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| Major | Objectives | Key Discipline | Length of Schooling | Degree Offered | Core Courses |
| Visual Communication Design | This major aims to cultivate applied talents with strong abilities and rich practicing experience in art design. Through learning related courses, students could master the abilities in visual communication design, packaging and decoration design, plane design, bookbinding design and brand design and marketing. | Art theory | 4 years | Bachelor of Arts | Graphic Design Basis, Information Graphic Design, Paper-mache Structure Design, Tridimensional Formation, Books Binding Design, Illustration Special Design, Poster Design, Visual Guide Design, Design Media and Technology, Packaging Design, Print Advertisement Design. |