

Digital Media Art

(Grade 2022)

Course code: 130508

I. Cultivation Objectives

1. General cultivation objective

This program is based on the concept of integrating art and technology, and focuses on a teaching mode that combines theory and practice, combining Shanghai's unique geographical advantages and the university's characteristics of integrated development of arts, engineering, science and art, implementing interdisciplinary and industry-academia interaction to train students and equip them with professional knowledge and skills in digital media art design, production, transmission and processing.

2. Objective of value guidance

This program trains students to use their knowledge and skills to solve practical problems with the professionalism and creative spirit of a designer as their guide, and to train innovative professionals who can work in planning, creation, design, communication, operation or management in digital media related fields such as film, media, animation, games and interactive media.

3. Five years after graduation, students in this program should achieve the following objectives:

In terms of general development, students should be able to combine the requirements of the industry, adapt to the changes of the times, and become the core of the team in their company based on their four years of study. In professional practice, they will be able to quickly integrate new technologies, methods and cultures into their work and further consolidate their professional development. The program of Digital Media Art will continue to be multi-disciplinary, open to new trends and technologies, and will be able to specialize in its own field.

4. Graduation requirements

(1). Have the ability to apply knowledge of art, technology, humanities and social sciences and the professional knowledge of Digital Media Art to create, express, and analyze Digital Media Art issues through literature research, market research, social surveys and other ways and means in order to obtain valid conclusions.

(2). Be able to understand the design needs and select and use appropriate techniques, resources and tools for the creation of different types of Digital Media Art projects. Design Digital Media Art effects to meet specific needs and be able to demonstrate creativity in the design process, taking into account social, health, safety, legal, cultural and environmental considerations.

(3). Have a certain level of scientific, artistic, humanistic and social responsibility, and be able to understand and comply with the professional ethics and codes of the Digital Media Art industry and fulfil their responsibilities in artistic creation.

(4). Have the ability to communicate and interact effectively with industry peers and the public on complex Digital Media Art issues, including writing reports and design briefs, presenting speeches, articulating or responding to instructions, and have some international exposure and ability to communicate and interact in a cross-cultural context.

(5). Be able to learn independently and lifelong with the ability to continuously learn new and emerging technologies and adapt to developments in the Digital Media Art industry.

II. Basic requirements

1. Ideological, political and moral education requirements

Students should have firm political orientation, adhere to Xi Jinping's thought of socialism with Chinese characteristics in the new era as a guide and practise values of socialism; have the qualities of dedication and love for work, hard work,

love for labour, compliance with the law and solidarity and cooperation; have a sense of responsibility to serve to build a harmonious society and strive for the prosperity of the country. They should have good social ethics and healthy physical and mental qualities, and have a strong sense of service and dedication.

2. Knowledge and competence requirements

The program of Digital Media Art emphasizes a combination of classroom teaching, studio teaching and social practice. Students will not only acquire theoretical and fundamental knowledge and professional knowledge in the fields related to Digital Media Art, but also receive basic training in the thinking skills, methods and skills of Digital Media Art design, as well as a certain level of knowledge of nature and humanities and social sciences and related abilities.

You should also be a team player and have strong communication skills; you should be able to apply your knowledge to analyse problems and solve practical problems.

3. Knowledge and competences to be acquired by graduates and the vocational positions to which they are suited

(1) Professional competence

Students will acquire basic theories and knowledge in the field of digital media art, with knowledge and certain design and production skills required in film, animation and online media and other related fields. They will be able to work independently or collaboratively in at least one aspect of production, technical development, project planning and marketing operations, and will have the practical working skills required by the industry..

(2) Theoretical literacy

Students will acquire the basic theories and core knowledge of digital media art as well as knowledge related to the creation, production and technical application in the fields of film and television special effects, interface production, animation creativity, web interaction design and other related fields. They will understand the needs and developments in the field of digital media art, be familiar with the relevant guidelines, policies and regulations in the field of digital media art, and have the core values of socialism.

