Digital Media Art

(Grade 2024)

Course code: 130508

I. Cultivation Objectives

1. General cultivation objective

This major focuses on project training that emphasizes creative thinking, digital art expression techniques, and technical implementation abilities. It aims to cultivate high-quality, applied, and innovative talents who can meet the development needs of the creative industry, systematically master professional knowledge and methods of digital media art planning, design and production, transmission, and processing, proficiently use relevant digital media expression tools, possess an international professional perspective, team collaboration spirit, modern aesthetic awareness, media information promotion and digital art expression abilities, and are capable of engaging in planning, creation, design, communication, operation, or management work in digital media art-related fields such as film and television, media, animation, gaming, and interaction.

2. Objective of value guidance

This major consistently takes Chinese socialist core values and Chinese-style modernization as its value orientation, adhering to the principle of cultivating virtue through education and achieving comprehensive ideological and political education. In public foundation and general education courses, it focuses on nurturing students' character and personality. In professional courses, it emphasizes digital artistic processing based on the study of excellent Eastern and Western cultures and the inheritance of local excellent cultures, regarding the construction of modern Chinese digital media art as its mission and integrating the craftsmanship spirit into professional practice. Through academic lectures and exchanges, students' understanding of cutting-edge knowledge is expanded, their international vision is strengthened, and they learn to make judgments. Ultimately, the goal is to cultivate students into well-rounded socialist builders and successors who are morally, intellectually, physically, aesthetically, and laboriously developed.

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

students should be able to align their skills with industry and job requirements, adhering to the specialized yet versatile ability characteristics of the digital media arts profession. They should maintain an openness to new trends and technologies, quickly integrating new techniques, methodologies, and cultures. By cultivating the ability for lifelong learning and fostering a sense of sustainable development, they should further consolidate their career development direction. They should specialize in their chosen fields, becoming independent and capable professionals who serve as the core strength of their company's team.

Ⅱ.Graduation Requirements

Numbers	Graduation Requirements	Specific Requirements
1	Graduation Requirement 1: Morality, Physical and Mental Well-being, and Professional Norms	1-1 Establish cultural confidence, possess knowledge in humanities and social sciences, and learn about excellent cross-media arts from both the East and the West.
		1-2 Maintain physical and mental health, capable of fulfilling the responsibilities of a professional in digital media arts. Have emotional stability, a sound personality, and strong willpower. Be proactive in work and committed to lifelong learning.
		1-3 Possess professional ethics and social public awareness, and be able to understand and abide by them in digital media arts practice. Pay attention to and understand current societal issues of the day. Demonstrate a sense of responsibility, and be able to serve society and contribute to the country.
2	Graduation	2-1 Understand the design background and cultural context of digital media arts.

Numbers	Graduation Requirements	Specific Requirements
	Requirement 2: Professional/Engineering Knowledge	2-2 Possess knowledge and abilities related to the basic theories and principles of digital media arts, as well as software and hardware materials, formal languages, and other relevant aspects.
		2-3 Master the procedures and methods of digital media art design.
3	Graduation Requirement 3: Problem Analysis	3-1 Master the basic principles and methods for identifying and analyzing problems.
		3-2 Grasp the methods of digital media art design, be able to apply fundamental principles to analyze the influencing factors in the problem-solving process, and demonstrate the rationality of proposed solutions.
4	Graduation Requirement 4: Art Design/Solutions	4-1 Master the basic theories and practical operation methods of digital media arts.
		4-2 Be able to comprehensively apply the theoretical knowledge acquired to undertake the entire design process, from basic research, analysis and study, strategy formulation, documentation, to scheme drafting.
		4-3 Possess comprehensive application abilities in digital media art design theories and methods, as well as proactive and innovative design capabilities.
5	Graduation Requirement 5: Art Design Research	5-1 Master digital media art knowledge related to design fundamentals, introductions, principles, and technical applications, with a focus on digital multimedia art as the core.
		5-2 Be familiar with the history, society, economy, policies, and culture of digital media arts.
		5-3 Grasp the development trends and frontier knowledge in the field of digital media arts in China.
		5-4 Have the ability to analyze and assess topics related to digital media arts, and propose corresponding solution strategies.
6	Graduation Requirement 6: Art Design and Society	6-1 Possess the ability to integrate learned basic theories, professional knowledge, and fundamental skills into the profession through participation in internships and practical experiences.
		6-2 Cultivate the capacity for independently engaging in design management within the profession during internships and practical experiences, enhancing understanding and proficiency in actual projects.
		6-3 Be able to adapt to fieldwork, possess the ability to collaborate with others, and understand the responsibilities associated with the work undertaken.
7	Graduation Requirement 7: Art Design and Tool Utilization	7-1 Be able to articulate design creation intentions and achievements through written, oral, model, image, media, or other informational methods and means.
		7-2 Possess necessary basic knowledge and skills in professional design and graphic softwares, and use these softwares to analyze project requirements, create drawings, and prepare documentation.
		7-3 Learn to engage in design creation and research using mainstream digital tools and means.
8	Graduation Requirement 8: Environment and Sustainable Development	8-1 Fully recognize the impact of digital media arts on spiritual and cultural, social environmental, and sustainable development in production and life.
		8-2 Be able to evaluate various systems and project practices within the field of digital media arts and assess their impact on the cultural and artistic ecology.
		8-3 Be capable of comprehensively applying professional knowledge in design practice and understanding and evaluating the impact of professional practice on culture and art in the context of complex issues.
9	Graduation Requirement 9: Individual and Team	9-1 Possess an international perspective and be rich in innovative spirit. Capable of playing a significant professional role in teams with diverse or interdisciplinary backgrounds.
		9-2 Have a strong sense of responsibility, team collaboration awareness, and excellent communication skills. Possess a certain level of ability to coordinate resources.
10	Graduation Requirement 10: Lifelong Learning	10-1 Possess the ability for self-directed learning and the awareness for lifelong learning.
		10-2 Have the capacity to continually learn and adapt to new developments in design within the professional field.

