系所名稱	網站連結
數位內容應用與管理系 Department of Digital Content Application and Management	https://c028.wzu.edu.tw/
四技系所介紹 4-year college program	

匠心獨妙的數位媒體創作與國際行銷達人 專業與多元化的課程模組，學習、實習到升學就業一條龍 國際化校園： 學生可副修多國語言，例如英語、法、德語、西班牙語、日語、東南亞語種…等。 課程規劃： 本系課程設計包含二個選修模組：「數位加值行銷模組」、和「數位媒體設計組」，以培養學生在數位行銷、電子商務、跨境電商、智慧零售、數位遊戲、2D與3D電腦動畫、數位學習、繪圖插畫、設計美術、數位出版、數位影音、網頁設計、行動應用、與資訊服務等跨領域的專業知能。 菁英團隊師徒制： 本系採師徒制培訓，與菁英競賽訓練方式，指導學生參加全國與國際競賽，進而強化學生的專業知能。 尖端教學設備： 本系雍有高階實驗室設備及專業主流軟體的學習環境，包含虛擬實境（VR）設備、擴增實境（AR）設備、混合實境(MR)設備、動作擷取系統、專業成音系統、3D列印機、人臉辨識	Cultivating ingenuous digital media creation and international marketing experts Starting from education, internship, through higher learning and job employment, we offer a professional and diversified one-stop course module. · Globalized Campus We offer multilingual learning program, such as English, French, German, Spanish, Japanese, and Southeast Asian languages, etc. · Curriculum Designs There are 2 elective modules in DCAM course design, the Digital Value-added Marketing module and the Digital Media Design module. We aim to cultivate students' interdisciplinary professional capability on digital marketing, e-commerce, cross-border e-commerce, smart retailing, digital games, 2D and 3D computer animations, e-learning, digital illustration, fine-art designs, digital publishing, streaming media, web designs,

系統、Autodesk 3D 設計與動畫製作軟體、Adobe 數位媒體設計軟體、電子書製作軟體、與 3D 遊戲引擎軟體等等。

豐沛業界資源：
本系與業界實務接軌的實習輔導機制，與多家知名企業簽訂產學策略聯盟合作備忘錄，包含學生校外實習、業界專家協同教學，以及產學研究等方面進行合作。
有關本系詳細介紹，請參考
https://c028.wzu.edu.tw/

mobile applications, and information service.

· Mentorship Training and Élite Unit
By offering mentorship training and team up Élite units, DCAM enhances student's professional skills by counseling them through nationwide and international competitions.

· Top of the Line Instruction Facilities：
DCAM provides high-level experimental equipment and main-stream software learning environment, including Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR), Motion Capture system, Digital Audio system, 3D Printer, Face Recognition system, Autodesk 3D Design and Animation software, Adobe Creative Cloud software, electronic books software, and 3D Game Engines etc.

· Resourceful Industry Community Connections：
DCAM works closely with many renowned enterprise, by signing memos of university-industry strategic alliances, involving off-campus internship, collaborative teaching of industry experts, and academia and industry collaboration

	research.
	• For further information about studying at DCAM, please check our website https://c028.wzu.edu.tw/.