(3) Creative ability

Students will be able to be creative in their design sessions and work innovatively at the intersection of science and art. They will have the self-directed learning ability to acquire and update knowledge and skills at the cutting edge of their specialism, and the creative ability to develop sustainably and to break new ground.

(4) Positions to which students are suited

- 1) Work in planning and design of digital media artworks in group, small and medium-sized enterprises.
- 2) Work in planning, design and production in media, advertising and digital mobile terminal companies.
- 3) Be able to start independent or joint businesses as freelance designers.

III. Schooling System

Four years.

IV. Length of Study

Flexible study period, generally four years, the minimum length of flexibility is not less than three years, the longest not more than six years.

V. Requirements for Graduation and Degree Conferring

Students must complete the minimum number of credits required for each category of study in accordance with the requirements of the Instructive Cultivation Plan, and complete all the content required for the Extracurricular Class, with a total of 155 credits, in order to graduate; those who meet the requirements for the award of a Bachelor's degree

will be awarded a Bachelor of Fine Arts.

VI. Discipline

Art, Design, Communication, Aesthetics, Psychology.

VII. Core Courses

Dynamic sketching, morphological composition, graphic design, original design, design software, integrated web design, film and television advertising design and production.

VIII. Course Structure and Course Hours (excluding Extracurricular Class)

Category	Total Credit	%	Total Course Hours	Theory Learning	Practical Training
Public Fundamental Course	36.5	24	720	640	80
General Education	10	6	160	160	0
Professional Fundamental Course	42	27	672	210	462
Professional Course	65.5	43	1248	238	1010
Total	154	100	2800	1248	1552
Theory: Practical (%)	45:55				

IX. Teaching schedule (1)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester
Public Fundamental Course	required	School of Marxism	b1080001	Basic Principles of Marxism	test	3	48	42	6	Autumn 1
	required	School of Marxism	b1080009	Ethics and the Rule of Law	non-test	3	48	42	6	Autumn 1
	required	School of Marxism	b1080006	Outline of Modern Chinese History	non-test	3	48	42	6	Spring 1
	required	School of Marxism	b1080004	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics I	test	3	48	42	6	Autumn 2
	required	School of Marxism	b1080007	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics II	test	2	32	28	4	Spring 2
	required	School of Marxism	-----	Situation and Policy (Modules 1 to 4)	non-test	2	32	28	4	Autumn 1 to Spring 2
	required	School of Marxism	b1080008	Labour Education A	non-test	0.5	16	16		Spring 1
	required	College of Arts and Sciences	b1020018	Academic Chinese	non-test	2	32	32		Autumn 1
	required	College of Physical Education	-----	Physical Education I to VI	non-test	3	160	160		Autumn 1 to Autumn 4
	required	Others	b1110003	Military skills	non-test	0.5	2W			Autumn 1
	required	College of Arts and Sciences	b1110002	Military theory	non-test	0.5	32	32		Spring 1
	required	Engineering Training	b1090001	Basic Engineering Training	non-test	2	32		32	Autumn 1
	required	Others	b1110004	Mental Health Education for University Students	non-test	2	32	16	16	Spring 1
	★ Academic English(Selective, Choose 1 Modules for 10 Credits)	Module A	b1020003	General English III	test	3	48	48		Autumn 1
			b1020004	General English IV	test	3	48	48		Spring 1
			b1020005	General Academic English A	test	2	32	32		Autumn 2
			---	English Knowledge Expansion	non-test	2	32	32		Spring 2
		Module B	b1020002	General English II	test	3	48	48		Autumn 1
			b1020003	General English III	test	3	48	48		Spring 1
			b1020006	General Academic English B	test	2	32	32		Autumn 2
			---	English Knowledge Expansion	non-test	2	32	32		Spring 2
		Module C	b1020001	General English I	test	4	64	64		Autumn 1
			b1020002	General English II	test	3	48	48		Spring 1
b1020003	General English III		test	3	48	48		Autumn 2		
★ Academic German	College of Arts and Sciences	b1020040	Academic German I	test	3	48	48		Autumn 1	
	College of Arts and Sciences	b1020041	Academic German II	test	3	48	48		Spring 1	
	College of Arts and Sciences	b1020042	Academic German III	test	4	64	64		Autumn 2	
★ Academic Japanese	College of Arts and Sciences	b1020077	Academic Japanese I	test	3	48	48		Autumn 1	
	College of Arts and Sciences	b1020078	Academic Japanese II	test	3	48	48		Spring 1	
	College of Arts and Sciences	b1020079	Academic Japanese III	test	4	64	64		Autumn 2	
Subtotal (Public Fundamental Course)						36.5	720	640	80	
General Education	selective	Art Education Center	b0-----	Aesthetic Education	non-test	2	32	32		Autumn, Spring
	selective	Each College	b0-----	Social Sciences and Humanistic Qualities	non-test	4	64	64		Autumn, Spring
				Natural Sciences and Technology Innovation	non-test	4	64	64		Autumn, Spring
Subtotal(General Education)						10	160	160		

