

Instructive Cultivation Plan for the Program of Digital Media Art

(Grade 2020)

Program code: 130508

1. Orientation

Relying on the basis of design discipline, the program of digital media art strives to create three major professional modules suitable for manufacturing and creative industries: digital image design and production, digital animation design and production, and interface design and production. This program aims to explore a new way of combining art and engineering, combining liberal arts and science, interdisciplinary and integrated development. This program gives full play to the advantages of our school in the field of engineering, combines the background of the arts and humanities, emphasizes the combination of production, learning, and research, and adopts the teaching mode of integrating teaching and industrial development.

2. Cultivation Objective

2.1. General Objective

This program focuses on the training concept of integration of art and technology, focuses on the teaching mode that combines theory and practice, and combines Shanghai's unique geographical advantages and the characteristics of the comprehensive development of liberal arts, engineering, science, and art of our school. This program adopts the teaching mode of interdisciplinary and interaction of industry and education, cultivates students with professional knowledge and skills in digital media art design, production, transmission and processing.

2.2. Cultivation Value

This program trains students to be guided by the professional qualities and innovative spirit of prospective designers, and train students to comprehensively use the knowledge and skills they have learned to solve practical problems. This program will cultivate innovative professional talents who can engage in planning, creation, design, communication, operation or management in digital media related fields such as film and television, media, animation, games, networks and related virtual reality, etc.

3. Requirement for Graduation

3.1. Ideological, political and moral education requirements

Adhere to firm political direction. Adhere to the guidance of Xi Jinping's Thought on Socialism with Chinese Characteristics in the New Era, and practice socialist values; have the qualities of dedication, hard work, love of labor, abiding by laws and regulations, and unity and cooperation; have the sense of responsibility of serving the construction of a harmonious society and the prosperity of the country; have good social ethics and healthy physical and mental qualities, with a strong sense of service and dedication.

3.2. Knowledge and ability requirements

The digital media art program emphasizes the combination of classroom teaching, studio teaching and social practice. Students not only need to master the theoretical basic knowledge and professional knowledge in related fields of digital media art, but also receive basic training in thinking ability, methods and skills of digital media art design, and have certain knowledge of nature, humanities and social sciences and related abilities. At the same time, the students also need to have teamwork spirit and strong communication skills; have the ability to use the knowledge they learned to analyze problems and solve practical problems.

3.3. Knowledge and abilities that graduates should acquire and career positions they should adapt to

(1) Professional ability

Master the basic theories and basic knowledge in the professional field of digital media art, possess the knowledge required in related fields such as film and television, animation and network media, and have certain design and production capabilities. Be able to complete at least one link of work creation, technology research and development, project planning, and market operation independently or cooperatively, and have the practical work ability that meets the needs of the industry for practitioners.

(2) Theoretical literacy

Master the basic theories and core knowledge of digital media art program, as well as the relevant knowledge of creation, production and technical application in related fields such as film and television special effects, interface production, animation creativity, and network interaction design. Understand the prospect needs and development trends in the field of digital media art, familiar with the relevant policies, policies and regulations in the field of digital media art, and have the core socialist values.

(3) Innovation ability

Have the sense of innovation in the design process and be able to carry out innovative work in the intersection of science and art. Possesses the independent learning ability to acquire and update professional cutting-edge knowledge and skills, and the innovative ability to sustainably develop and make breakthroughs.

(4) Adapted professional positions

1) Be able to engage in the planning and design of digital media art works in group-type, small and medium-sized enterprises.

2) Be able to engage in planning, design and production in companies such as media, advertising, and digital mobile terminal companies, etc.

3) Be able to conduct independent or joint ventures and become freelance designers.

4. Schooling System

Four-year undergraduate education

5. Length of Study

Generally four years. The length of schooling can be flexible from no less than three years to no longer than six years.

6. Requirements for Graduation and Degree Conferring

Students of this program must complete the minimum credits required for each category of courses and complete all the content specified in extracurricular class according to the requirements of the instructional training plan, and the total credits must reach 151 credits for graduation; those who meet the requirements for bachelor's degree can be conferred bachelor degree in art.

