

## College of Design

The College of Design offers four undergraduate programs in Visual Communication Design, Digital Content Design, Fashion Design and Technological Product Design as well as three graduate programs in Visual Communication Design, Digital Content Design, and Fashion Design.

### Goals of the College

The goal of the College is to nurture and cultivate prospective professionals to possess aesthetic views and creative capabilities. The objectives of each major in the College venues this goal in four developments as Cultural, Digital, Original, and Global.

### Features of the College

- **Establishing the largest and most valuable design college in Taiwan**

The building of the college encompasses 30,000 square meters. The Art Exhibition Center, Digital Art Gallery, Virtual Reality Gallery, Outdoor Performance Square, and a Theater utilize lights, green plants, hydrology, music, and arts for students' aesthetic experiences, expressions, exhibitions.

- **Winning Government's funding, grants and awards**

The strategy of the College's development is now conforming to the national policy of the Cultural and Creative Industry Development Plan, and the e-Taiwan Construction Plan. Since 2000, the College has been receiving more than US\$ 6 million in grants to build and equip the professional labs.

- **Encouraging teachers and students to attend contests and elaborate creative ideas**

The reinforcing affirmation of our education came from many national and international awards, including many prizes of Times Awards of Golden Buffalo; 4A Free Creation of Three-D Advertisement; 4C Game Proposal Gold Plate; Nominated of Warsaw Poster Design Contest in Poland; Representing Taipei to attend Milan OMC Hair Design Contest in Italy and awarded Silver Plate. About 29 persons won the awards yearly.

- **Encouraging students to express their creativity and display their artwork**  
Each semester, many exhibitions and activities take place in the College for students to express their creativity and display their artwork. The College leads many teams to attend the yearly Young Designers' Exhibition and other international contests. These displays and award ceremonies are shown on VOD, Website Digital Gallery, e-Paper, and Web-TV for others to share.

- **Hiring foreign educated teachers and established experts and encouraging national and international academic interaction and involvement**

The College values the research and international interaction between scholars. Many national and international conferences took place yearly. Our distinguished faculties, each holding graduate degrees from the USA, Britain, Australia, France and Japan, devote themselves to scholarly study and teaching. In addition, the College hires re-known professionals, certified experts, and award winners to instruct our students to polish their professional skills and broaden their global view.

The College of Design especially emphasizes on national and international interaction and involvement in research. Many national and international lectures and conferences have been held in support of the school. The exchanging visits and co-operative relationship include with many re-known schools in Europe, the USA, Australia, Japan and Mainland China. Ling Tung University will continue this effort to better its contributions in academics.

- **Offering diverse professional programs**

The college established diverse professional programs of "Cultural Creation," "Wedding Industry," and "Digital Creation" to promote student's job offers after completion of the degree programs. Supported by Digital Content College, the College of Design opened the first Talent Training Program of Digital Content in Middle Taiwan.

- **Reinforcing the cooperative relationships between the College and the enterprises and assisting certification programs**

The College widely establishes cooperation with technology corporations, television stations, and advertising agencies. The College also assists and guides students to attend the certification programs so that they can be more competitive in the job market.

- **Creating a visible and prosperous school reputation**

The goal of the College of Design is to establish itself as a leader in all related activities. Up today, by way of creating many creative activities and displaying students' accomplishments, the College has obtained a good reputation and broad appreciation in Taiwan. In the future, the College will continue the good work with design industry, and eventually establish a new golden brand in design education.