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 158 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, Computer Science and Technology, Psychology.

VII. Core Courses

Introduction to Digital Media Arts, Dynamic Sketching, Morphological composition (A), Morphological composition (B), Morphological composition (C), Graphic Design, 3D Animation Software, WEB Interface Design, Comprehensive Webpage Design, Audio-Visual Language, Film and Television Advertisement Design and Production, (Micro-video) Specialized Design (A), (Interactive) Specialized Design (B).

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

Category	**Total Credit**	**%**	**Total Course Hours**	**Theory Learning**	**Practical Training**
Public Fundamental Course	39.5	25	768	678	90
General Education	10	6	160	160	0
Professional Fundamental Course	41	26	656	204	452
Professional Course	66.5	43	1264	244	1020
Total	157	100	2848	1286	1562
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	b1080010	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics	test	3	48	42	6	Autumn 2
	required	School of Marxism	b1080011	Introduxtion to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era	test	3	48	42	6	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	School of Foreign Languages and	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	Others	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
	required	School of Computer and	b1012001	Applications and Practice of Artificial Intelligence	non-test	1	16	8	8	Spring 1
	required	School of Resources and	b1013002	Low-carbon and Ecological Civilization	non-test	1	16	16		Autumn 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	School of Foreign Languages and	b1020040	Academic German I	test	3	48	48		Autumn 1
		School of Foreign Languages and	b1020041	Academic German II	test	3	48	48		Spring 1
		School of Foreign Languages and	b1020042	Academic German III	test	4	64	64		Autumn 2
	★ Academic Japanese	School of Foreign Languages and Cultural Communication	b1020077	Academic Japanese I	test	3	48	48		Autumn 1
		School of Foreign Languages and	b1020078	Academic Japanese II	test	3	48	48		Spring 1
		School of Foreign Languages and	b1020079	Academic Japanese III	test	4	64	64		Autumn 2
Subtotal (Public Fundamental Course)						**39.5**	**768**	**678**	**90**	
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	b2041054		Dynamic sketching	Test	3	48	12	36	Autumn 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	b2041212		Morphological composition (C)	Test	3	48	10	38	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	b2041328	Abilities of Computer-aided design	Graphics Software Fundamentals	Test	3	48	16	32	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	Autumn 2
	Subtotal						**12**	**192**	**68**	**124**	
Subtotal (Professional Fundamental Course)							**41**	**656**	**204**	**452**	

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
	selective 3 credits	School of Applied Arts and Design	b2041220		Animation design and production	test	3	48	20	28	Spring 3, Summer 3
		School of Applied Arts and Design	b2041329		Animation Short Film Creation	test	4	64	16	48	Spring 3, Summer 3
	required	School of Applied Arts and Design	b2041209		3D animation	test	4	64	16	48	Spring 2, Summer 2
	required	School of Applied Arts and Design	b2041255		Scene Design	test	2	32	8	24	Spring 2, Summer 2
	subtotal						**15**	**240**	**68**	**172**	
	required	School of Applied Arts and Design	b2041015	Interaction	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 3 credits	School of Applied Arts and Design	b2041330		Mobile Terminal Interaction Design and Production (A)	test	4	48	12	36	Autumn 3
		School of Applied Arts and Design	b2041331		Mobile Terminal Interaction Design and Production (B)	test	4	48	12	36	Autumn 3
	required	School of Applied Arts and Design	b2041332		Interaction Art and Prototype Control	test	2	32	8	24	Spring 3, Summer 3
	required	School of Applied Arts and Design	b2041333		Interaction Art and Programming	test	3	48	20	28	Spring 3, Summer 3
	required	School of Applied Arts and Design	b2041256		New Media Display Design and Creation	test	3	48	10	38	Autumn 3
	subtotal						**17**	**272**	**72**	**200**	
	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 1, Summer 1
	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 Effects Production	test	3	48	16	32	Spring 2, Summer 2
	selective 2 credits	School of Applied Arts and Design	b2041334		Non-linear editing	test	2	32	8	24	Autumn 3
		School of Applied Arts and Design	b2041335		Post-production for Film and Television	test	2	32	8	24	Autumn 3
	required	School of Applied Arts and Design	b2041336		2D film and video effects	test	4	64	24	40	Spring 3, Summer 3
	required	School of Applied Arts and Design	b2041139		Film and television advertising design and production	test	4	64	16	48	Spring 3, Summer 3
	subtotal						**18**	**288**	**88**	**200**	
	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

Category	Type	Provided by	Course Code	Ability Modules	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester
	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)							**66.5**	**1264**	**244**	**1020**	
Extracurricular Class	required	Others	b5110001	Extracurricular Class		non-test	**1**	-	-	-	Autumn, Spring, Summer
Total							**158**	**2848**	**1286**	**1562**	

X. 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.