7. Discipline

Art Theory, Design Science, Communication Science, Aesthetics, Psychology

8. Core Courses

8.1. Dynamic Sketch

Through the teaching and practices of this course, students will be able to cultivate their ability to grasp the shape of objective things, and learn the basic course of design and painting that uses simplified forms to comprehensively express the shapes of moving objects.

8.2. Morphology

Through the teaching and practices of this course, students will understand the basic concepts and characteristics of form composition, understand the development history and application of form composition, master the basic principles, methods and expressive power of plane, color, and three-dimensional composition, and improve the aesthetics and creation ability of design form, thus laying a solid foundation for professional learning.

8.3. Graphic design

Through the teaching and practices of this course, students will fully understand the basic theory of graphic creativity, and master the correct graphic creativity methods and expression techniques, thus laying a good design foundation for professional design.

8.4. Original painting design

Through the teaching and practices of this course, students will be trained to master the basic theories of original paintings and the painting and performance skills of original painting creation. This course will cultivate and improve students' ability to communicate with the director, the ability to analyze and grasp the lens, and the ability to judge and solve the problems involved in the creation of the original painting, so as to fully grasp the theoretical knowledge and expression techniques of the original painting creation.

8.5. Design software (FLASH, PREMIER, 3DMAX, AFTER EFFECTS, etc.)

Through the study of related design software, students will be able to use appropriate software design tools and performance techniques, and transform creative thinking into reality by combining with the basic professional knowledge they have mastered.

8.6. Comprehensive web design

Through the teaching and practice of this course, students are trained to use the design software they have learned to achieve a complete set of web interface design works by combining with basic knowledge of layout design, text design, color design, etc., and serve the front end of the website design process.

8.7. Multimedia post special effects production

Through the teaching and practice of this course, students will be trained to master the basic theories of film and television animation and the rules of visual beauty of film and television post-production special effects. Through the study of this course, students can use the theories and methods of film and television animation to form the color and form of the theme of the organization and apply them to the design.

8.8. Film and television advertisement design and production

Through the teaching and practice of this course, students are trained to use different creative methods to complete advertising creativity, and to complete the production of film and television advertisements through specific production skills.

9. Practical Training (Related courses)

Comprehensive web design, multimedia digital terminal design, film and television advertisement design and production, topic design, major professional curriculum design, graduation design

10. Course Structure and Course Hours (excluding extracurricular class)

Category	Total Credit	%	Total Course Hours	Theory Learning	Practical Training
General Education	34.5	22	688	624	64
Basic Course	43	29	688	214	474
Professional Course	63.5	42	1216	240	976
General Course	10	7	160	160	0
Total	151	100	2752	1238	1514
Theory : Practice(%)	45:55				

11. Teaching Schedule (1)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester
General Education	Required	School of Marxism	b1080001	Basic principles of Marxism	Test	3	48	42	6	Autumn semester 1
	Required	School of Marxism	b1080003	Ideological and moral cultivation and legal foundation	Non-test	3	48	42	6	Autumn semester 1
	Required	School of Marxism	b1080006	Outline of Chinese Modern History	Non-test	3	48	42	6	Spring semester 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 semester 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 semester 2
	Required	School of Marxism	----	Situation and Policy (Module 1~4)	Non-test	2	32	28	4	Autumn semester 1~ Spring semester 2
	Required	School of Marxism	b1080008	Labor Education A	Non-test	0.5	16	16		Spring semester 1
	Required	College of Arts and Sciences	b1020018	College Chinese	Non-test	2	32	32		Autumn semester 1
	Required	Department of Physical Education	----	Physical Education I~VI	Non-test	3	160	160		Autumn semester 1~ Autumn semester 4
	Required	Others	b1110003	Military skills	Non-test	0.5	2W			Autumn semester 1
	Required	College of Arts and Sciences	b1110002	Military theory	Non-test	0.5	32	32		Spring semester 1
	Required	Engineering Training Center	b1090001	Basic engineering training	Non-test	2	32		32	Autumn semester 1
	★English (Selective, 1 Module, 10 credits)	Module A	b1020003	General English III	Test	3	48	48		Autumn semester 1
			b1020004	General English IV	Test	3	48	48		Spring semester 1
			b1020005	General Academic English A	Test	2	32	32		Autumn semester 2
			---	English development	Non-test	2	32	32		Spring semester 2
Module B		b1020002	General English II	Test	3	48	48		Autumn semester 1	
		b1020003	General English III	Test	3	48	48		Spring semester 1	