(★Note: The first foreign language is 10 credits in total, including 3 languages: Academic English, Academic German and Academic Japanese, choose the appropriate language as required; when Academic English is chosen, please choose the appropriate module in Module A, B, C)

IX. Teaching schedule (2)

Category	Type	Provided by	Course Code	Ability Modules	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester	
Professional Fundamental Course	Required	School of Applied Arts and Design	b2041128	Abilities of designing and styling	Introduction to Digital Media Art	Test	2	32	24	8	Autumn 1	
	Required	School of Applied Arts and Design	b2041106		Design sketches	Test	3	48	10	38	Autumn 1	
	Required	School of Applied Arts and Design	b2041236		Morphological composition (A)	Test	3	48	10	38	Autumn 1	
	Required	School of Applied Arts and Design	b2041134		Morphological composition (B)	Test	3	48	10	38	Autumn 1	
	Required	School of Applied Arts and Design	b2041212		Morphological composition (C)	Test	3	48	10	38	Spring 1, Summer 1	
	Required	School of Applied Arts and Design	b2041131		Graphic design	Test	3	48	10	38	Spring 1, Summer 1	
	Required	School of Applied Arts and Design	b2041016		Layout	Test	3	48	10	38	Spring 1, Summer 1	
	Required	School of Applied Arts and Design	b2041054		Dynamic sketching	Test	3	48	12	36	Spring 1, Summer 1	
	Required	School of Applied Arts and Design	b2041208		Audiovisual language	Test	3	48	24	24	Autumn 2	
	Required	School of Applied Arts and Design	b2041215		Screenplay writing	Test	3	48	16	32	Spring 2, Summer 2	
	Subtotal							29	464	136	328	
	Required	School of Applied Arts and Design	b2041216	Abilities of Computer-aided design	Graphics Software Fundamentals	Test	4	64	22	42	Spring 1, Summer 1	
	Required	School of Applied Arts and Design	b2041014		Web Programming Basics	Test	2	32	20	12	Autumn 2	
	Required	School of Applied Arts and Design	b2041218		2D animation software	Test	3	48	10	38	Spring 2, Summer 2	
	Required	School of Applied Arts and Design	b2041219		3D animation software	Test	4	64	22	42	Spring 2, Summer 2	
	Subtotal							13	208	74	134	
Subtotal (Professional Fundamental Course)							42	672	210	462		

