, e-book-related standards, and reading devices). 6. To understand digital printing and digital publishing. 7. To understand digital copyright management.
3	Digital Multimedia Integration	1. Learning the basic concepts and production of digital multimedia design 2. Learning how to use the software and skills for making digital media design. 3. Learning how to use the digital media skills to make interactive multimedia

3	Digital Image Analysis	Digital images are critical objects for page layout and the quality of digital images is a key item for examining the printing quality. Print production pursues higher resolution, better efficiency and better quality as well. This course introduces color and quality evaluation for digital i1mages, as well as color management, visual science, digital duplication, and output issues.
3	Magazine and Newspaper Design and Publishing	This course teaches students how to assess the present status of the magazine industry, address problems, and apply principles to solve the problems. Those who are interested in running a magazine business will learn how to lay the foundation for a successful startup. Like running a newspaper, it requires the fundamentals of journalism. This course gives training in reporting, writing, and editing, as well as discusses related legal and ethical issues.
3	Advanced Photography	Importance: To build up personal photographic style and creativity through practice in making photographic proposal. Objective: To enhance photographic ability through the photography work analysis, photography proposal and discussion. Content: Evolution of presentation skills, analysis of famous photographers' works, process introduction & practice of special project, and discussion of photographic humanity.
3.4	Research Methodology and Thesis Writing	This course is to develop basic knowledge and skills regarding how to select research topics, conduct literature review, collect data, analyze and interpret data statistically, and write the research proposal. It is designed to provide: 1) the knowledge and techniques needed to conduct scientific researches, and 2) a solid foundation for writing their theses.
4	Management and Marketing for the Cultural and Creative Industry	This course, based on modern marketing strategies, introduces market structure of the cultural industry, then analyzes operational modes and marketing strategies of companies in this field, and finally discusses the development and status of this industry, using several success stories for case study.
4	Internship Study (II)	This course focuses on both theories and practices, providing summer internship through collaboration with well-reputed enterprises/factories to allow students to experience practical work and help them learn the skills and accumulate working experience through the internship.

4	Special Printing	In the era of multimedia overabundance, using special printing can make the market presentation methods and applications of printed matter more diverse and lively. To understand the various types of special printing features and applications, the learning content of this course covers: becoming familiar with different printed materials and special inks, an introduction to different special printing modes, the graphic effects of special printing and learning their applications in industry, integrating the development and use of new soft electronics knowledge.
4	Special Topics	Enable students to comprehend the development process of the graphic art industry, analyzing today's important technology and business models as well as the production and communication methods for the future. This course analyzes future business opportunities, and teaches students how to pursue a career in this field.
4	Graduation Presentation	This course is to develop basic knowledge and skills regarding how to propose creative projects, make the proposals, and complete the creative work. Students must complete a creative project by the end of the semester alone or in team, and display their works either on or off the campus.
4	Media Aesthetics	This course introduces the presentation methods and skills of television, computers, movies and other media. It also cultivates students' ability to apply the elements of light, space, time/sport, voice, etc. to these media.
4	Graphic Communication Technology Trends	Digitization happens in every industry and so does printing industry. This course includes applications of graphic communications, integrations of information technologies and printing, impacts of technologies in printing, and future developments and trends in printing industry. The main purpose of this course is to understand the use of graphic media, and how to integrate it with IT and modify it. Learning content includes: an understanding of trends in the use of technology in the graphics communication industry, the impact of technological developments on the graphics industry and the adaptation and learning of response measures, and an exploration of the future trends of graphics communications technology.

4	Leadership and Interpersonal Skills	The course uses several videos to explain the theories of management, the characteristics of leadership, and communicative principles, discussing: 1. the means for strengthening communication ability; 2. systematic concept and thinking of management; 3. tactics and behaviors of leaders.
4	Digital Media Management for Publishing	An introduction to the field of digital media management, including the profession and its career options, industry trends, technology, and production requirements. Applying learned visual and aural design principles, students will explore the use of computer-based tools in the design and authoring of interactive digital media by creating and editing digital images, sounds, video, text, and motion graphics. Production and management of a comprehensive term project for publishing will be required.
4	Digital Plate making and Printing	With the vigorous development of digital technology, in terms of its production processes and media, the printing industry is also integrating digital technology research and development, hence only by understanding the relevant knowledge of digital press and printing can one align with the more new and original state of the printing industry. Course learning content: familiarity with the operational principles and features of digital printing machinery and equipment, the differences between digital printing systems and traditional printing methods, digital printing quality control and the evolution and trends of relevant business models.