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester	
			b1020006	General Academic English B	Test	2	32	32		Autumn semester 2	
			---	English development	Non-test	2	32	32		Spring semester 2	
		Module C	b1020001	General English I	Test	4	64	64		Autumn semester 1	
			b1020002	General English II	Test	3	48	48		Spring semester 1	
			b1020003	General English III	Test	3	48	48		Autumn semester 2	
	★ German	College of Arts and Sciences	b1020040	German I	Test	3	48	48		Autumn semester 1	
		College of Arts and Sciences	b1020041	German II	Test	3	48	48		Spring semester 1	
		College of Arts and Sciences	b1020042	German III	Test	4	64	64		Autumn semester 2	
	★ Japanese	College of Arts and Sciences	b1020077	Japanese I	Test	3	48	48		Autumn semester 1	
		College of Arts and Sciences	b1020078	Japanese II	Test	3	48	48		Spring semester 1	
		College of Arts and Sciences	b1020079	Japanese III	Test	4	64	64		Autumn semester 2	
	Sub-total (General Education)						34.5	688	624	64	
	General Course	Selective	Others	b0-----	Social Science and Humanities Literacy (4 credits) Natural Science and Technological Innovation (4 credits) Other optional (2 credits)	Non-test	10	160	160		Autumn, Spring
Sub-total (General Course)						10	160	160	0		

(★Note: The first foreign language has a total of 10 credits, including College English, German, and Japanese. Choose the appropriate language according to your needs; among them, if you choose College English, please choose the appropriate module in module ABC)

11. Teaching Schedule (2)

Category	Type	Provided by	Course Code	Ability module	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester	
Basic Course	Required	School of Applied Art and Design	b2041128	Design styling ability	Introduction to Digital Media Art	Test	2	32	24	8	Autumn semester 1	
	Required	School of Applied Art and Design	b2041106		Design Sketch	Test	3	48	10	38	Autumn semester 1	
	Required	School of Applied Art and Design	b2041133		Morphology(A)	Test	5	80	20	60	Autumn semester 1	
	Required	School of Applied Art and Design	b2041134		Morphology(B)	Test	3	48	10	38	Spring semester 1, Summer semester 1	
	Required	School of Applied Art and Design	b2041131		Graphic design	Test	3	48	10	38	Spring semester 1, Summer semester 1	
	Required	School of Applied Art and Design	b2041016		Layout Design	Test	3	48	10	38	Spring semester 1, Summer semester 1	
	Required	School of Applied Art and Design	b2041054		Dynamic Sketch	Test	3	48	12	36	Spring semester 1, Summer semester 1	
	Required	School of Applied Art and Design	b2041208		Audio-visual language	Test	3	48	24	24	Autumn semester 2	
	Sub-total							25	400	120	280	
	Required	School of Applied Art and Design	b2041011	Computer Aided Design Ability	PHOTOSHOP	Test	3	48	12	36	Spring semester 1, Summer semester 1	
	Required	School of Applied Art and Design	b2041007		ILLUSTRATOR	Test	2	32	8	24	Autumn semester 2	
	Required	School of Applied Art and Design	b2041014		Web programming basics	Test	2	32	20	12	Autumn semester 2	
	Required	School of Applied Art and Design	b2041006		FLASH	Test	3	48	10	38	Autumn semester 2	
	Required	School of Applied Art and Design	b2041002		3D MAX	Test	4	64	22	42	Spring semester 2, Summer semester 2	

