

# COURSE DETAIL

## AUDIO-VISUAL PROGRAM PLANNING

**Country**

China

**Host Institution**

Fudan University

**Program(s)**

Fudan University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Film & Media Studies

**UCEAP Course Number**

137

**UCEAP Course Suffix****UCEAP Official Title**

AUDIO-VISUAL PROGRAM PLANNING

**UCEAP Transcript Title**

AUD-VIS PROGRM PLAN

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This is a professional elective course. This course helps the students to master the basic principles and methods of media creativity. It will systematically explain and master the creative process of audiovisual content products, as well as the necessary knowledge and skills.

## Language(s) of Instruction

Chinese

## Host Institution Course Number

JOUR130037

## Host Institution Course Title

AUDIO-VISUAL PROGRAM PLANNING

## Host Institution Campus

## Host Institution Faculty

Xiao ZHOU

## Host Institution Degree

## Host Institution Department

School of Journalism

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