IX. Teaching schedule (3)

Category	Type	Provided by	Course Code	Ability Modules	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester	
Professional Course	required	School of Applied Arts and Design	b2041078	Abilities to Express Through Animation Design	Character styling	test	3	48	12	36	Autumn 2	
	required	School of Applied Arts and Design	b2041143		Original artwork design	test	3	48	12	36	Autumn 3	
	required	School of Applied Arts and Design	b2041220		Animation design and production	test	3	48	20	28	Spring 3, Summer 3	
	required	School of Applied Arts and Design	b2041209-		3D animation	test	4	64	16	48	Spring 3, Summer 3	
	subtotal							13	208	60	148	
	required	School of Applied Arts and Design	b2041015	Design abilities for graphic digital media	WEB interface design	test	3	48	12	36	Autumn 2	
	required	School of Applied Arts and Design	b2041132		Integrated web design	test	3	48	10	38	Spring 2, Summer 2	
	selective 4 credits	School of Applied Arts and Design	b2041135		Mobile Terminal Interaction Design and Production (A)	test	4	64	16	48	Spring 3, Summer 3	
		School of Applied Arts and Design	b2041136		Mobile Terminal Interaction Design and Production (B)	test	4	64	16	48	Spring 3, Summer 3	
	subtotal							10	160	38	122	
	required	School of Applied Arts and Design	b2041221	Editing and design abilities for audio-visual digital media	Digital Photography	test	2	32	8	24	Spring 2, Summer 2	
	required	School of Applied Arts and Design	b2041222		Digital camera	test	3	48	16	32	Autumn 3	
	required	School of Applied Arts and Design	b2041137		Sound production	test	3	48	16	32	Spring 3, Summer 3	
	required	School of Applied Arts and Design	b2041056		Non-linear editing	test	4	64	16	48	Autumn 3	
	required	School of Applied Arts and Design	b2041223		2D film and video effects	test	5	80	30	50	Autumn 3	
	required	School of Applied Arts and Design	b2041255		Scenography	test	2	32	8	24	Autumn 2	
	required	School of Applied Arts and Design	b2041256		New Media Display Design and Creation	test	3	48	10	38	Autumn 3	
	required	School of Applied Arts and Design	b2041139		Film and television advertising design and production	test	4	64	20	44	Autumn 4	
	subtotal							26	416	124	292	
	required	School of Applied Arts and Design	b2041146	Design abilities for the topic	Micro-video feature design (A)	test	4	64	8	56	Autumn 4	
	required	School of Applied Arts and Design	b2041147		Interactive thematic design (B)	test	4	64	8	56	Autumn 4	
	required	School of Applied Arts and Design	b4000042		The program of Digital Media Art Innovation and Entrepreneurship	non-test	2	32	0	32	Autumn 4	
	required	School of Applied Arts and Design	b4040012		Digital Media Art graduation internship and graduation design (thesis)	non-test	6	288		288	Spring 4	
	required	School of Applied Arts and Design	b4040014	Labour Education B	non-test	0.5	16		16	Spring 3		
	subtotal							16.5	464	16	448	
	subtotal (professional course)							65.5	1248	238	1010	
	Extracurricular Class	required	Others	b5110001	Extracurricular Class	non-test	1	-	-	-	-	Autumn, Spring, Summer
	Total							155	2800	1248	1552	

X. Prerequisite for Course Study

No.	Course Name	Prerequisite Course	No.	Course Name	Prerequisite Course
1	WEB interface design	Design Composition (A)	2	Film and television advertising design and production	Non-linear editing
		Layout			Digital camera
		Fundamentals of web programming			Sound production
3	Mobile Terminal Interaction Design and Production	Graphic design	4	Animation design and production	Character Styling
		Original artwork design			Original artwork design
		Sound production			2D animation software
		Layout			3D animation software

XI. Credit of Extracurricular Class

Through taking extracurricular classes, students are encouraged to take part in academic lectures, social practice activities, campus cultural and sports activities, innovative and entrepreneurial activities, voluntary activities, etc. to improve their social adaptability and enhance the competitiveness in the job market. Details are specified in Students' Manual.