

Syllabus of Visual Communication Design

Shanghai University

**The information below is extracted from the existing curriculum for your reference. The university reserves the right to adjust the curriculum as appropriate. Therefore, please refer to the curriculum used in the year of entry as final curriculum.*

1. Program Overview

University: Shanghai University

School: School of Art

Major: Visual Communication Design

Duration: 4 Years

Awarding Degree: Bachelor of Art

2. Teaching Outcome

Focusing on the fundamental task of cultivating people with morality, meeting major national needs and international urban cultural development tasks, cultivating the needs of Shanghai urban cultural development, inheriting the Shanghai-style culture, possessing a broad international and professional vision, solid design practice capabilities, and profound humanistic heritage. The students have outstanding and innovative talents of the visual communication design major with equal

emphasis, moral, intellectual, physical, aesthetic and labor comprehensive development with the characteristics of Shanghai-style design.

3. Curriculum

1. Main subjects

Design, art

2. Main courses

Modeling foundation, morphological composition, design color, illustration foundation, VI design, font design, layout design, packaging and material design, book design, design thinking, symbols and communication semiotics, public signage design

3. Main practical teaching links

Creative practice (1) , creative practice (2) , sketching, graduation design (thesis), etc.

4. Graduation and Degree Awarding Requirements

(1) Have good humanities and social science literacy, strong sense of social responsibility, good professional ethics, and high aesthetic judgment;

(2) Have a broad international vision and a keen sense of the times, understand the current status and trends of the frontier development of

the major, and have the background of art, humanities and interdisciplinary knowledge required to engage in the visual communication industry;

(3) Possess the basic knowledge, professional skills and professional practical application ability of visual communication design;

(4) Possess the practical operation ability and innovative thinking comprehensive design ability of using design theory and design methods to carry out design creation;

(5) Possess good communication skills and self-learning skills, and the level of Mandarin has reached the second grade or above.