Category	Type	Provided by	Course Code	Ability module	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester
	Selective 4 credits	School of Applied Art and Design	b2041004		AFTER EFFECTS	Test	4	64	22	42	Autumn semester 3
		School of Applied Art and Design	b2041008		INDESIGN	Test	4	64	22	42	Autumn semester 3
	Sub-total						18	288	94	194	
	Sub-total (Basic Course)						43	688	214	474	
Professional Course	Required	School of Applied Art and Design	b2041078	Animation design expression ability	Character design	Test	3	48	12	36	Spring semester 2, Summer semester 2
	Required	School of Applied Art and Design	b2041143		Original painting design	Test	3	48	12	36	Spring semester 2, Summer semester 2
	Required	School of Applied Art and Design	b2041053		Animation design principle	Test	3	48	20	28	Autumn semester 3
	Required	School of Applied Art and Design	b2041209--		3D animation	Test	4	64	16	48	Spring semester 3, Summer semester 3
	Sub-total						13	208	60	148	
	Required	School of Applied Art and Design	b2041015	Graphic digital media design capabilities	WEB INTERFACE DESIGN	Test	3	48	12	36	Autumn semester 2
	Required	School of Applied Art and Design	b2041132		Comprehensive web design	Test	3	48	10	38	Spring semester 2, Summer semester 2
	Selective 4 credits	School of Applied Art and Design	b2041135		Mobile terminal interactive design and production (A)	Test	4	64	16	48	Spring semester 3, Summer semester 3
		School of Applied Art and Design	b2041136		Mobile terminal interactive design and production (B)	Test	4	64	16	48	Spring semester 3, Summer semester 3
	Sub-total						10	160	38	122	
Required	School of Applied Art and Design	b2041117	Audio-visual digital media	Photography and video	Test	5	80	30	50	Autumn semester 3	

Category	Type	Provided by	Course Code	Ability module	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester
	Required	School of Applied Art and Design	b2041137	editing and design capabilities	Sound production	Test	3	48	16	32	Autumn semester 3
	Required	School of Applied Art and Design	b2041056		Non-linear editing	Test	4	64	16	48	Spring semester 2, Summer semester 2
	Required	School of Applied Art and Design	b2041055		Multimedia special effects post design and production	Test	4	64	16	48	Spring semester 3, Summer semester 3
	Required	School of Applied Art and Design	b2041091		3D film and television special effects	Test	4	64	28	36	Spring semester 3, Summer semester 3
	Required	School of Applied Art and Design	b2041139		Film and television advertisement design and production	Test	4	64	20	44	Spring semester 3, Summer semester 3
Sub-total							24	384	126	258	
	Required	School of Applied Art and Design	b2041146	Thematic design ability	Micro video thematic design (A)	Test	4	64	8	56	Autumn semester 4
	Required	School of Applied Art and Design	b2041147		Interactive thematic design (B)	Test	4	64	8	56	Autumn semester 4
	Required	School of Applied Art and Design	b4000042		Digital Media Art Program Innovation and Entrepreneurship	Non-test	2	32	0	32	Autumn semester 4
	Required	School of Applied Art and Design	b4040012		Digital Media Art Program Graduation Practice and Graduation Design (Thesis)	Non-test	6	288		288	Spring semester 4
	Required	School of Applied Art and Design	b4040014		Labor Education B	Non-test	0.5	16		16	Spring semester 3
Sub-total							16.5	464	16	448	
Sub-total (Professional Courses)							63.5	1216	240	976	

11. Teaching Schedule (3)

Category	Type	Provided by	Course Code	Ability module	Course Name	Assessment	Credit	Course Hour	Theory Learning	Practical Training	Semester	
Extracurricular Class	Required	Others	b5110001		Extracurricular Class	Non-test	1	-	-	-	Autumn, Spring, Summer	
Total								152	2752	1238	1514	

12. Prerequisite for Course Study

No.	Course Name	Prerequisite Course	No.	Course Name	Prerequisite Course
1	WEB INTERFACE DESIGN	Constitution of Design (A)	2	Multimedia special effects post design and production	Non-linear editing
		Layout Design			Photography and video
		FLASH			Sound production
		Web programming basics			
3	Mobile terminal interactive design and production	Graphic design	4	3D film and television special effects	3DMAX
		Original painting design			AFTER EFFECTS
		Animation design principle			Non-linear editing
5	Film and television advertisement design and production	Non-linear editing			
		Photography and video			
		Sound production			
		3DMAX			
		AFTER EFFECTS			

13. 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.